

THE PACKER

Online







http://thepacker.com/ArticleLandingPage.aspx?oid=848418&urltitle=Mango-board-preps-for-holidays-with-video--social-media-outreach&authorid=351&categoryid=122&feedid=221&emc=el&m=519695&l=14&v=03099fabdd&src=email_a_friend_visitor

October 16, 2009

Impressions: 87,327

Retail

Mango board preps for holidays with video, social media outreach

-  Bookmark
-  Share
-  Subscribe
-  RSS
-  Printer Friendly
-  Send to a Friend

Published on 10/16/2009 01:05pm By Ashley Bentley

Average rating: ★★★★★ (0)

Through holiday videos with TV personality and restaurateur Ingrid Hoffmann, new recipes and a partnership with the Food and Finance High School, the National Mango Board is trying to keep mangoes on the minds of Americans going into the fall and winter holidays.

The Orlando-based board created the Holidays with a Latin Flair program, which incorporates the video and holiday recipe ideas on a single [Web page](#).



Courtesy National Mango Board

Ingrid Hoffmann, middle, poses with four Food and Finance High School student chefs.

on the National Mango Board's YouTube page.

The Ingrid Hoffman-hosted [video](#) features culinary students at the New York-based school, and lets viewers know that for each time the video is watched, the National Mango Board promises to donate \$1 to the school, up to \$5,000, according to a mango board news release.

Hoffman continues on the video to demonstrate her Snapper Pockets with Mango-Cilantro Mojo recipe, which involves marinating snapper in a the mango-cilantro mojo and then steaming it inside a parchment paper envelope in the oven.

The video is available at the site, as well as

Also at the Holidays with a Latin Flair Web site are recipes for Mango Holiday Dip, Mango Coconut Rice and Merry Mango Flan.

In May, Hoffman and the students at the Food and Finance High School planted the mango seed in the heads of food publication editors at a luncheon at the school. The editors were invited to dine on mango dishes, and encouraged to incorporate mangoes into their holiday food coverage.

The board continued its outreach to editors by contacting food publications, food editors at newspapers and online editorial contacts to promote the video in October. The video should run through the end of the year, according to the release.

"We want consumers to be able to enjoy the taste of the tropics during the holidays by showing them how they can take mangoes into the next season," said Wendy McManus, marketing director for the mango board, in a news release.

The board is also using its consumer e-newsletter, Let's Mango, Facebook, MySpace and Twitter to reach consumers.



Courtesy National Mango Board

Ingrid Hoffmann prepares a Snapper Pocked with Mango-Cilantro Mojo on a holiday menu video.