



GUAC

MAKES THE FIESTA

For most shoppers, Guac Makes the Fiesta. Seven out of ten celebrated Cinco with fresh avocados¹, and they'll be coming back for more.

During this prime avocado time, put Avocados From Mexico® on the front lines for a serious boost in sales.



Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.

IN-MARKET DATE: APRIL 13 - MAY 5, 2026

GUAC *MAKES THE FIESTA*

Serve Up a Really Good Fiesta with Fresh Avocados From Mexico

This Cinco de Mayo, we're getting this fiesta started with thematic avocado bags and a full 360° marketing plan, including in-store bins, digital support and more.



DELICIOUS SAVINGS FOR SHOPPERS

Guac is always a good idea, especially during Cinco, and savings make it even better. Our thematic bags are loaded with a \$1.50 cashback offer that can put money right into shoppers' Venmo or PayPal accounts. Sending cash to their wallets can send bigger sales to your registers.

HOW IT WORKS



BUY
THE BAG



SCAN
TO GET
STARTED



SNAP
A PICTURE OF
YOUR RECEIPT



GET \$1.50
CASH BACK



70% OPT FOR AVOCADOS ON CINCO

45% of shoppers who celebrated Cinco ate guacamole, and another 25% enjoyed avocado in general.¹



Source: 1. Circana Mulo+ w/e 5/11/2025

Available ONLY for Avocados From Mexico fruit in bags with a minimum of 4-count quantity.

Contact your Bag Avocado supplier/s by 1/30 and confirm participation on any 4 count or higher bag offering.

All elements, creative and partnerships subject to change. Bags have a minimum print run of 160K. Film expense not covered by Avocados From Mexico.