



FRESH MANGO STREET SMARTS

For Foodservice Distributors

The mango, known for its eye-catching color and delicious tropical flavor, adds dimension to menu offerings from breakfast to late night snacks. As nutritious as it is delectable, it's no wonder mango is one of the most popular fruits in the world. The year-round availability of fresh mango and its incredible versatility make it easy to plan daily, monthly and seasonal menu specials.

*Grow your Fresh Produce Category Sales
with Fresh Mango*

These tips will help you introduce and re-introduce fresh mangos to customers. One of the world's most popular fruits can also help you build order size and grow your fresh produce category sales.

If there's one tried-and-true rule successful distributor sales reps have followed over the years, it's to always look for one more thing to add to the order. That's especially true if the new item is in a trendy product category, like fresh produce.

The key is to make your produce suggestions in the context of growing a customer's business. Remember—operators buy ingredients for a reason, and that reason is almost always a business goal, like building breakfast traffic, selling more desserts or adding variety to a sandwich or salad menu.

The instant flavor boost and visual appeal fresh mangos bring to many common menu offerings will help your customers see the menu fit. Mango adds value in ways that can help operators increase menu price points and create seasonal offerings, creating items that appeal to today's consumers who are looking for more excitement in their menu selections.

Finally, the mango isn't a one-trick pony. It's an extremely versatile ingredient. This tropical fruit adds value to recipe across the menu, from salads and sandwiches to beverages, appetizers, entrees and desserts. Mangos work in hot and cold preparations, absorbing spice, heat and fire without loss of character; yet can be icy and refreshing.



KEY SELLING OPPORTUNITIES FOR FRESH MANGO

A skilled rep never tries to introduce a new product out of the blue. Instead, ask **qualifying** questions in the course of taking an order. That helps you identify customers who:

- Know they need to refresh a menu to create excitement and keep it competitive
- Have an interest in expanding business in a particular daypart
- Want to capitalize on the latest food trends
- Are open to featuring more interesting daily specials, seasonal specials and LTOs

Here are some of the many questions you can ask that can open the door to suggestive selling opportunities. To review our complete foodservice recipe collection, go to www.mango.org/foodservice

Are there parts of the menu that could use a refresh?

Although we all like menus that are familiar, returning customers get bored if they find only **the same old things**. Changing up a menu with new items alongside the old, or with new flavor twists, keeps a successful menu fresh.

SMALL PLATES

Nothing builds a check average more effectively than an appetizer order to start off the meal. Alternately, a selection of small plates for customers to share is a great match for those who are into the snacking culture.

- Mango Manchego Stuffed Jalapenos with Curry Cornmeal Crunch
- Mango & Brie Quesadilla



SALAD STAR

Today's health-oriented and flavor-hungry customers frequently choose salads, but often don't want to stick with the old garden varieties. Fresh mango adds contrasting color, texture, and refreshing taste to side and entrée salads. It also adds value to the menu description as you can see here:

- Mango Quinoa Salad with Mango Citrus Dressing
- Pickled Roasted Beet Salad with Fennel and Mango
- Thai Pork and Mango Salad with Mango-Mint Dressing

FRESH OFF THE GRILL (OR GRIDDLE)

Grilling, charring and roasting add another layer of flavor to fresh fruit that appeals to customers. Fresh mango retains its shape and sensory characteristics, and heats up the center of the plate.

- Island Style Skewers with Mango Ginger Sauce
- Jumbo Shrimp with Caramelized Mango, Crispy Serano Ham & Pickled Red Onion
- Grilled Mango & Goat Cheese Salad



SWEET INSPIRATIONS

Fruit-based desserts deliver on the sweet flavor profile most customers want at the end of a meal, but with a fresh fruit aura:

- Mango Ginger Empanada
- Mango Coconut Rice Pudding
- Mini Mango Amaretto Cheesecake

Does the restaurant have dayparts where traffic or check averages don't reach their potential?

These challenges face every operator. Asking about it will almost always lead to some interest in new ideas.

BATTLE FOR BREAKFAST

Breakfast business has been growing, but many menus still rely on old standbys like egg sandwiches and sausage muffins. Suggest a few eye-openers that add a fresh spin. The beautiful color and texture of fresh fruit adds some “wow” to plate presentations.

- Mango Bliss Cakes
- Mango Sausage Breakfast Burrito
- Mango Mash on Country Toast

GRAB-AND-GO BUSINESS & CATERING

Onsite cafeterias and delis like those in office buildings and medical facilities have a terrific opportunity to sell mid-morning or mid-afternoon snacks either as grab-and-go items or on catered meeting menus. Fresh mango layers in exotic appeal, flavor, color and texture.

- Mango Lassi Yogurt Cup
- Caribbean Mango Chicken Wrap
- Panino PMB (pancetta, mango, basil) Sandwich

LUNCH SPECIALS

Lunch remains the mainstay for many operators and variety is critical. Substituting fresh, juicy mango for tomato keeps menus creative and flavorful, and it's easy to change fresh fruit in salads by season or in LTOs.

- Chicken & Mango Panini
- Mango Jicama Salad
- Shrimp & Mango Gumbo

ENTREE ENHANCERS

Customers relish the complementary flavor flourish that salsa, slaw, sauce, and condiments add to composed entrees and small plates. Fresh mango makes an easy addition that customers will notice.

- Pork Pot Stickers with Red Pepper Jam and Pickled Mango Slaw
- Spicy Shrimp Lettuce Wraps with Mango and Daikon Sprout Slaw
- Mango Coconut Chicken

Do your customers show an interest in the latest menu trends?

Many trends lead to fresh mango! Help operators turn consumer tastes and trends into menu opportunities.

FRESH DELICIOUS HEALTHY

Fresh fruit—like mangos—boost fresh flavor, vivid color and the glow of good health on menus. Making produce an integral part of a dish speaks for itself in dishes that boast healthy virtues. Plus, adding more produce improves variety across the menu.

- Mango and Watermelon Salad
- Pulled Pork and Mango Rolls with Carolina Mustard Sauce
- Fire & Ice Mango Sundae

GLOBAL FLAVORS

Global ingredients, traditions and techniques all come together to satisfy flavor and heat-seeking restaurant patrons. Fresh mango bridges cultures, fusing stylish ingredients and flavor favorites from around the globe.

- Asian Green Mango and Grilled Beef Salad
- Mango Jicama Enchiladas
- Mango Lobster Arancini with Charred Mango-Tomato Dipping Sauce

MANGO MIXOLOGY

Leading bar chefs, mixologists, and bartenders have been inspired to shake, muddle, puree and infuse fresh fruit as a great way to add signature flavor, color and appeal to drink menus. Grilled mango spears, mango slices and diced mango all communicate freshness and flavor on beverage menus. For these recipes and more go to www.mango/foodservice

- Mango Panna
- Mango Spice & Ice (Mango Ginger Habanero Daiquiri)
- Sparkling Fresh Mango Ginger Green Tea
- Sparkling Mango Strawberry Sangria



HOW TO ENSURE PEAK MANGO FLAVOR, FRESHNESS AND RIPENESS

Research* shows that much of the increased recent use of mangos in U.S. foodservice comes from two product offerings: **pre-ripened whole mangos and fresh-cut mangos**. Both forms help operators manage available storage space and better control labor costs, as well as ensuring that stocked mangos are recipe ready.

TEMPERATURES MATTER

- Mangos are harvested at the mature green stage, when the Brix (sugar) level supports continued ripening off the tree.
- NEVER store whole mangos below 54° F, across the entire supply chain, until they have reached the desired stage of ripeness—like a banana!

SQUEEZE GENTLY TO JUDGE RIPENESS

- Don't judge mango ripeness by the color of its skin, which differs based on variety and location on the tree.
- Ripe mangos will give slightly to a gentle squeeze.
- Mangos can be used in recipes across the ripeness spectrum, from green and crisp to ripe and luscious.

For fresh mango supply chain best practices, including handling and ripening protocols, designed to inform everyone along the supply chain from the farm to distribution and fresh-cut suppliers go to <http://www.mango.org/Professionals/Retail/Quality-Assessment.aspx>

*2015 Foodservice Distributor Survey, IDReport/Winsight Media



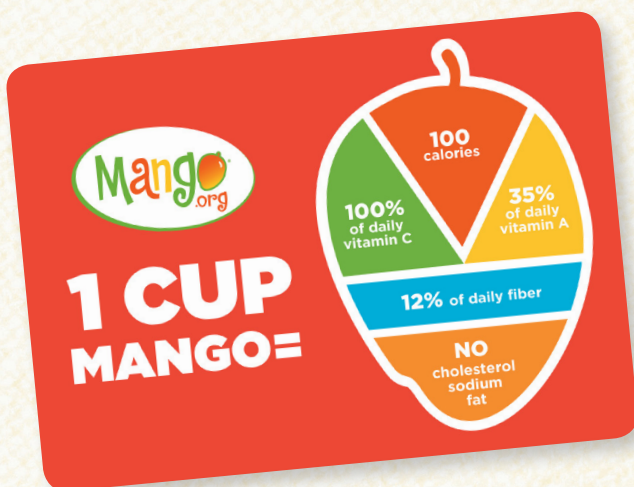
FAST FACTS

- Mango is the world's most popular fruit.
- Mangos originated in India and Southeast Asia over 5000 years ago and traveled along the spice route to South American and Mexico. The fruit is an integral part of the cuisines wherever mango trees thrive.
- Six major varieties of mango from six primary source countries contribute to the year-round supply of fresh mango in the U.S.
- The appeal of fresh mango revolves around the irresistible combination of flavors and textures that bring excitement to menus—from morning smoothies to midnight snacks.
 - ◆ The taste of mangos differs slightly based on variety, but can be described as a cross between peach, orange and pineapple.
- Mango availability in the U.S. has grown 39% since 2003. Americans now consume 2.87 pounds per person.
- Mango menu penetration was 33.7% in 2015, a 42.2% increase from 2005.
- Mangos are a superfruit, with 20+ vitamins and minerals, including vitamin C (100% RDV), vitamin A (35% RDV), and fiber (12% RDV). One cup of sliced mango has 100 calories.

More Information – for you and Your Customers

When it comes to fresh mango, the National Mango Board keeps user-friendly information readily available at mango.org/foodservice

- Get to Know Your Mangos – Foodservice mango primer
- Mango Varieties & Availability
- Crop Information – Current and historical crop reports
- Ripening & Quality Assessment – Supply chain best practices (from the farm to distribution and fresh-cut suppliers) and Ripe and Ready to Eat Mango Program
- Fresh Mango Yield Study
- Mango Keeps Your Menu Fresh, All Year Long – Monthly menu promotion ideas
- Mango Nutrition
- Fresh Mango Culinary Education – The Basics for Foodservice video and Curriculum for continuing education and culinary schools
- Mango Fun Facts
- Meet a Mango Tree



REFRESH MENUS WITH FRESH MANGO
SHARE. MANGO. LOVE.