



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

National Mango Board Launches New Website to Provide a Superior User-Friendly Experience
New NMB website features refreshed design, enhanced content and improved functionality

Orlando, Fla (October 15, 2015) – The National Mango Board (NMB) has officially launched its newly revamped website, mango.org. The renewed site not only includes a more attractive design, but also encourages better user experience and engagement with improved navigation and functionality throughout. The site is an excellent resource for all of its audiences: consumers, mango industry, retailers, the media, and foodservice and nutrition professionals; providing a world of information, research and tools at their fingertips.

The site's enhanced content combines new and improved search functionalities optimized for mobile and tablet devices. This allows consumers to better interact with mango.org and find information faster. The new design breaks through mango purchase barriers, providing consumers an engaging learning experience on mango selection, cutting, and usage. Consumers can navigate through a plethora of mango resources – including over 300 mango recipes, mango varieties and availability charts, and instructional videos on how to cut a mango, which can all be shared through social media channels.

Similarly, a great deal of tools and resources are available to mango industry members, retailers, foodservice and nutrition professionals, and the media, allowing them to stay up to date with what is going on with the mango crop, mango industry news and events, food safety practices, educational tools, promo ideas, research and consumer studies, flavor pairings, quality assessments, mango handling and much more.

“Our goal in launching this new version of the website is to provide a valuable and informative portal that inspires consumers to become familiar with and knowledgeable of mangos,” stated Rachel Muñoz, Director of Marketing for the NMB. “It is also imperative to highlight the information and tools available to industry members which support and improve the mango supply chain. Consumers and industry professionals will be able to easily navigate the new site and effectively find the information they need most.”



The industry is encouraged to visit mango.org and explore the content designed for the various audiences, accessible via links at the top of the page. Spanish content of the website is available by clicking "En Español." Visit mango.org to learn more.

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.