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Retail Contests Heat Up Mango Sales this Summer
Everybody wins just by entering!

Orlando, FL (June 14, 2016) – The National Mango Board (NMB) will host their annual Mango Mania Display Contest throughout the month of July. With more than \$10,000 in prizes and incentives awarded, retailers can win big, and what’s more, everyone is a winner just by entering the contest! The NMB will send a \$15 Amazon digital gift card to the email address listed on each valid entry. In addition to the display contest, this summer will keep sizzling with the Share. Mango. Love Retail Registered Dietician (RD) challenge. From now through the month of August, the retail RDs can submit their store’s mango promotions or events and get entered to win great prizes.

Entering its sixth year, 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 showcasing their own creativity to build beautiful and eye-catching displays. To be eligible for the prizes, displays must be kept in place for at least one week between July 1 and July 31, and contest entries must be sent to the NMB by August 22, 2016. The contest will award more than \$10,000 in prizes and incentives, ranging from \$200 to \$1,000 per winner. These 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 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.

For additional summertime fun, retail RDs can participate in the Share. Mango. Love challenge. The challenge invites retail RDs to share their love of mangos by documenting a mango promotion in their store or community. Qualifying activities include: demo events, TV appearances, kid events, school tours, corporate wellness events, and more. Additionally, to show love right back, every RD will receive a \$10 Amazon digital gift card just for entering the contest. Then, ten randomly selected winners will choose from these prize options: a Breville Juice Fountain Plus, a Sun Classic Western Chef’s Knife, or a Fitbit Charge HR. [Click for more information and official rules.](#)

RDs can visit mango.org/RDchallenge to get more information and download [contest rules](#).

“This is a fantastic opportunity for retailers to show us their mango love and win some great prizes, while encouraging shoppers to buy more mangos,” stated Rachel Muñoz, Director of Marketing at the NMB. “Year after year we are impressed with the level of creativity, passion, and excitement the mango mania display contest creates around retailers, not to mention the outstanding volume increase in mango sales, which last year surpassed over 160 percent! Given the



enthusiasm we've seen from the produce departments, we are excited to see the engagement with the new retail registered dietician Share. Mango. Love challenge.”

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](#).