

**CRESPO ORGANIC MANGOES** wants to **EDUCATE, EXCITE, ENGAGE & ENTICE** mango consumers each season



with **JUICY** and **RELEVANT** commodity education, culinary expertise & of course, sweet **CONSUMER PRICE POINTS!**

## MARCH

### ATAULFO MANGOES

#HechoenMexico

Organic Ataulfo mangoes will be heavily promoted all season long through the end of August, with extra digital emphasis for the entire month of March, highlighting the unique Mexican history and origins, as well as educating its name pronunciation. Education on flavor and texture and how to choose, store, cut and use this varietal will be promoted amply.

DIGITAL AND IN-STORE CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2Ee82Nq>

### CRESPO ORGANIC

#OurStory

El Grupo Crespo is rooted in family and in Mexico. Through #OurStory we digitally educate consumers on the history, culture and people who make up Crespo Organic, as well as educate on Mexican organics and food safety practices.

DIGITAL CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2EenNUZ>

## APRIL

### TOMMY ATKINS MANGOES

#BestAllAroundMango

Promotable volumes of Organic Tommy Atkins mangoes will abound through mid August with extra digital emphasis for the month of April, endorsing the versatility of this varietal as well as flavor and texture nuances, and how to choose, store, cut and use this varietal will be promoted lavishly.

DIGITAL AND IN-STORE CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2pYX6iK>

### KICK IT WITH CRESPO

#KidsintheCrespoKitchen

For the month of April we will highlight our dedication to educating and appealing to kids and parents. A profusion of culinary ideas for kids will be available digitally and in store, encouraging kids to get in the kitchen. Expect recipes, tips, tricks and ideas from our house KICK CHEF #ChefSvea.

DIGITAL AND IN-STORE CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2EenNUZ>



## MAY

### ATAULFO MANGOES

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### HOW TO CUT A MANGO

#ChooseYourCut

Our #ChooseYourCut educational campaign pays homage to the fact that peeling and cutting a mango is tricky business. There are a lot of ideas on how to cut a mango, we think the best method matches your kitchen and knife skills, as well as the varietal and stage of ripeness of the mango! All month long we teach mango eaters how to master cutting and even how to deal with the pit. Expect a superabundance of master class type coaching from the Crespo Organic Kitchen. an organics and food safety practices.

DIGITAL AND IN-STORE CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2H4B1Xz>



#CELEBRATE MEXICO  
#CELEBRATE MANGOES

OUR CINCO DE MAYO PROMOTION CELEBRATES MEXICO AS WELL AS MANGOES.

[LEARN MORE](#)

With sweet price points on multiple varietal and packaging leading up to the day our #CELEBRATEMEXICO #CELEBRATEMANGOES promotion not only excites, engages and entices consumers on all things organic mango, but it educates on the beauty and culture of Mexico and encourages a celebration of all things Mexican, including its rich agricultural offerings.

DIGITAL AND IN-STORE CAMPAIGN Downloadable Promotional Materials: [bit.ly/3tFB7xD](https://bit.ly/3tFB7xD)

### CINCO DE MAYO SUPPORT LINKS

EDUCATION & RECIPE CARDS

SALE SIGNAGE

VIRTUAL POP UPS

We hope to inspire a celebration of Mexico in addition to increased sales!



**CRESPO ORGANIC SUMMER MANGO MANIA**

#MuchosMangoes

For two months we celebrate the collision point between peak production time in the orchards and the height of consumer demand:

#SUMMERTIME!

**JUNE & JULY**



#MuchosMangoes flow freely, as do promotions on all varieties, including our coveted specialty varieties. Lots of educational support encircles sweet pricing. We welcome consumers to take a virtual look into our home - #EmpaqueDonJorge - and take a look at mango packing process.

Recipes, tips, tricks, and the best the **CRESPO ORGANIC KITCHEN** will be in full swing. Two national Social Media contests will run:

#SavorSummerMangoes

#KidsCutMangoes Can you Hack It?

The Crespo Organic Kitchen & Chef Svea will tour the country with demos and tasting and cutting advice. Expect mango centric cooking classes at stores in several major cities. See Summer Mango Mania Event Calendar for more details.

Downloadable Promotional Materials:  
<https://bit.ly/2GqXMmq>



**AUGUST**

**KEITT MANGOES**

#BestinShow

Everybody's favorite variety is the last to bloom and mature in the orchard and finishes off the Crespo Mango season, often time until mid September. We'll praise this variety until the very end, single out its unique characteristics in flavor, shape, size and lack of blush tones. The normal how to choose, store, cut and use this variety will be covered as well.

DIGITAL AND IN-STORE CAMPAIGN  
Downloadable Promotional Materials:  
<https://bit.ly/2H3Ew0e>

**KICK COOKS**

#ChefSvea

Chef Svea will wind down the season with kids centric recipes, tips and tricks to entice all the kids to cool down with mangoes! A lot of popsicle recipes are to be expected.

DIGITAL CAMPAIGN  
Downloadable Promotional Materials:  
<https://bit.ly/2EhowFa>



Monthly Social Media Swag Giveaway  
In-Store POS  
Crespo Organic Kitchen Fridays  
Crespo Retail Flare Buttons

Facebook Live, Instagram Stories & Twitter Parties  
Team Mango Gear Promotional Giveaway  
Digital Educators & Online Videos

The Crespo Chef's Table Recipes, Tips & Tricks  
Social Media Educators  
Kids in the Crespo Kitchen (KICK) Ideas

Don't forget to download our **DEMO & TASTING KITS** (<https://bit.ly/2JeJibW>) and **DISPLAY ADVICE** (<https://bit.ly/2lqES0G>) to make the most of the mango season!



**CRESPO ORGANIC DRIED MANGOES**

Now Offering Year-Round Mexican Organic Dried Mangoes



**CRESPO ORGANIC DRIED MANGOES** are packed into resealable bags for optimal freshness. Our unsweetened single-ingredient **DRIED MANGOES** are incredibly nutritious and versatile in many sweet and savory culinary creations.

**LEARN MORE**

AVAILABLE IN 3 OPTIONS IN EITHER 4 OUNCE ZIP BAG STRIPS OR 1LB ZIP BAG CHEEKS

- Organic Dried Ataulfo
- Organic Mango
- Organic Ataulfo Con Chili

ALSO AVAILABLE IN BULK PACKAGING

