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Aaron Franklin from Harris Teeter is Honored as the 2015 Mango Retailer of the Year
National Mango Board Recognizes Strong Retailers for their Achievements

Orlando, Fla (November 5, 2015) – The National Mango Board (NMB) honored Aaron Franklin of Harris Teeter as their 2015 Mango Retailer of the Year. The NMB selected four Mango Model Retailers, one from each region of the U.S., and chose the Mango Retailer of the Year from amongst this group. These retailers were honored for their outstanding support of the mango industry and for their dedication in growing the mango category within their stores. The winners were announced during the NMB's Annual Mango Industry Reception on October 24, 2015 during PMA's Fresh Summit Convention & Expo.

The Mango Retailer of the Year program identifies retailers that go above and beyond to offer strong consistent support to the mango industry, and deliver outstanding mango promotion results. The Mango Model Retailers for 2015 are: Deb Kreider, Paul Chiavacci, and Tim Royer, Ahold; John Savidan and Keith Tsuchiyama, Bristol Farms; and Michael Vesely, Jewel-Osco. The Mango Retailer of the Year and each of the Mango Model Retailers personify the following characteristics:

- They produce impressive mango sales and volume increases.
- Through NMB funding, they engage in effective, high quality and creative promotions that connect with shoppers on multiple levels.
- They take the initiative to creatively promote mangos without NMB funding.
- They are responsive to NMB communication, and they follow through on commitments.
- They facilitate mango training, and inspire their associates to handle, merchandise and promote mangos more effectively.
- They are aware of market forces, and promote mangos in all seasons.

"Retailers play an essential role in the mango industry by being supporters of our mission to increase fresh mango awareness and consumption in the U.S.," stated Rachel Muñoz, Director of Marketing at the NMB. "These four retailers truly embody enthusiasm and excitement when selling and promoting mangos. Having these partners that support the mango business with such motivation is truly an inspiration for retailers across the country."



Aaron Franklin of Harris Teeter was honored as the 2015 Mango Retailer of the Year on October 24, 2015 in Atlanta, GA

Harris Teeter operates in several markets where mango sales index is far below the U.S. average for mangos; however, during this past year, their mango volume per store has been more than 60 percent above the national average. Franklin and his company made a crucial decision to change their mango retail game in the southeast. They have succeeded by executing aggressive pricing, promotion and merchandising strategies.

[Click here](#) to learn more about the NMB's retail program.

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.