



Contact: Lucy Keith
Fleishman-Hillard
(512) 495-7174
lucy.keith@fleishman.com

Retail Opportunity to Move More Mangos: Act Now!

Large mango volume available to retailers can enhance in-store promotions

Orlando, Fla (May 19, 2015) – The National Mango Board (NMB) is encouraging retailers and suppliers to act quickly to move more mangos due to the higher than normal import volume. This year’s mango volume has already seen weekly shipments of more than 4 million boxes; an 18 percent increase compared to the largest week in 2014. Retailers should not miss this exciting opportunity to sell more mangos and delight their customers!

Retailers can pump up mango sales and increase mango movement by offering mangos by the case to give their shoppers the best deal. In addition, set up secondary mango displays in the front of the store or front of the produce department. Use point of sale (POS) materials to teach shoppers about mangos, including how to cut, how to judge ripeness, and provide exciting recipe ideas. POS materials are free of charge to order from the NMB, visit mango.org/retail for more information.

Volumes are expected to remain steady through Q2 of 2015, so there’s still time to jump on this great opportunity. Mexican mango imports are expected to be 3 percent higher than 2013, which was a record-breaking year for Mexican mango import volume.

“This is a great opportunity for retailers to build their mango business and be champions for their mango partners,” stated Rachel Muñoz, NMB’s Director of Marketing. “This historic mango season comes just in time for the summer months when customers are most excited about mangos.”

The NMB will be issuing additional projections and updates as soon as these become available in the [weekly Mango Crop Report](#). For more information about the mango crop forecasts, please visit mango.org/crop. For more information on POS materials and other promotional items to use this season, visit mango.org/retail

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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. Learn more at www.mango.org.