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### **The National Mango Board Launches 2016 Marketing Campaigns**

*Marketing program aims to increase mango consumption and awareness with U.S. consumers*

**Orlando, Fla (March 1, 2016)** – The National Mango Board (NMB) has launched its 2016 marketing programs which focus on connecting with consumers to drive mango awareness and consumption, while delivering nutrition messages that are both meaningful and inspiring. This program also allows the NMB to educate retailers on mango handling, merchandising, and encourage mango promotions, as well as inspire chefs and foodservice operators to increase fresh mango items on menus. Each program component highlights mango education, nutrition, and cultural significance to U.S. consumers.

On the consumer front, the NMB has partnered with the National Women's Soccer League (NWSL) for a second consecutive year to have mangos as the "Official Superfruit of the NWSL;" as well as US Youth Soccer as an "Official Snack of US Youth Soccer." All season long, mangos will score big with soccer fans and players at sampling events during select NWSL and US Youth Soccer matches. Sampling events allow the NMB to reach consumers on a one-on-one basis with fresh mango samples and educate them on how to choose, cut, and use mangos. The NMB is also partnering up with Julie Johnston, a star NWSL player and defender for the U.S. Women's National Soccer Team. Julie was named NWSL Rookie of the Year in 2014 and nominated for the Adidas Golden Ball at the FIFA Women's World Cup Canada 2015. She will share her love of mangos with soccer fans and inspire consumers to use this delicious and healthy fruit through social media channels and national media interviews. Furthermore, the NMB will sponsor and sample mangos at a national yoga event which will help the NMB connect with consumers through fitness (yoga) influencers to promote a healthy and balanced lifestyle. Throughout the year, the NMB will encourage mango conversations and engagement on all its social media channels as well as develop their media relations to secure mango editorial content.

The NMB's nutrition program conveys meaningful mango nutrition messages to consumers. Today's consumers are on a quest for foods that are delicious, nourishing, and inspiring; foods that have a meaningful story and cultural relevance. For this reason, the NMB has enlisted a renowned chef with a strong Mexican influence to research, document, and craft the story of mangos in Mexican culture and cuisine. This project will help the NMB connect with consumers by sharing the mango love, passion, and flavor in other cultures, specifically in Mexico. Moreover, the NMB will partner with nationally-recognized and emerging media Registered Dieticians ambassadors to deliver the mango nutritional story through social and broadcast media. In addition, the NMB will develop an "Ask the Nutritionist FAQ" section on its website which will give nutritionists an outlet to get answers on their mango nutrition questions.

The NMB will also continue to promote mangos to consumers at retail and foodservice. On the retail front, the NMB will once again offer limited mango display bins free of charge to mango shippers. In addition, the NMB will continue to encourage the use of retail tools to help train and educate produce associates about mango handling and



merchandising practices. These tools include: Mango Handling and Ripening Protocol, Mango Mover e-newsletter, Mango University, POS materials, backroom training posters and much more. Lastly, to encourage mango sales, the NMB will hold its annual Mango Mania Display contest where more than \$10,000 in cash prizes will be awarded to the stores that build the best mango displays. On the foodservice side, the NMB will continue to inspire chefs and operators to use more mango items in their kitchens. Moreover, the NMB will work with foodservice media to share news about fresh mangos and secure editorial placements. The NMB will also conduct chain promotions throughout the year, as well as pitch new mango recipes and ideas that can reach distributors and operators. Lastly, the Foodservice program will continue to focus on educating culinary students and instructors, as well as practicing chefs, about handling and cooking with fresh mangos.

Visit [mango.org](http://mango.org) to learn more about the NMB's 2016 marketing program initiatives, as well as upcoming projects in nutrition and postharvest research, and new communications strategies.

### **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).