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DeCA Mango Display Contest Obtains an Enthusiastic 87% Response Rate
Over 150 DeCA Mango Display Contest Entries were Received

Orlando, Fla (July 16, 2015) – The Defense Commissary Agency (DeCA) brightened their stores this season in a mango display contest sponsored by the National Mango Board (NMB). The NMB partnered with Bush's Black Beans for this contest, using the theme "Mango and Black Bean Fiesta!" The contest received an impressive number of entries with over 150 participating stores who reported a 32 percent increase in mango movement over the previous year.

The mango contest took place from May 4 to May 17, 2015 and was open to the 179 DeCA stores in the U.S. and Puerto Rico. The contest encouraged stores to build creative, eye-catching mango displays to engage and educate shoppers while moving mango volume. A high graphic mango bin was provided to use as the centerpiece of their displays. Point-of-Sale (POS) materials were also provided to the stores, which incorporated mango cutting, selection and nutrition messages, plus easy recipe ideas for shoppers including a "Mango and Black Bean Salsa" recipe. Stores were also able to use their own props and utilize their creativity to build the catchy displays.

Stores were divided into five groups based on store sales. Three winning stores in each group were awarded commissary gift cards that they can use as giveaways to their shoppers. Although DeCA employees are not able to accept prizes, they are thrilled to receive these gift cards to help their local military families.

DeCA Mango and Black Bean Display Contest 2015 Winners:

Bands 10 to 14

Schofield Barracks Commissary
Anchorage Area Commissary
Pearl Harbor Commissary

Bands 8 to 9

Davis-Monthan AFB Commissary
Randolph AFB Commissary
Peterson AFB Commissary

Bands 6 to 7

Fort Hood 2 Commissary
Great Lakes NS Commissary
Fairchild AFB Commissary

Bands 4 to 5

Dyess AFB Commissary
Beale ABF Commissary
Minot AFB Commissary



Bands 1 to 3

Laughlin AFB Commissary
Key West NAS Commissary
Mitchel Field Commissary



Bands 10 to 14, Schofield Barracks Commissary



Bands 8 to 9, Davis-Monthan AFB Commissary



Bands 6 to 7, Fort Hood 2 Commissary



Bands 4 to 5, Dyess AFB Commissary



Bands 1 to 3, Laughlin AFB Commissary

Entries were judged based on creativity, education, shopability and the presentation of both the mangos and Bush's Black Beans in the display. "We value our relationship with DeCA and the great opportunity this contest provides to increase awareness of mangos. It helps inspire shoppers incorporate mangos in their dishes and educates them on how delicious and versatile this fruit is," stated Rachel Muñoz, Director of Marketing at the NMB. "This contest is such a great way to pump up mango sales and create excitement around mangos just in time for the summer months."

Operated by the DeCA, commissaries provide groceries to military personnel, retirees, and their families on military bases. Authorized customers purchase goods at cost plus a 5 percent surcharge, which covers the cost of maintaining and renovating commissaries. This enables military personnel to save an average of 30 percent or more on groceries when compared to commercial prices.

About National Mango Board

The National Mango Board is an agriculture promotion group, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. The superfruit mango contains 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor. Learn more at www.mango.org.

About the Defense Commissary Agency

The Defense Commissary Agency (DeCA), headquartered at Fort Lee, VA., operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices. Access to commissaries enhances the quality of life for America's military and their families, and helps the military recruit and retain the best and brightest men and women to serve our country.