



CELEBRATE HEALTHY SALES WITH CINCO DE AVOCADO!

Avocados from Mexico offer great recipe ideas for shoppers and great sales results for your store.

VERSATILITY, NUTRITION AND GREAT TASTE: JUST WHAT YOUR CUSTOMERS NEED FOR THE PERFECT CINCO PARTY.

With our Cinco de Avocado promotion, it's easy to get shoppers excited about the numerous benefits of Avocados from Mexico. And with Cinco de Mayo right around the corner, there's no better time to offer them simple, delicious recipe ideas.

HOW IT WORKS

Sign up for Cinco de Avocado and we'll provide everything you need to optimize your avocado sales through increased trial and repeat purchase.

- *Product displays – the shorter 5-foot bin design improves sight lines in your store, while the unique shape stands out and draws shoppers' attention.*
- *Header cards – colorful, fun, eye-catching designs encourage purchase.*
- *Recipe cards – free tear pad recipes give customers great ideas for party dishes.*

HOW YOU BENEFIT

Increased trial and new recipe ideas will lead to improved avocado sales for your store. Plus, participating produce departments will receive a **FREE Avocados from Mexico beach towel** packed inside each display box.



TIMING

The program begins April 26, 2010, and runs through May 9, 2010.

SIGN UP TODAY *Quantities are limited*

Don't miss out on the fiesta – order your display unit today by filling out the form on reverse. Then get ready to celebrate with satisfied customers and big sales!





ORDER FORM

Due: 2/18

USE ONE ORDER FORM PER SHIPPING ADDRESS, PLEASE

PLEASE SHIP MY CINCO DE AVOCADO PROMOTIONAL KIT TO:

Retailer: _____
 Contact: _____
 Contact Phone #: _____
 Contact Email: _____
 # of Stores: _____
 Submitted by: _____
 Date Submitted: _____

Targeted Distribution Center Arrival: Week of 4/5
In-Store Promotion begins week of 4/26-5/9

SHIPPING INFORMATION

(Must be a physical address; no PO boxes, please. Complete one form per address if shipping to multiple locations.)

Shipping Contact: _____
 Contact Phone #: _____
 Contact Email: _____
 Company Name: _____
 Contact Address _____
 Contact City, State, Zip: _____

DISPLAY SPECS & QUANTITY *Quantities are limited*

Shipper Description: 5 foot Display: Overall Height: 60"
Cinco Bin: Base: 24" W x 24" L



Artwork subject to change

Send completed form to jtaratoot@botsfordgroup.com or fax to 404-223-5105
Please let Jeff know you have faxed! Call 770-265-8168