

Connect with us



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.