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## National Mango Board Adds Flair to Holidays with a Focus on Charity

The National Mango Board (NMB) is spearheading a unique holiday program this year to finish 2009 with an abundance of activity. The NMB and Ingrid Hoffmann have partnered with the Food and Finance High School, which teaches students about culinary arts and finance as it relates to the food industry. They've created the Holidays with a Latin Flair program, which will incorporate seasonal recipes with a donation to a worthy cause.



Hoffmann attended a luncheon at the Food and Finance High School in May along with editors from long lead food publications to dine on fresh mango dishes prepared by the students. The timing of the May luncheon allowed magazine editors plenty of time to incorporate mango dishes into their holiday issues, promoting the year-round availability of the world's most popular fruit.

"Our Holidays with Latin Flair program is unlike any other marketing effort we've done before and further highlights the versatility of mangos. We want consumers to be able to enjoy the taste of the tropics during the holidays by showing them how they can take mangos into the next season," said Wendy McManus, marketing director for the National Mango Board. "We are so pleased to be contributing to the Food and Finance High School and fostering creativity in the kitchen with aspiring chefs."

Hoffmann filmed a special how-to video on preparing her new holiday recipe Snapper Pockets with Mango-Cilantro Mojo, which can be viewed on the Holidays with Latin Flair Web page and the National Mango Board You Tube channel. Starting October 5, the NMB contacted food long lead publications, food editors at newspapers and online editorial contacts to promote the video and have them share with readers. The video was released on a television and online segment that will run for two months for additional consumer reach to generate mango sales. Each time the video is viewed, the NMB will donate \$1 to the Food and Finance High School, up to \$5,000. This effort not only provides funds for the school, but it also promotes the Holidays with Latin Flair recipes and promotes mango use during the holiday season.

"Getting to work with the National Mango Board and the Food and Finance High School was like combining two of my favorite things," says Latin food and entertaining expert, Hoffmann. "The Food and Finance High School has been something very near and dear to my heart and I hope everyone will join us in reaching our \$5,000 goal to help the students and school."



Ingrid Hoffmann with Food and Finance High School Students at the Holidays with Latin Flair Luncheon

Hoffmann crafted four signature dishes for the program, creating an ideal meal for entertaining for the holidays or hosting a celebratory family dinner. They include a Mango Holiday Dip as an appetizer, the star dish of the video, Snapper Pockets with Mango-Cilantro Mojo which she pairs with Mango Coconut Rice and a Merry Mango Flan for a sweet finish. These dishes are meant to inspire consumers to put a twist on some of their favorite holiday dishes, and add excitement and flavor to their food with mangos.

The program and these special recipes will be promoted on the NMB's consumer e-newsletter, Let's Mango, Jango Mango's Facebook Page, MySpace profile and new Twitter account, along with the recipe widget that consumers can download to their desk top, Web site or social networking page.

The Holidays with Latin Flair program is an exciting addition to the NMB marketing efforts, incorporating celebrity Hoffmann, a charitable component for a worthy cause, fresh recipe ideas from the NMB, an engaging video and through media outreach.