



Contact: Katie Ola  
Fleishman-Hillard  
(512) 495-7162  
[Katie.Ola@fleishman.com](mailto:Katie.Ola@fleishman.com)

**Mango Mania Display Contest Results in a Whopping Mango  
Volume Increase of 168% Amongst Participating Stores**  
*NMB announces the 2015 Mango Mania Display Contest winners*

**Orlando, Fla (October 1, 2015)** – The National Mango Board (NMB) announced the winners of the Mango Mania Display Contest and reported an outstanding 168% increase of mango volume sales amongst participating stores compared to the same time last year. The contest is designed to help small and large retail chains pump up mango sales, while showcasing their creativity and educating shoppers about mango cutting, selection, and nutrition.

This year, every store was a winner of a \$15 Amazon gift card just by entering the contest. This incentive was used by the NMB to enlist more participation and create excitement throughout the produce departments. The stores were encouraged to use NMB's point-of-sale (POS) materials that showcase cutting, selection, and nutrition messages, along with easy mango recipe ideas. Retailers were also encouraged to use their own props to incorporate creativity into the catchy displays, which had to be kept for at least seven days during the month of July 2015 to qualify.

The entries were judged based on creativity of the display, visual appeal, and effectiveness in educating shoppers about mangos. "The contagious level of excitement the Mango Mania Display Contest brings to retailers is unmatched," stated Rachel Muñoz, Director of Marketing for the NMB. "We are so impressed with the amount of creativity and passion the stores put into their mango displays. Reporting a mango volume increase of 168% is a real testament to their efforts."

**The top winners in each category include:**

**7 or more registers**

**1st Place, \$1,000 prize:** Lucilo Torres, Northgate Markets, Long Beach, CA  
**2nd Place, \$800 prize:** Garrett Fowden, Payson Marketplace, Payson, UT  
**3rd Place, \$600 prize:** Adam Klazura, Jewel-Osco, Aurora, IL  
**4th Place, \$400 prize:** Luis Pinedo, Northgate Markets, Los Angeles, CA

**1 to 6 registers**

**1st Place, \$1,000 prize:** Eduardo Camarena, Northgate Markets, Placentia, CA  
**2nd Place, \$800 prize:** Kara Sherwood, Henderson's IGA, Valentine, NE  
**3rd Place, \$600 prize:** Mario Banderas, Northgate Markets, El Rancho Dominguez, CA  
**4th Place, \$400 prize:** Antion Hough, 88 Ranch, Temecula, CA



7 or more registers 1<sup>st</sup> Place: Lucilo Torres, Northgate Markets, Long Beach, CA



1 to 6 registers 1<sup>st</sup> Place: Eduardo Camarena, Northgate Markets, Placentia, CA



For a complete list of winners for the 2015 Mango Mania Display Contest, visit [www.mango.org/contest](http://www.mango.org/contest)

### **About the National Mango Board**

The National Mango Board is an agriculture promotion group, 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](http://www.mango.org).