

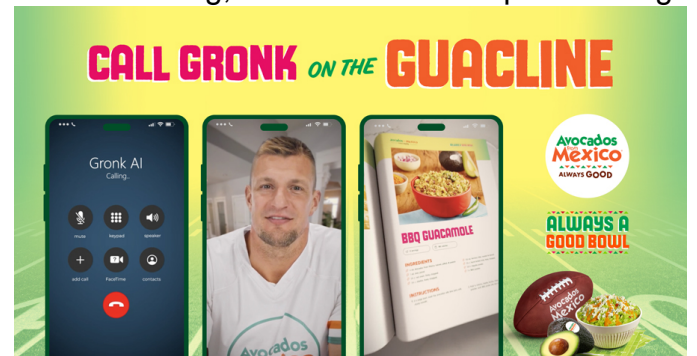


- Advertisement -

AFM, Rob Gronkowski bring good times – and guacamole – to game day

January 16, 2025

[Avocados From Mexico](#) is known for serving up innovative marketing, and with a little help from a big



friend, this year's big game is sure to be a touchdown.

The brand debuted a first-of-its-kind industry innovation, the Guacline. The experience connects football fans with “Gronk AI” — the digital version of the greatest tight end in football history and Avocados From Mexico partner Rob Gronkowski.

Thanks to the top-selling avocado brand, fans can engage with their favorite athlete and avocado aficionado to get his favorite guacamole recipes just in time for game day.

Visit [BigGameGuac.com](#) to interact with Gronk, learn the story behind his original buffalo Gronkamole, and snag guacamole recipes that are guaranteed to be the MVP of any game day party.

The generative AI platform, created with digital experience agency 270B, offers a digital experience that feels personalized and encourages users to embrace their love of the game — and guacamole. At the end of the call, fans can “Gronk and roll” on their own game day snack after downloading their recipe, ensuring the process feels truly interactive from beginning to end.

“Avocados From Mexico is always up to something good — so when they approached me and said, ‘Hey, can we make the first digital avatar of you for the big game?’ I was immediately

---

excited to team up,” said Gronkowski. “I’ve always been drawn to creating fan experiences that are entertaining and bring a good time — and interacting with them via my avatar on the Guacline lets me do just that. Plus, they get a Gronk-approved guac recipe for the big game!”

From kickoff to the final whistle, the big game is always a good time. And, it’s always better with fresh guac. In fact, the big game is the top occasion for avocados and guacamole, making it the perfect time to kick off the Guacline.

Not only is Avocados From Mexico responsible for approximately 95 percent of avocados sales in the U.S. during the big game weekend, but about 250 million pounds of avocados are consumed. That’s enough to fill approximately 30 million football helmets with guacamole — or stretch the height of 20 million Rob Gronkowskis!

“Ever since our first big game advertisement nearly 10 years ago, we’ve constantly reimagined what it means for our brand to connect with guac-loving football fans everywhere,” said Alvaro Luque, president and CEO of Avocados From Mexico. “We were determined to take our innovation to the next level this year and via our ongoing experimentation with AI, we’ve unlocked a way to serve up an avocado-fueled experience unlike any other. ?With Rob Gronkowski as our teammate, we have even more fun in store ahead of the big game — stay tuned!”

[Print](#)