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### **NMB Announces Mango Mania Display Contest Winners**

*Participating stores show an outstanding mango volume increase of 138%*

**Orlando, Fla (September 25, 2014)** – The National Mango Board (NMB) has announced the winners of the Mango Mania Display Contest and reports an increase of 138% mango volume amongst participating stores compared to the same time last year. The contest is designed to help stores boost mango sales, while showcasing creativity and educating shoppers about mangos. This year, for the first time, the contest included small and large retail chains.

The contest encourages retailers to build big, beautiful mango displays that include mango educational messaging in order to engage customers. Point-of-Sale (POS) materials available to the participating stores included cutting, selection and nutrition messages, plus easy recipe ideas for mangos. Retailers were also able to use their own props to infuse their own creativity into their catchy displays. Stores were asked to create their most creative and effective displays and keep them up for at least seven days during the month of July 2014. This year, store participation nearly doubled over 2013.

#### **The top winners in each category include:**

##### **Up to 50 Stores, 7 or more registers**

**1st Place, \$1,000 prize:** Garrett Fowden, Payson Market, Payson, UT  
**2nd Place, \$750 prize:** Doug Dallo, Foodland, National City, CA  
**3rd Place, \$500 prize:** Raul Rivera, Save A Lot Mercado, San Diego, CA

##### **Up to 50 Stores, 1 to 6 registers**

**1st Place, \$1,000 prize:** Jodie Murdock, Fresh Market, Richfield, UT  
**2nd Place, \$750 prize:** Michelle Heneby, Marvin's Food Saver, Dewey, OK  
**3rd Place, \$500 prize:** Robert Earls, CV's Family Foods, Danville, AR

##### **More than 50 Stores, 7 or more registers**

**1st Place, \$1,000 prize:** John Jaworski, Price Rite, Chicopee, MA  
**2nd Place, \$750 prize:** Jeff Picchioni, Price Rite, Seekonk, MA  
**3rd Place, \$500 prize:** Vincent Venditti, Price Rite, Johnston, RI

##### **More than 50 Stores, 1 to 6 registers**

No entries were received for this category



Up to 50 Stores, 7 or more registers 1<sup>st</sup> Place: Garrett Fowden, Payson Market, Payson, UT



Up to 50 Stores, 1 to 6 registers 1<sup>st</sup> Place: Jodie Murdock, Fresh Market, Richfield, UT



*More than 50 Stores, 7 or more registers 1st Place: John Jaworski, Price Rite, Chicopee, MA*

Entries were judged based on creativity of the display, visual appeal, and effectiveness in educating shoppers about mangos. "Since we began the Mango Mania Display Contest we have been impressed with the amount of creativity amongst the stores," said Megan McKenna, Director of Marketing for the NMB. "This contest is such a great way to pump up mango sales and increase mango movement and our results reflect it; having mango volume increase 138% in participating stores over the same period in 2013 is huge", said McKenna.

For a complete list of winners for the 2014 Mango Mania Display Contest, visit [www.mango.org/contest](http://www.mango.org/contest)

### **About National Mango Board**

The National Mango Board is an agriculture promotion group, which is 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.

Mango availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at [www.mango.org](http://www.mango.org).