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**- Advertisement -**

## **Avocados From Mexico returning to Super Bowl**

By

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November 4, 2021

[Avocados from Mexico](#), the U.S.-based promotional arm of the Mexican avocado industry, will again promote the product on a very public stage with a 30-second television commercial during the Super Bowl on Feb. 13, 2022.



Drew Brees

Drew Brees, who retired from the National Football League after a stellar 20-year career following the 2020-21 season, will be an integral part of the promotional effort surrounding the Super Bowl. He is currently serving as AFM's celebrity partner and is featured prominently on retail display units. As part of the Super Bowl promotion, consumers will be able to connect directly to Brees when they scan the QR code on the Avocados From Mexico Super Bowl displays. Beginning in January 2022, the QR code will lead consumers to the "Get in the Guac Zone" digital landing page where they have the chance to win a \$100,000 home improvement makeover and get a digital selfie with Brees.

AFM sat out the Super Bowl in 2021, but appeared with a commercial in the previous six Super Bowl telecasts.

"The Big Game has always been an effective way for us to connect with avocado-obsessed consumers," AFM President and CEO Alvaro Luque said in a press release. "Not only did we first introduce our brand seven years ago at the 'Big Game', but we've innovated year after year to continue to engage and excite avocado fans."

AFM's decision to return to the Super Bowl telecast came as the promotion group announced some

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brand updates, alongside a digital overhaul of the brand look and feel with a refreshed brand logo that includes “Always Good” and even a new avocado color – avocado glow! AFM will showcase how they are “Always Good” in its promotional material. The brand’s promotional campaign will feature Brees in many of the promotional assets.

“I’m proud of the brand we’ve built from the ground up — a highly visible brand in a brandless category,” Luque said in the release.

In a short phone interview, Brees told *The Produce News* that growing up in Texas he has been a “huge fan of guac for every occasion” from a young age and it continues to be a fan favorite around his table.

In picking products that he will endorse, Brees said “authenticity” is the key to his decision making. It has to be a product he uses and is proud to endorse. He revealed that when AFM reached out to him to offer the opportunity, the brand name “Avocados from Mexico” and jingle that goes with it, were top of mind.

Brees spoke to *The Produce News* only days after his replacement as quarterback of the New Orleans Saints, Jameis Winston, suffered a torn ACL and was declared lost for the season. The former quarterback was asked if he would come out of retirement to take back the reigns of the team he led for 14 years. While somewhat evasive, he did note that he is currently an NBC sportscaster, likes that gig and intends to stick with it.

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