



### Iron Chef America: Battle Mango March 2007

Chef Allen Susser, representing The National Mango Board, conducted a series of test kitchen seminars in 2006. These events were



designed to take our mango message to major print and television media outlets. One of these seminars was held in New York at the offices of the Food Net-



work television station, where our media team met a producer from *Iron Chef America* who showed an interest in featuring mangos. Kris Caputo from our consumer PR agency, Fleishman-Hillard, doggedly followed up on this glimmer of an opportunity until the commitment to mangos was confirmed.

**In November 2006 Battle Mango was filmed, and the show aired on March 4th 2007. An estimated 500,000 households viewed this episode.**



Each week on *Iron Chef America*, a guest chef challenges one of the "Iron Chefs" at which time they both learn of the "secret ingredient" and they each have one hour to produce 5 culinary creations using that ingredient. The show is part reality show competition, part cooking show and all fun!

The Battle Mango episode was the first in which a Mixologist was paired with each chef. Their challenge was to create an alcoholic beverage, also using mangos, to accompany each dish.



Iron Chef Mario Batali was paired with celebrity Mixologist Tony Abou-Ganim and the two used their mango magic to win the competition. We found Tony to be such a great fit for mangos that we hired him as a spokesperson for a satellite media tour promoting summer drinks ideas using mangos.



As an added bonus, Denise Mickelson from the food editorial team of *Martha Stewart Living* was our guest during the taping of the *Iron Chef* episode, creating a great opportunity for us to share our mango mania with her for several hours.