



#ProduceThatInspires
#MuchosMangoes

Annual Summer Display and Sales Contest

MANGO MANIA



2023 winning display by Eureka Natural McKinleyville

CONTEST DATES: June 11th to August 12th
Winners announced the week of August 19th

Crespo Organic Summer Mango Mania is a promotional campaign timed precisely during the inspiration point between peak production of the largest Mexican mango-producing regions of Nayarit & Sinaloa. The campaign aims to increase mango sales while educating, exciting, engaging, and enticing mango consumers.

Our Display Contest encourages retailers to try bigger, bolder, and more innovative displays in order to drive sales and lead consumers into a Mango Mania frenzy!

PRIZE 1: BEST DISPLAY

- Two tickets with all-expenses paid to visit Crespo Mango Orchards and Packing Sheds in Mexico, June 2024
- \$500 Gift Card to buy lunch for your produce team
- Earl's Organic produce knife for each member of your produce team

PRIZE 2: LARGEST SALES INCREASE

- \$500 Gift Card to buy lunch for your produce team
- Earl's Organic produce knife for each member of your produce team
- Two Carhartt Jackets

NOTE: Retailer must participate in the Mango Mania Display Contest in order to win Prize 2

DISPLAY CONTEST DETAILS

PHOTO SUBMISSION

Submit at least one photo of your Crespo Organic Mango display. All submissions must have been visible for at least one full week during the contest dates.

SHOWCASE GUIDELINES

We are looking for the most creative display! Photo and display must include fresh and dried mangos and contain at least one Crespo Organic Mango provided POS or at least one clear and bold reference of your choice, highlighting Crespo Organic as the producer.

SOCIAL MEDIA EXPOSURE

All submissions will be shared with thousands of followers on Earl's social media! Photos of the winning display will also be featured on Earl's blog.

POP MATERIALS

Posters, Consumer Recipe Cards, #ChooseYourCut Education, Shelf Talkers, Photo and Infographic Educators, Branded Beauty Shots, POP en Español. Ask your Earl's sales rep for a Mango Mania Marketing Kit with your next order!

Remember to ask about Crespo Organic Demo & Tasting Kits, with tip and tricks for making the most of your Demos, as well as consumer POP educators and recipes to help drive sales!



EMAIL PHOTO SUBMISSIONS: Susan Simitz: susans@earlsorganic.com
(high resolution JPG format images recommended)