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Mango board plans busy fall season

Two programs focus on the holidays, and another targets kids.

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Special to The Packer

The Orlando, Fla.-based National Mango Board is kicking off an aggressive fall/winter marketing program that includes "Holidays With A Latin Flair," mango popovers prepared editorial copy, "Leftover Challenge Recipe Contest" and work with their school nutritionist e-newsletter, said director of marketing Wendy McManus.

The holidays promotion uses a video demonstration by chef Ingrid Hoffmann.

The "Simply Delicioso" cable television star shows off her Snapper Pockets with Mango-Cilantro Mojo. McManus said the video is scheduled to play on cable television across the country this fall.



Hoffmann

The mango popovers recipe puts a tropical twist on holiday ham in a pre-formatted black and white mat release that the mango board expects will be picked up by smaller newspapers and community newsletters.

The board's Leftover Challenge Recipe Contest is a blogger-hosted challenge to readers who will develop their own recipe using holiday meal leftovers and mangoes.

The board also has developed kid-friendly games and quizzes to introduce the flavor of mangoes to schoolchildren. The resources will be featured in a school nutritionist outreach effort.

Packaging effort

As chairman of the marketing committee of the Orlando, Fla.-based National Mango Board, Larry Nienkerk said he is working hard with fellow board members to develop a new package that is consistent throughout the industry.

"We want to develop a package that everybody will use so that we're dealing with the same thing," said Nienkerk, general manager of Splendid Products LLC, Burlingame, Calif. "There are different-size boxes in the industry right now, and there are no requirements. We are trying to establish requirements."

Nienkerk could not identify a timeline for the development of the packaging, but said there will be an initial presentation at the board's September meeting.