

**HANDOUTS**  
 Recipe Tips & Tricks Cards  
 Correo Cards - Kids and  
 Adults Infographic Educators  
 Social Media Finders  
 Crespo Organic Temp  
 Tattoos for the kids!

Mango shoppers spend over **TWICE** the amount of non-mango shoppers **STOREWIDE**. Promotional demos and tastings can help **EXCITE**, educate and create mango **LOVERS**.

### DEMONSTRATION & EDUCATION

#### SELECTION & STORAGE

Customers want to know how to choose and store their mangoes. Have your demo folks teach them the basics dynamically.

#### #CHOOSEYOURCUT

Many people are visual and need to learn through watching. Teaching cutting techniques will get more customers to buy mangoes.

#### TASTINGS

Tasting mangoes will multiply your sales. Not only can you sample the mangoes in their different stages of ripeness, but also various varieties.

### VIRTUAL SUPPORT

Virtual marketing surrounding your demo dates is essential to keeping the **EXCITEMENT** lingering for longer and to give shoppers extra support when they get home. It also helps them spread the **MESSAGE** and keep the excitement about mangoes continuing, thus creating more and more mango **LOVERS!**

### #UGLY MANGOES

Don't forget to do you part in the **UGLY** mangoes marketing campaign. Teaching shoppers that it's what's on the **INSIDE** that counts is extremely important to mango sales success. Mangoes tend to have an uglier outside than most fruits so **EDUCATION** is key to sales!

### YOUR PROPS

Demos and tastings should always be done around **VIBRANT** and large mango displays. Multiple displays throughout the store are even better, for those who take more time to decide! We recommend having several of our educational **POSTERS** on display in the store, at the demo area and on the **DISPLAYS**. The best prop is a sweet price point, even case sales!

### RECIPES

We recommend sampling 1-2 easy recipes from the **CRESPO ORGANIC KITCHEN** and offering their informational cards to shoppers.



#### CRESPO SINALOA SAUCE

Our "Mango Habanero Sauce" is delicious on tacos and salads.



#### HEIRLOOM TOMATO & PICO DE GALLO

Goes well with chips or to just have a "bitetful"



#### MANGO AGUA FRESCA

Fresh and perfect with still or sparkling water.