



#CELEBRATE MEXICO

#CELEBRATE MANGOES



## CINCO DE MAYO MANGO PROMOTION DETAILS & SUPPORT

We offer a full spectrum of creative reliable resources designed to **EDUCATE, EXCITE, ENGAGE & ENTICE** consumers in-store & online!

### CINCO DE MAYO AD PRICING



#### LOAD DATES FOR PROMOTION NOGALES & MCALLEN: APRIL 15 - 29

- Ataulfo Mangoes 4 Kg cases - 16 / 18 cnt
- Tommy Atkins 4 Kg Cases - 9 / 10 / 12 cnt
- Tommy Atkins & Ataulfo 3 Lb Net Bags - 7 cnt

Ask your sales rep for PROMOTIONAL PRICING as well as a copy of our INTERACTIVE PDF **CINCO DE MAYO MERCHANDISING TIPS & TOOLS**



## ONLINE & VIRTUAL SUPPORT / EDUCATION



### UNDER THE MANGO TREE

Blog posts offering support & advice for the promotion\*

- Promotion Launch Details
- CINCO DE MAYO Cross-Merchandising Advice from Four Season's **BRIAN DEY**
- CINCO DE MAYO Recipes



\*All relevant promotion blog posts scheduled to be on the site on or before April 15, 2021.

### VIRTUAL & SOCIAL MEDIA SUPPORT

We offer a full spectrum of creative, reliable resources designed to **EDUCATE, EXCITE, ENGAGE & ENTICE** consumers, both in-store and online!

### VIDEO RECIPES

- Mango Margarita & Diablo Chili Cilantro Salt
- Crespo Habanero Mango Hot Sauce (in English & Español)

### EDUCATIONAL VIDEOS

- Mango Anatomy 101
- #KidsCutMangoes: Ivin Hacks it!
- Chef Svea Talks Ataulfo
- Tips & Tricks: Mango Cutting from the Crespo Organic Kitchen
- Crespo Organic: The Mango Packing Process

Check out the full gamut of **DOWNLOADABLE VIRTUAL SUPPORT** on **CRESPO ORGANIC'S flickr**



Download our **CINCO DE MAYO Photo Educators & Other Materials**



### IN-STORE SUPPORT



### CINCO DE MAYO RECIPE / EDUCATION CARDS

4 X 6 Front & Back Recipe Cards - Examples [HERE](#)

- Mango Margarita
- Mango Turmeric Tabasco
- Mango Pico de Gallo
- Mango Habanero Sauce
- Mango Tomatillo Sauce

### CINCO DE MAYO SALE SIGNAGE

Available in 5 X 7 | 6 x 11 | 11 X 17

- Organic Ataulfo Sale
- Organic Tommy Atkins Sale
- Organic Mango Sale

All materials need to be ordered by April 7 for delivery directly to store by April 12



THE CRESPO ORGANIC KITCHEN Presents:

#### THE MODERN MARGARITA

Cocktail & Mocktail Class  
MAY 1<sup>ST</sup> @ 5 PM Central Time

- 45-minute class
- Ingredients, pre-prep & instructions available online and via e-mail
- Mango Pit Mixer, Margarita (with/without tequila) & Diablo Chili Cilantro Salt



THE CRESPO ORGANIC KITCHEN Presents:

#### MANGO HABANERO SAUCE

Live 15-minute Demo

#### KENNY'S TROPICAL CORNER

Live 15-minute Mango Pico de Gallo Demo  
MAY 5<sup>TH</sup> @ 5 PM Central Time

- 30 minutes total duration
- Live @crespoorganic and @kennys\_tropical\_corner



THE CRESPO ORGANIC KITCHEN Presents:

#### EARL'S ORGANIC PRODUCE

#CHOOSEYOURCUT

#### MEXICAN FLOWER METHOD

Featuring Vianney  
MAY 5<sup>TH</sup> @ 1 PM Pacific Time

- 20-minute Instagram live on Earl's Organic feed @earlsorganic



www.CrespoOrganic.com

