



MANGO MERCHANDISING TIPS & TOOLS

There is no doubt that on the days leading up to, during and after May 5th, **CINCO DE MAYO**, we celebrate all things Mexico and that includes, of course, **MANGOES!**



Our mango merchandising content & toolset is rich and robust, and for **CINCO DE MAYO**, one of the highest sales dollar celebrations of the season, we offer a full spectrum of creative and reliable resources designed to **STIMULATE & ENTICE** purchases at the traditional store level, as well as educate and arouse consumers digitally.

Here are our best **TIPS & TOOLS** to boost sales and your team's enthusiasm!



DISPLAY



Big, bold, front-and-center, vibrant, and multiple displays throughout the store are known to attract shoppers; make sure they are always fully stocked.

SECONDARY DISPLAYS

in high traffic areas multiply sales. Our **CRESPO ORGANIC** cartons stacked up make an incredible visual display.

Show some FLESH!

A few cut mangoes on the display to demonstrate the flesh color is a popular attraction tactic.

VARIETY, THE SPICE OF LIFE

Mangoes are enjoyed at all **STAGES OF RIPENESS**: green, semi-ripe, ripe and totally ripe, include them on your displays! Consumers eat mangoes at different stages, and some recipes call for it as well.



Nothing screams **MEXICO** more than the Ataulfo Mango.

The **ATAULFO** is smaller and does very well as "grab-and-go" fruit, so set up small Ataulfo displays near the register.

Show the full diversity that mangoes have to offer: in May we will see Tommy and Ataulfo mangoes predominantly - stock both!

CROSS MERCHANDISING



When it comes to this Mexican-themed day, consumers demand produce displays bursting with cross merchandising ideas.

For **SALSA MAKING DISPLAYS** combine mangoes along with salsa ingredients on the same display. Offer recipe cards, if you have in-house salsa, add signage that promotes adding mangoes!

Place a basket of **CRESPO ORGANIC** mangoes on the meat counter with a recipe for mango carnitas. Bring mangoes into the booze section and have our Mango Margarita Pit Mixer recipe on display.

Our Mexico-inspired mango carton makes for an even more exciting celebration. Use it in **SECONDARY DISPLAYS** all over the store.



www.CrespoOrganic.com





MANGO MERCHANDISING TIPS & TOOLS

VISUAL EDUCATORS & SIGNAGE

Mango shoppers are hungry for information about everything mango; recipes, how to's, tips & tricks are what they seek - offer them.

Shoppers want to know how to choose mangoes and what do with them at home. If you show them,

YOU WILL BOOST SALES.

How to choose and store, includes education on varieties, the stages of ripeness, how to speed ripening and a general understanding 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 user'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.

Don't forget social media! Blast all the educational information, as well as recipes and kitchen tips & tricks.



Order your promotional materials by April 5th to receive them by April 19th



PROMOTIONS & 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!

CINCO DE MAYO is a great time to figure out your shoppers' sweet spots.

Put mangoes on sale for the holiday. Ataulfos make a great sale item when market prices are higher.

Get digital. Tell your shoppers on social media that mangoes are on sale for the holiday, they will plan big fiestas.



DEMOS, TASTINGS & EDUCATED 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.

Do demos and tastings during your **CINCO DE MAYO** promotions. Show cutting techniques and offer varietal tastings - salsa recipes are always a favorite.

Offer handouts or links to information. We've got that!

Educate your floor staff with all of Crespo's educational materials.



ENTHUSED STAFF

We have found that an enthused and supportive staff helps **DRIVE SALES**; we are always happy to give everyone in our supply chain the fuel they need to drive the excitement further.

Enter your team into our **CINCO DE MAYO** contests:

#CelebrateMangoes
**MANGO SALSA
RECIPE CONTEST**

- and -

Salsa Making Display Photo Contest!

Win prizes for your team - keep them happy about mangoes!

IN-STORE PROMOTIONAL MATERIALS

Crespo Organic #CelebrateMangoes --
Cinco De Mayo Mango Sale - 11 X 17
Varietal Posters - Tommy & Ataulfo - 11 X 17
Storage & Section Posters - 11 X 17
Choose Your Cut Posters - 11 X 17
Shelf Talkers (You Choose the Price) - 4 X 5 or 5 X 7



Cinco De Mayo Recipe & Education Cards - 4 X 5

- Ataulfo Habanero Sauce
- Mango Pico De Gallo
- Mango Pit Margarita Mixer
- Mango Tomatillo Salsa
- Mango Carnitas

DIGITAL TOOL BOX

Look for the Resources Section on our website to browse the full catalog of digital resources: www.CrespoOrganic.com/resources



www.CrespoOrganic.com

