



BE
COURAGEOUS
& **ADVENTUROUS**
with mango merchandising!

MANGO SHOPPERS
SPEND OVER
TWICE AS MUCH AS
non mango shoppers.

Multiple big, bold, front-and-center, vibrant displays throughout the store are known to attract shoppers. Make sure they are always fully stocked!

DISPLAY

Show some **FLESH**. A few cut mangoes demonstrating the flesh color is a popular attraction tactic.



Secondary displays in **HIGH TRAFFIC** areas multiply sales, use free-standing displays anywhere in the store. Our **CRESPO ORGANIC** cartons stacked up make an incredible visual display.



During peak summer months use **GIGANTIC** storefront displays to drive promotions and sales.





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VARIETY
IS THE SPICE OF LIFE

A well thought out display shows the full diversity that mangoes have to offer. Shoppers are attracted to the diversity in mangoes.



Each mango region produces different **VARIETALS** throughout the season, which you should offer to your consumers. **SHOWING** a round mango varietal along with the Ataulfo will help increase sales.



Mangoes are enjoyed at **ALL STAGES** of ripeness: Green, Semi-Ripe, Ripe & Totally Ripe. Make sure your display includes it. **RECIPES & CONSUMERS** both need mangoes at different stages of ripeness.



ATAULFOS are smaller and do very well as ready-to-eat, grab-and-go fruit, so set up small displays **NEAR THE REGISTER**.

CROSS MERCHANDISING

Forget what you know about cross merchandising mangoes. As consumer demand increases drastically, research shows the attraction of the shopper is changing with it.

Get creative.

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Small & **CREATIVE** displays cross merchandised with other departments are **FUN!** Try ripe mangoes on the meat counter with a recipe for **MANGO BBQ** sauce!



Display mangoes with **PEAK SEASON**, succulent **SUMMER** fruits. Take them away from the tropical section and treat them more like **STONE FRUIT**.



Set up **INGREDIENT-BASED** displays with their mango recipes. **SALSAS** (onions, cilantro & tomatoes), **COCKTAILS** (limes & tequila), or **MANGO SUMMER ROLLS** (rice paper, rice vinegar, fresh mint, peppers & cucumbers).



VISUAL EDUCATORS & SIGNAGE

Mango shoppers are hungry for information about everything mango. They want to know how to choose mangoes and what do with them at home. If you show them, you will boost sales.

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How to **CHOOSE & STORE**, education on varieties, the stages of ripeness, how to speed **RIPENING** and a general knowledge of what to look for in a mango.



How to cut a mango is a **BIG** question. The best methods pair the varietal and ripeness of a mango with the shopper's knife skills. Have **IN-STORE** cutting demos!



Teaching the **NUTRITIONAL** make up of mangoes is a key element in accelerating **SALES**, as is providing **RECIPE IDEAS** for all types of cuisines.

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PROMOTIONS AND PRICE POINTS

Each mango demographic
has a price point sweet spot.
When you know yours, you
can be the driver of your sales.
We can **HELP YOU** get to
that price point!

MANGO SALE!

750
per case

Get **DIGITAL**. Don't underestimate the value
of social media! Consumer **CONTESTS** and
virtual educational campaigns – we have it all!



Promote mangoes often, include
WEEKEND sales, make sure to provide
customers with ideas.



Learn the **PRICE POINT** that persuades
shoppers to buy mangoes in volumes. **CASE**
sales and "2-for-1" deals are incredible drivers.





THE MANGO DISPLAY EXCITING CONSUMERS

Connect with us



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DEMOS, TASTINGS & EDUCATED FLOOR STAFF

Nothing is better at expanding sales, especially spot buys, than consumer engagement with the product. Shoppers get excited about mangoes when the department is excited about mangoes.



Educate your floor staff with all of
CRESPO ORGANIC'S educational materials.

After the
bloomstage
only a small portion
of blooms

DEEP
GOLDEN
YELLOW
when



Let us host a **MANGO SEMINAR** for your
floor staff and teach them the mango scoop!



Do demos and tastings during **PROMOTIONS**.
Show **CUTTING** techniques and offer varietal
tastings, offer handouts or **LINKS** to information.



www.CrespoOrganic.com





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SUMMER MANGO MANIA

#MUCHOSMANGOES

Consumer demand for mangoes is highest during summertime. **CRESPO ORGANIC'S** peak volume happens in June and July. **MANGO MANIA** is the collision point between the two, where we offer our **BIGGEST** and **BEST** promotions in order to help drive volume sales.



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MONTH-LONG aggressive promotions driven by incredible price points, massive virtual marketing back-up and national consumer **CONTESTS**.



This is the best time to promote mangoes **BY THE CASE**; shoppers love case sales!



Get the entire store involved in Mango Mania by promoting the mango **THEME** in all departments. Mango baby food, sauces, vinegars and chips, to name a few! Offer tons of **FRESH** mango in your hot-and-cold bars.



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