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**AFM debuts Pantone color, Avocado Glow Collection**

Get your glow on and pique your senses, guac fans! [Avocados From Mexico](#) is making its Pantone color debut with the official release of its brand color. The avocado brand's new hue emulates the vibrant tones you see when you cut into a perfectly ripe avocado. And just in time for the big game, AFM is bringing the color to life by launching the Avocado Glow Collection, a one-of-a-kind home and kitchen accessories line inspired by the new color created in partnership with the Pantone Color Institute.



# Avocados From Mexico<sup>®</sup>

Color created by  
**PANTONE<sup>®</sup>**

AFM's multisensory marketing strategy is launching ahead of the big game, including the new Pantone color and the brand's Sonic DNA, a unique audio identity which serves as a new dimension of the brand. These innovations allow consumers to connect with AFM in new ways through sight and sound to experience first-hand how the brand makes everything better.

## The Avocado Glow Collection

The Avocado Glow Collection will give your home the ultimate glow, perfect for hosting big game viewing parties for football and avocado fans alike. The curated line includes seven entertaining and décor essentials inspired by the Avocados From Mexico Pantone color, including a throw pillow, wallpaper, apron, oven mitts, coasters, a serving tray and, of course, a guacamole bowl.

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Fans can visit [www.avocadosfrommexico.com/brand/pantone](http://www.avocadosfrommexico.com/brand/pantone) for a chance to win an Avocado Glow Collection.

### **The Avocados From Mexico Glow**

"With its distinctive yellow-green glow, the Avocados From Mexico brand color instantly brings to mind the creamy avocado fruit native to Mexico. With its combination of a creamy yellow center, framed by an earthy green, it tells a story of the delicious flavor and the natural freshness of a heart-healthy ingredient," said Laurie Pressman, vice president of Pantone Color Institute. "It represents a brand that aims to make everything better; one that invites you to join a joyful celebration and to live life to its fullest with the vibrancy inspired by the traditional spirit of Mexicanity."

"Avocados From Mexico makes everything better and what's better than a color with unmistakable energy you can feel and taste," said Avocados From Mexico President and CEO Alvaro Luque. "The big game remains the number one occasion where avocados and guacamole are served and prepared, and this collection will spark goodness for those looking to enjoy their big game spreads in style!"

### **Multisensory Marketing**

Avocados From Mexico has always leveraged the big game as a digital innovation playground, and this year is no exception. AFM is launching a multisensory marketing strategy that engages the senses to provide a personalized experience that connects consumers with the brand. In addition to the Pantone color, the brand is also partnering with amp sound branding to create AFM's Sonic DNA, an audible expression of the brand that incorporates core elements of the brand's well-known jingle to evoke AFM's joyful and energetic nature.

The Sonic DNA assets will come to life in the brand's digital big game platform. When consumers visit, they will be invited to become immersed in digital brand experiences like recreating the signature AFM sound in their own meaningful and expressive ways and exploring delicious recipe inspiration for big game viewing parties.

"Brands are like people; they have multiple dimensions. Multisensory marketing gives us the opportunity to engage with avocado fans by sharing the essence of our brand in new, unexpected layers," said Avocados From Mexico Vice President of Marketing and Innovation, Ivonne Kinser. "Through leveraging multiple visual, auditory, and digital tools, we are able to provide consumers with unique opportunities to connect more deeply with the AFM brand."

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