

# THE PACKER

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## Mango board prepares for holidays with video, social media outreach

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Through holiday videos with TV personality and restaurateur Ingrid Hoffmann, new recipes and a partnership with New York's 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.

The Ingrid Hoffmann-hosted video features culinary students at the New York high 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.

As of Oct. 21, the video, which went up early October, had more than 800 clicks.



Hoffmann

"When you tap into a celebrity's passion, that's when you really get that extra bang for your buck," said Wendy McManus, director of marketing for the board. "She's really passionate about the Food and Finance High School, and being able to help her do some fundraising with something she cares about so deeply was great for us."

Hoffmann 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 and on the National Mango Board's YouTube page.

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, Hoffmann 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 a news 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," McManus said in the news release.

The board is also using its consumer e-newsletter to reach consumers, as well as social networking sites Mango, Facebook, MySpace and Twitter.

"We're a small commodity board with a limited budget, so we're always looking for a program that will work on multiple fronts, not just reaching out to the consumer or just reaching out to magazine editors," McManus said.

"This program just works on so many levels."



McManus