

Remove your biggest barrier to more avocado sales!

How to pick the perfect avocado.

Avocados From Mexico
the amazing avocado™

Discover all the health benefits at theamazingavocado.com



11 x 7 POS card with Take-One pads for shoppers.

Delivered with Best Practices Backroom Poster.

- **Shoppers say they would purchase more avocados if they knew how to select them!**
 - 11 x 7 POS features Take-Ones to help shoppers select avocados based on when they want to eat them.
 - Take-Ones will also teach shoppers how to ripen, cut, store and enjoy the amazing avocado.
- **Backroom Posters will help your Produce Department sell more and increase shopper satisfaction.**
 - The 15 1/2 inch x 21 inch backroom poster will reinforce Produce Department best practices - and include tips on how to receive, handle and merchandise avocados for maximum store profit and shopper satisfaction.
 - A Spanish version of the backroom poster will be included in each POS kit.
- **You will be automatically registered to win ten free in-store demos when you order!**
 - **Ten participating retailers** will be randomly selected to receive **ten in-store demos** in the stores of their choosing. *
 - All you do is order the kits and display the POS, and you'll be automatically entered!
- **Quantities are limited.** Order by **December 3, 2010** to reserve your kits (and receive them in time for Super Bowl week).

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Each promotion kit includes 11 x 7 POS card and two Take-One pads (100 Take Ones per pad).

15 1/2 x 21 inch Backroom Posters - one English version, one Spanish version



HOW-TO-SELECT PROMOTION ORDER FORM

PLEASE SHIP MY POS KITS TO:

Retailer: _____
Contact: _____
Contact Phone #: _____
Contact Email: _____
of Stores: _____
Date Needed: (select January 22, 2010 or later) _____
Submitted by: _____
Date Submitted: _____

SHIPPING INFORMATION

(Must be a physical address - No PO Boxes. Complete one form per address if shipping to multiple locations.)

Shipping Contact: _____
Contact Phone #: _____
Contact Email: _____
Company Name: _____
Address line 1: _____
Address line 2: _____
City, State, Zip: _____

- USE ONE ORDER FORM PER SHIPPING ADDRESS, PLEASE
- FAX COMPLETED FORM TO: Jeff Taratoot, The Botsford Group, 404-223-5105 PLEASE NOTIFY JEFF THAT YOU HAVE FAXED!! (jtaratoot@botsfordgroup.com)
- Or e-mail completed form to David Botsford at dbotsford@botsfordgroup.com (phone 404-695-7538)

