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**Strong Mango Volume Opens Immediate Retail Opportunities!**  
Indulge in the sweet taste of summer with in-store mango promotions

**Orlando, Fla (June 1, 2016)** – The National Mango Board (NMB) is encouraging retailers and suppliers to act quickly to move more mangos due to the high import volumes. This year the summer mango season had a later start than in recent years, but volumes are extremely strong now. Retailers should not miss this amazing opportunity to move great mango volumes and delight their customers with this sweet superfruit.

Retailers can heat up their mango sales this summer by offering mangos by the case to give their shoppers the best deals and move big volumes at great prices. During the summer months, merchandise mangos toward the front of the produce department with seasonal stone fruit to pump up mango sales. In a [recent study](#) by the NMB, placing mangos with stone fruit resulted in increased volume and dollars by more than 40 percent compared to the previous year. Retailers should also set up secondary mango displays in the front of the store to encourage additional buys and use point of sale (POS) materials to teach shoppers about mangos. POS materials are free of charge for retailers to order from the NMB, visit [mango.org/retail](http://mango.org/retail) for more information.

With several mango varieties available concurrently, retailers could run multi-variety promotions during the expected high volumes. Peak sizing for yellow mangos will be 18s, 20s, and 22s with promotable volumes through the end of June. Peak sizing for round mangos through mid-June will be 10s and 12s, and peak sizing for round mangos from mid-June through late July will be 9s, 10s and 12s.

“Mangos make summertime sweeter for consumers and this is a great opportunity to entice them to take home this delicious superfruit,” stated Rachel Muñoz, Director of marketing at the NMB. “By setting up strong mango promotions and following best mango [merchandising practices](#), retailers can have a sizzling summer mango season.”

For more information about the mango crop forecasts, please visit [mango.org/crop](http://mango.org/crop). For more information on POS materials and other promotional items to use this season, visit [mango.org/retail](http://mango.org/retail).

**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’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](http://mango.org).