

Natural & Organic Coupon Site Offers Consumers Real-Time Savings Alerts

Mambo Sprouts enhances online coupon tool for multi-brand natural and organic products

Collingswood, NJ (March 26, 2009) — Health-conscious consumers are looking for a way to save on their preferred natural and organic brands, and Mambo Sprouts is responding. Visitors to the Mambo Sprouts Marketing site (www.mambosprouts.com) can now print high value coupons for natural and organic products and receive notification when new coupons are posted.

The original online coupon section was so well received, the company decided to expand to make them more accessible. “Consumers picked up on our coupon pages and began using them almost immediately,” said Matthew Saline, CEO of Mambo Sprouts. “With such strong traffic patterns, it made sense to expand the site and increase functionality for our users.”

New features include coupon categories for easier browsing and recipes alongside many coupon promotions. Also new are social networking tools including an RSS feed and Facebook page. Likewise, consumers can receive alerts when new coupons are posted by following [Mambo Sprouts on Twitter](#).

The *new coupon* section on the company’s website places Mambo Sprouts at the forefront as one of the first online resources to offer multiple brand coupons exclusively for natural and organic producers. Participating brands include Organic Valley, Method, Ethnic Gourmet and Odwalla, among other leading natural and organic producers.

Mambo Sprouts syndicated MamboTrack™ research shows that coupon use is up among natural and organic consumers. In a 2009 Outlook Survey, consumers requested more coupons to help them maintain their organic purchasing habits.

“Our research shows that consumers are still committed to buying healthy, natural products, but they’re looking for manufacturers and retailers to make that decision easier,” said Saline.

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press release

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An earlier MamboTrack™ study, conducted in 2008, found that on average, natural and organic consumers used about six to nine coupons per week, spending about \$75 – \$99 per week on groceries and saved about \$8.00 per shopping trip—representing a savings of about 10% off of their weekly grocery bills.

ABOUT MAMBO SPROUTS: Mambo Sprouts Marketing Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op mailer featuring an optional custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletter and coupon books distributed quarterly to 385,000 N&O consumers; MamboTrack, offline and Web-based market research services; offline and online mail list development; *Go Mambo!*, Mambo Sprouts' mobile promotions van that travels throughout target regions distributing product samples and coupons at major events and festivals; Web marketing including natural product instant e-coupons, sample offer promotions, and a monthly targeted health e-newsletter. Mambo Sprouts is based in Collingswood, New Jersey. For more information call (856) 833.1933 or visit www.mambosprouts.com.