

CRESPO ORGANIC MANGOES
wants to
EDUCATE, EXCITE, ENGAGE & ENTICE MANGO CONSUMERS
each season



with **JUICY & 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 its 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 & IN-STORE CAMPAIGN

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

CRESPO ORGANIC

#OurStory #OurProcess

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 & IN-STORE CAMPAIGN

Downloadable Promotional Materials:

Our Story - <https://bit.ly/3PDNZ2t>

Our Packing Process - <https://bit.ly/3PPvbNJ>

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 its flavor and texture nuances; how to choose, store, cut and use it will be promoted lavishly.

DIGITAL & IN-STORE CAMPAIGN

Downloadable Promotional Materials: <https://bit.ly/2pYX6IK>

MANGO WELLNESS & KIDS IN THE CRESPO KITCHEN

#KICK

April is Mango Wellness Month! We'll highlight the health and lifestyle benefits of mangoes while sharing culinary ideas to inspire kids to get into the kitchen and cook healthy meals. A profusion of culinary ideas for kids will be available digitally and in-store, encouraging kids to get in the kitchen.

DIGITAL & IN-STORE CAMPAIGN

Downloadable Promotional Materials:

Mango Wellness - <https://bit.ly/40P9GmP>

#KICK - <https://bit.ly/2JeZIGD>



MAY

ATAULFO MANGOES

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HOW TO CUT MANGOES

#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 do it, 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 super abundance of Masterclass-type coaching from the Crespo Organic Kitchen.

DIGITAL & IN-STORE CAMPAIGN

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



#CELEBRATEMEXICO

#CELEBRATEMANGOES

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

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!**

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

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

- #SAVORSUMMERMANGOES**
- #KIDSCUTMANGOES:**
Can You Hack It?

JUNE & JULY



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

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



AUGUST



KEITT MANGOES

#BestinShow

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

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

MANGO MASTERCLASS & THE CRESPO ORGANIC KITCHEN

#MangoJoy

Mango Joy floods the end of summer with classes and expert tips and tricks tips, helping all mango lovers become masters of the mango.

DIGITAL AND IN-STORE CAMPAIGN
Downloadable Promotional Materials:
<https://bit.ly/47NLI0W>



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: 4 OUNCE ZIP BAG STRIPS OR 1LB ZIP BAG CHEEKS

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

ALSO AVAILABLE IN BULK PACKAGING

