



#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 - 30

- Ataulfo Mangoes 4 Kg cases - 14 / 16 / 18 cnt
- Tommy Atkins 4 Kg Cases - 8 / 9 / 10 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 as well as history, tradition and general education.



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 annually.

VIRTUAL & SOCIAL MEDIA SUPPORT

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

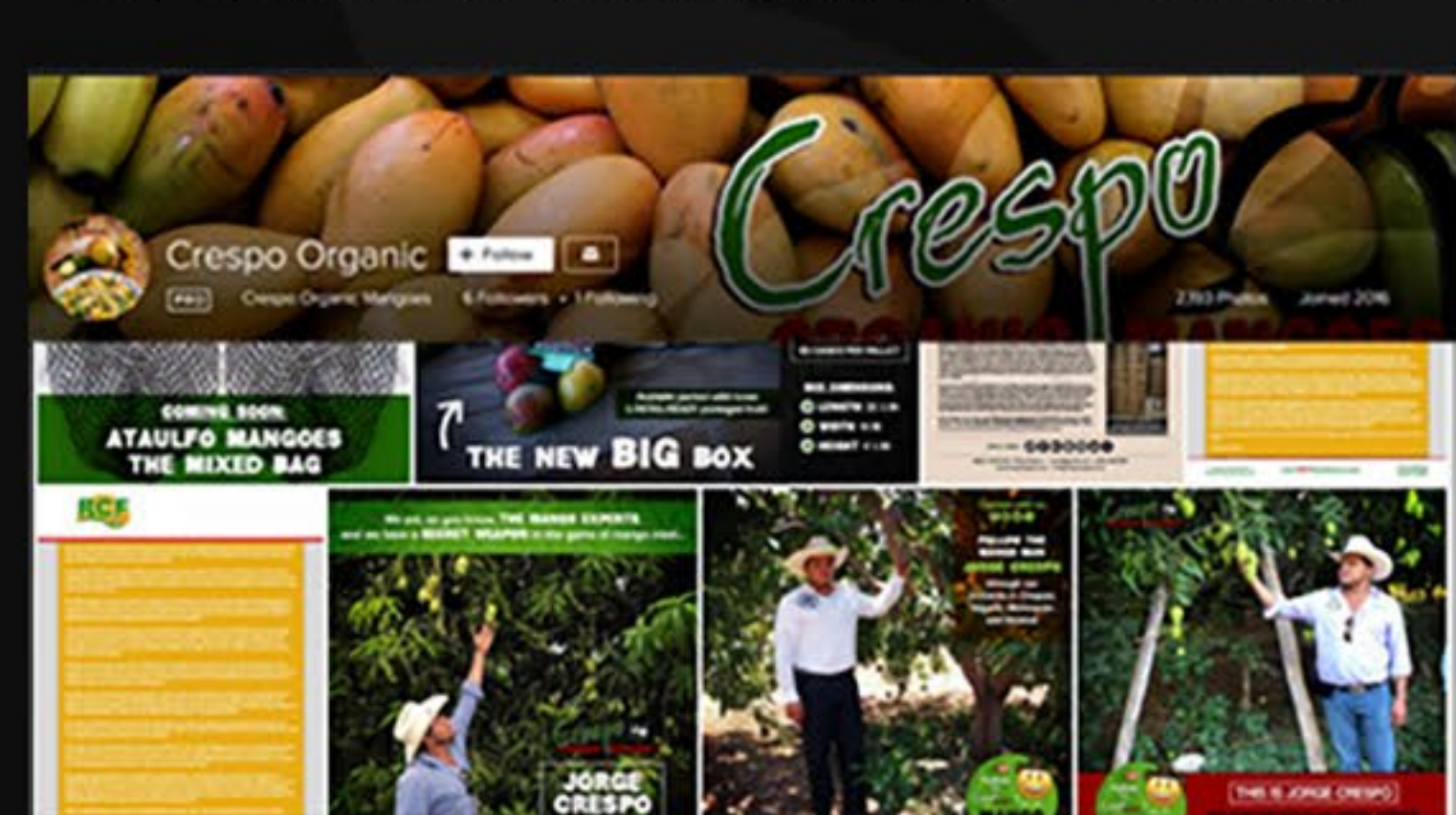
VIDEO RECIPES

- 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 17



THE CRESPO ORGANIC KITCHEN Presents:

THE MODERN MARGARITA

Cocktail & Mocktail Class

MAY 1ST @ 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 SALSA

Live 15-minute Demo

KENNY'S TROPICAL CORNER

Live 15-minute Mango Pico de Gallo Demo

MAY 5TH @ 5 PM Central Time

- 15 minutes total duration
- Live @crespoorganic and @kennys_tropical_corner



THE CRESPO ORGANIC KITCHEN Presents:

EARL'S ORGANIC PRODUCE

#CHOOSEYOURCUT

MEXICAN FLOWER METHOD

Featuring the Earl's Team

MAY 5TH @ 1 PM Pacific Time

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



www.CrespoOrganic.com

