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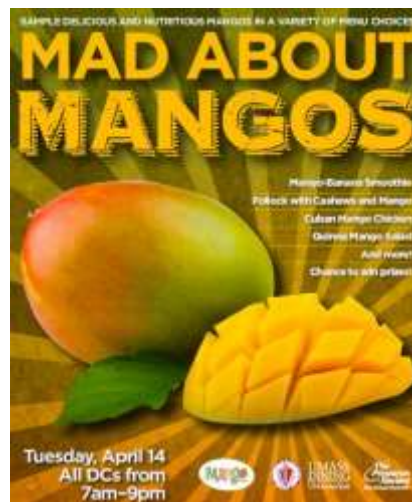
Fresh Mangos Add a Spark of Flavor to Menus Across the U.S.

The NMB continues to showcase mangos inspiring chefs and foodservice operators

Orlando, Fla (July 30, 2015) – The National Mango Board’s (NMB) Foodservice PR & Marketing program is designed to increase presence and sell-through of mangos at foodservice by increasing mango awareness amongst foodservice operators and chefs. The goal is to secure new fresh mango items on menus through promotions and outreach to influence consumers across the U.S. Educating chefs, students and instructors about handling and cooking with fresh mango is key to increasing mango awareness and usage.

The foodservice side of the business captures an essential audience since it’s a prime location for customers to try mangos, some for the first time. Mango promotions with foodservice outlets highlight fresh mangos and help them stay a top-of-mind ingredient for chefs, consequently, raising awareness to consumers. Mangos can be found highlighted in menus all across the U.S. For example: Marie Callander’s Restaurant & Bakery with 71 locations developed a limited time offer menu during Q2 featuring a *Fresh Mango Braised Pulled Pork Street Tacos*; the recipe was showcased on Marie Callander’s Facebook channel adding buzz and excitement around it.

Also, the University of Massachusetts led a one-day mango promotion, *Mad About Mango*, which showcased mangos in 11 delicious recipes in four dining rooms throughout the day. During the promotion, nutrition majors, student ambassadors and the NMB hosted a “Mango Information Station” where students had the opportunity to win mango related prizes. This event gave more than 28,000 students a chance to sample fresh mangos in everything from smoothies, to entrees to desserts. Finally, during the National Margarita Weekend, On the Border Mexican Grill & Cantina with 160 locations ran a beverage promotion featuring a *Mango Strawberry Swirl Margarita*. This beverage was so popular during the weekend promotion that On the Border decided to include it as part of the new limited time offer menu. The NMB will continue to work with prominent foodservice locations to continue highlighting fresh mangos to their consumers.





In addition to mango promotions, the NMB works with foodservice publications to secure mango stories in foodservice print and online media throughout the year. The NMB outreach efforts for foodservice PR has garnered nearly six million impressions which accounts for 65 percent of their 2015 media impressions goal of approximately nine million.

The NMB will also be sponsoring menu items at the 11th Annual Flavor Experience Conference in Newport Beach, California on August 3-5, 2015. This conference gathers top-level food and beverage executives which provides the NMB with a great opportunity to continue building strong relationships with chain operators, chefs and marketing professionals who make decisions on new menu items and promotions. The NMB will feature these mango recipes at the event: *Mango Magic Bars*, *Mango Rice Pudding*, *Spicy Mango Bruschetta*, *Mango-Crab Tostadas*, and *Mango Arancini*.

“Inspiring chefs and foodservice operators to use more fresh mango items on their menus is key to increasing consumer awareness,” stated Rachel Muñoz, Director of Marketing at the NMB. “By educating the foodservice industry on how versatile, fun and simple it is to cook with mangos, we are consequently motivating consumers to try mangos and, hopefully, inspire them to incorporate mangos in their meals at home.”

Visit www.mango.org/foodservice to access resources for foodservice operators and chefs, including information about handling, ripening, cutting, yield and usage ideas. Recipes are available at www.mango.org/recipes.

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.