



20 APRIL
10:00 AM PST



MARKETING WEBINAR

CRESPO ORGANIC'S
Merchandising and Content
toolset is rich & robust.

GIVING WHOLESALERS,
retailers and other marketing
parties the chance to learn how
to maneuver and find all of Crespo
Organic's helpful offerings.

CREATIVE & RELIABLE
resources designed to stimulate
purchases at the store level, as
well as digitally educate, excite,
entice and engage consumers.



The webinar will start with a tour of www.CrespoOrganic.com opening with **Our Story**, an introduction to the Crespo Family, a brief overview of the **history** and **culture** of mangoes and **organics** in Mexico, as well as insight on the **people**, our certification processes and multiple credentials in **food safety**.

The tour will provide answers to the questions most frequently asked by mango consumers on the "How to's".

All the beautiful nuances of each **varietal** are covered, as are the nutritional superpowers that all mangoes possess.

- Selecting
- Using
- Storing
- Gauging Ripeness
- Cutting
- Testing Ripeness

We'll introduce you to the **Crespo Organic Kitchen** and all of the diverse **recipes** that the group of culinary professionals have created for us.

Mango tips, tricks and ideas are shared throughout the site, and this webinar will give you the road map for mastering mango marketing.

We'll show you how to get kids and parents **KICKING** it in the kitchen together (Kids in the Crespo Kitchen), and acquaint you with **Chef Svea**, our in-house 14-year-old chef, who makes her own **recipes** and shares kid-centric cooking and healthy eating advice, including **KIDS CUT MANGOES**.

Of course there are plenty of **CRESPO VIDEOS** to share, everything from recipes, cutting advice, mango tips, fun farm & orchard educational stuff, including a few on the mango packing process. Our **YOUTUBE** page is a great resource!

You will get a private tour of **UNDER THE MANGO TREE**, where our mango cracker-jack Nissa reports on all things mango with beautiful photography and prose, plus beautiful promotional **PHOTOS** to use on social media.

We will detail all of the **RESOURCES** available for making the most of the Crespo mango program in your region.

We'll take you on an expedition of our **SOCIAL MEDIA** pages that will help guide your mango marketing.

MERCHANDISING MARKETING TOOLS are all downloadable and organized by category on **FLICKR: DEMO & TASTING KITS** and **ORGANIC MANGO DISPLAY TIPS** are a great source of information.

We'll familiarize you with our 2018 **PROMOTIONAL CALENDAR** and show you some of the **SWAG GIVEAWAY** items we will be handing out on all social media outlets.



You'll collect all the juicy details on our **BIG Summer promotional campaign** ↗



EXCITEMENT WILL BUILD OVER TWO HUGE NATIONAL SOCIAL MEDIA CONTESTS:

#SavorSummerMangoes
"Can you Hack it?" #KidsCutMangoes



Learn how to order our beautiful in-store **MANGO POSTERS**, or any of our **CONSUMER RECIPE CARDS**, Social Media **CONTEST CARDS** or everyone's favorite wearable flare, the **CRESPO ORGANIC RETAIL BUTTONS!**



Get the sweet scoop on our **Cinco de Mayo** campaign

#**CELEBRATEMANGOES** #**CELEBRATEMEXICO**

www.CrespoOrganic.com

E-MAIL US FOR WEBINAR DETAILS
Info@CrespoOrganic.com

