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Mango Mania Display Contest Kicks Off with Extra Incentives from Tajin

Pump up mango sales and win prizes with fun store displays.

Orlando, FL (June xx, 2017) – The National Mango Board (NMB) will host their annual Mango Mania Display Contest during the month of July. Retailers can win big with more than \$10,000 in prizes and incentives available. The NMB will send a \$15 Amazon digital gift card to each valid entry so everyone is a winner. Stores including Tajin in their entry will receive an extra zing with a second \$15 Amazon digital gift card.

The Mango Mania Display Contest is designed to help stores pump up mango sales, while educating shoppers about mangos. Retailers are encouraged to use Point of Sale (POS) materials included in the [Mango Mania Kit](#), in addition to their own creativity to build beautiful and eye-catching displays. To be eligible for the prizes, displays must be in place for at least one full week between July 1 and July 31, and contest entries must be sent to the NMB by August 18, 2017. The contest will award more than \$10,000 in prizes and incentives, ranging from \$200 to \$1,000 per winner. Prizes will be awarded in two categories: one to six cash registers, and seven or more cash registers, so all retailers — big and small — have a great chance of winning. Retailers that include any Tajin product in their Mango Mania display will earn a second gift card incentive.

“The Mango Mania Display Contest creates an incredible opportunity for retailers to show off their creativity and win great prizes, while pumping up mango sales,” stated Valda Coryat, Director of Marketing at the NMB. “Every year, we are impressed by the excitement and engagement from retailers around the contest which continues to show outstanding results. Last year, volume for participating stores more than doubled during the contest!!”

The NMB’s partnership with Tajin fruit spice will ramp up the incentive for stores to enter and will increase the reach of the contest while offering retailers a great cross-merchandising opportunity. Mangos and Tajin are a perfect complement, the sweetness of the mango paired with the ‘zing’ of Tajin creates a new eating experience for many consumers. The partnership is expected to drive incremental sales of both items.

“We’ve been proud partners of the NMB for years. Our joint promotional efforts at trade shows, in-store demos and more, always spark a lot of interest,” stated Juan Carlos Limon, Tajin Brand Equity Manager. “Joining the NMB on their Mango Mania Display Contest takes our partnership to the next level and creates great opportunities for produce departments nationwide. We are excited to see the innovative displays this July!”

Retailers who wish to participate in the Mango Mania Display Contest should visit mango.org/contest to get more information and order POS kits for their stores. The kit includes the [contest flyer](#) with the official rules along with a robust selection of POS materials, such as educational header cards for selecting and cutting, nutrition information and mango recipes. Mango suppliers can help by telling their retailers about the contest and ordering POS kits for them at mango.org/contest.



About the National Mango Board

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.

About Tajin

TAJÍN is a privately held company established in Mexico in 1985. Its subsidiary office, TAJÍN International was incorporated in the United States in 1993. The leading produce seasoning in Mexico and in the U.S., TAJÍN is a well-balanced blend of mild chili peppers, sea salt and dehydrated lime. Its unique flavor transforms the taste of fruits and vegetables from ordinary to extraordinary. It is also a great addition to meats and beverages. TAJÍN is produced in Zapopán, Mexico from world class chiles bought from farmers in the region and then exported to the US as a packaged and branded product, approved by the FDA, to be sold at wholesale and retail. TAJÍN is sold in more than 16,000 point of sale in the U.S. www.tajin.com