



2017 RETAIL PROMOTIONS

All Regions Combined

\$319,361 Invested
23,829 Stores Impacted
4,039 Demo Events
84% Volume Increase
During NMB Promotions

National

\$83,557 Invested
9,928 Stores Impacted
220 Demo Events

Northeast

\$77,457 Invested
5,941 Stores Impacted
44 Demo Events



Promotions are added to the retail report only after the retailers submit the required proof of performance. This creates a delay in reporting. Promotions are consistently executed in every region throughout the year.

West

\$57,239 Invested
2,723 Stores Impacted
244 Demo Events

Central

\$72,582 Invested
3,106 Stores Impacted
195 Demo Events

Southeast

\$28,526 Invested
2,131 Stores Impacted
3,336 Demo Events



National Mango Board Retail Promotions Report August

During the NMB-funded promotions reported so far in 2017, mango volume has increased 84%.

See below for detailed results and regional recaps.

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	January 1 to February 1	\$1,300	Chef demo events in 26 stores partnering with a wine vendor					Central
Small	January 12 to March 22	\$4,000	Dietitian promotion including mangos in magazine and on social media, nutrition-focused ads and nutrition-focused POS created for this program	yes				Northeast
Small	January 22 to 28	\$2,000	Hot mango ad supported by secondary displays	yes			85% volume increase over prior year	Northeast
Small	February 8 to 21	\$1,000	Valentines Heal and Wellness promotion with healthy delicious mango recipes featured in email, in store, on website and social media, also promoted at in-store clinic events and supported by ads and secondary displays	yes		yes	22% volume increase over prior year	West
Small	January 4 to 31	\$1,500	Healthy New Year promotion featuring a mango salad recipe on the retailer's website and social media, supported by a themed ad and secondary displays	yes		yes	48% volume increase over prior year	West
Small	February 1 to March 31	\$2,248	Mangos featured in the retailer's consumer magazine plus mango demos in 20 stores supported by an ad and secondary displays	yes				Northeast
Small	January 6 to 12	\$1,000	Hot ad with variety tag supported by secondary displays in all stores	yes		yes	1122% volume increase over prior year	Northeast
Small	February 1 to 7	\$2,000	Super Bowl promotion with mangos and avocados, supported by mango ads and secondary displays	yes			58% volume increase over prior year	Central
Medium	December 28 to January 31	\$3,000	Hot mango ad with how-to-cut graphics, 5 weeks of mango ads, social media push with a recipe video, supported by secondary displays	yes			114% volume increase over prior year	West
Medium	January 1 to February 1	\$2,400	Chef demo events in 48 stores partnering with a wine vendor					Central
Medium	March 24 to April 8	\$1,530	Partnered demos with Tajin including mango recipes and how-to education, supported by mango ads and secondary displays	yes			1732% volume increase over prior year	West
Medium	January 6 to 12	\$1,000	Hot mango ad with nutrition messaging supported by secondary displays	yes			70% volume increase over prior year	Northeast
Medium	January to June 2017	\$1,000	Full page of mango education in this wholesaler's vendor produce manual, delivered to 300 store-level produce managers					Northeast
Medium	January 24 to 30	\$3,000	Nutrition promotion with retailer's dietitian feature 30-second TV spot, mango recipe in magazine, themed ad and secondary displays	yes			340% volume increase over prior year	Central
Medium	January 29 to February 4	\$2,000	"WOW" promotion including 4 weeks of mango ads and secondary displays	yes			255% volume increase over prior year	Northeast
Medium	February 15 to 28	\$3,000	Mango Mania event with case sales, hot pricing on bulk mangos, promotion of "Honey" mango name, supported by ads and secondary display	yes			89% volume increase over prior year	Central
Medium	January 4 to 31	\$1,500	TV appearance featuring mangos on local news by the retailer's Dietitian, supported by a series of ads and secondary displays	yes		yes	222% volume increase over prior year	Southeast
Medium	January to March	\$1,000	Series of 7 hot mango ads supported by secondary display	yes				Northeast
Medium	January 4 to 31	\$2,000	Series of 6 mango ads supported by secondary displays	yes			138% volume increase over prior year	Southeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	January 1 to February 22	\$3,000	Healthy New Year promotion with convention and organic mangos on ad and supported by secondary displays	yes		yes	251% volume increase over prior year	Central
Medium	March 8 to 28	\$1,500	Month-long promotion tied in with NCAA March Madness with 3 weeks of ads, huge displays, demo events, social media and a Mango Quinoa Salad plus Mango Glazed Chicken featured in the prepared foods department	yes		yes	161% volume increase over prior year	West
Medium	January 18 to 31	\$3,100	Sales contest supported by two weeks of mango ads and secondary displays	yes			39% volume increase over prior year	Southeast
Medium	February 1 to 21	\$3,000	Two weeks of hot ads supported by secondary displays	yes		yes	26% volume increase over prior year	West
Medium	January 6 to 12	\$2,000	Hot mango ad supported by secondary displays	yes			9% volume increase over prior year	Northeast
Medium	January 18 to 24	\$2,000	Fresh Start New Year promotion including mangos in several recipes on retailer's website and social media, supported by ads and secondary displays	yes			51% volume increase over prior year	West
Medium	January 18 to 24	\$2,000	Mangos included in the "Fresh For Less" promotion with ads, secondary displays and special call-out POS	yes		yes	201% volume increase over prior year	West
Medium	January 18 to 24	\$1,000	Mangos featured in the in-store flyer, retailer's website and supported by secondary displays	yes			213% volume increase over prior year	Southeast
Large	January 19 to 25	\$1,648	Demo events in 10 stores supported by a feature ad and secondary displays in all stores	yes			771% volume increase over prior year	Northeast
Large	February 26 to March 4	\$1,616	Mango and mango recipe tasting at Women's Health and Lifestyle Fair attended by 5000 consumers	yes				Central
Large	January 3 to 23	\$1,384	New Year promotion with a themed ad, secondary displays and digital promotion of how-to-cut link	yes			54% volume increase over prior year	Central
Large	March 15 to April 4	\$5,000	Honey mango promotion with custom signage and huge displays				88% volume increase over prior year	National
Very Large	February 3 to 9	\$2,961	Demo events in 14 stores supported by a feature ad and secondary displays in all stores	yes				Northeast
Very Large	March 17 and 18	\$10,000	Demo events in 65 stores from an under-performing area, supported by secondary displays			yes	42% volume increase over prior year	National
Very Large	April 12 to May 9	\$4,000	Digital coupon for Honey Mango supported by feature ads and secondary displays	yes				National
Very Large	April and May	\$4,200	Chef demo events in 105 stores partnering with a wine vendor					National
Very Large	January 1 to 28	\$5,000	Hot mango price with additional space and volume programmed at stores				161% volume increase over prior year	National
Very Large	February 1 to 14	\$2,000	Super Bowl push with in store special and secondary displays				87% volume increase over prior year	National
Small	April 30 to May 13	\$5,600	Mango bins supported by feature ads	yes			630% volume increase over prior year	Central
Small	May 3 to 9	\$1,500	Cinco de Mayo promotion with cross-promotion mango displays in seafood and alcohol departments, supported by recipes on website and displays plus a mango ad	yes			51% volume increase over prior year	West
Small	May 31 to June 27	\$1,500	Month-long promotions with ads or in store specials each week, featuring three mango recipes and huge displays	yes			69% volume increase over prior year	West
Small	April 30 to May 30	\$2,500	Mango bins supported by feature ads	yes			349% volume increase over prior year	Southeast
Small	April 26 to May 16	\$7,480	Mango bins placed at the store entrance supported by feature ads	yes			49% volume increase over prior year	Central
Small	May 17 to 30	\$2,345	Mango bins supported by feature ads	yes			58% volume increase over prior year	Central
Small	April 20 to May 24	\$2,097	Mango bins supported by feature ads, plus a case sale	yes				Central
Small	May 3 to 9	\$1,500	Month-long promotion with multiple huge displays in produce, the spice aisle and seafood department along with front of stores.	yes			46% volume increase over prior year	West
Small	May 13 to 19	\$1,415	Mango bins supported by feature ads	yes				Northeast
Small	April 21 to 28	\$640	Mango bins supported by feature ads	yes			1430% volume increase over prior year	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	April 30 to May 31	\$3,224	Mango bins with conventional and organic fruit in high profile positions, supported by feature ads	yes		yes	72% volume increase over prior year	Southeast
Small	May 31 to June 27	\$3,740	Ripe and ready promotion using mango bins supported by feature ads	yes			38% volume increase over prior year	Central
Small	June 7 to 27	\$2,000	Month-long promotion with ads each week, huge displays and social media with recipe, plus special 1-day sales to push even more volume	yes			40% volume increase over prior year	West
Medium	May 3 to 30	\$5,445	Mango bins supported by feature ads and social media promotions	yes			45% volume increase over prior year	West
Medium	May 3 to June 27	\$4,670	Mango bins supported by red and yellow mango BOGO ads and a contest with prizes for creativity and sales	yes			91% volume increase over prior year	West
Medium	June 7 to 13	\$1,190	Series of red and yellow mango BOGO ads and a contest with prizes for creativity and sales	yes			95% volume increase over prior year	West
Medium	May 3 to June 27	\$7,026	Mango bins supported by feature ads	yes			89% volume increase over prior year	West
Medium	May 3 to May 27	\$6,251	Mango bins supported by feature ads, plus mangos featured as the Kids Club Adventure Fruit of the Month, and a shrimp and mango stuffed avocado recipe featured on social media	yes			409% volume increase over prior year	West
Medium	April 26 to May 23	\$4,825	Mango bins supported by feature ads	yes			42% volume increase over prior year	Central
Medium	May 15 to 28	\$3,900	Display contest in partnership with Bush's Black Beans, featuring NMB POS materials, Mango University and huge displays					National
Medium	May 7 to 20	\$5,806	Mango bins supported by feature ads	yes			177% volume increase over prior year	Northeast
Medium	May 31 to June 2	\$5,500	Mangos featured at produce expo with three classroom style presentations plus a booth on the expo floor					Central
Medium	April 26 to May 2	\$7,000	Build a Better Basket who and fresh cut mango promotion including ads, recipe in social media and custom signage	yes	yes		8% volume increase over prior year	Central
Medium	May 3 to 30	\$3,802	Mango bins supported by feature ads	yes			462% volume increase over prior year	Southeast
Medium	April 27 to May 3	\$3,120	Mango bins supported by feature ads	yes				Northeast
Medium	June 16 to 23	\$500	Mango ad supported by a section on mangos in the produce manager bulletin	yes				Northeast
Medium	June 11 to 24	\$8,295	Mango bins supported by feature ads	yes			50% volume increase over prior year	Central
Medium	May 3 to 9	\$2,000	Sales and display contest using mango salsa and guacamole recipes on displays and website, supported by a mango ad	yes			42% volume increase over prior year	West
Medium	May 3 to 30	\$3,895	Mango Bins supported by in store specials and case sales, plus passive demos and social media support	yes			23% volume increase over prior year	West
Medium	May 3 to June 27	\$4,732	Mango bins placed at the store entrance supported by feature ads and cross promotions in the meat and seafood departments	yes			320% volume increase over prior year	West
Medium	April 27 to May 3	\$1,384	Mango bins supported by feature ads	yes				Northeast
Medium	April 23 to 29	\$5,135	Mango bins supported by feature ads	yes			3% volume increase over prior year, 60% increase in honey mango volume	Northeast
Medium	May 14 to 20	\$3,120	Mango bins supported by feature ads	yes			95% volume increase over prior year	Northeast
Large	April 4 to May 9	\$5,000	Ripe mango promotion with custom signage, front of store displays and demo events supported by ads	yes			55% volume increase over prior year	Central
Large	April 29 to May 5	\$9,320	Mango bins supported by feature ads	yes				Northeast
Very Large	April 28 to May 4	\$21,160	Mango bins supported by feature ads	yes			125% volume increase over prior year	Northeast
Very Large	June to December	\$500	Full page of mango education in this wholesaler's vendor produce manual, delivered to 300 store-level produce managers					Northeast
Very Large	April to June	\$1,000	Nationwide distribution of "In Season" magazine with a full-page page about mangos in both the English and Spanish versions					National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Very Large	June 9 and 10	\$10,000	Demo events in 50 stores from an under-performing area, supported by secondary displays				24% volume increase over prior year	National
Very Large	June 15 to 21	\$6,000	Three days of mango demo events in all stores, supported by a mango feature ad, recipe on website and secondary displays	yes			28% volume increase over prior year	Southeast
Very Large	April 30 to May 27	\$9,245	Mango bins placed in high visibility areas				27% volume increase over prior year	National
Small	July 11 to 24	\$1,400	Sales contest featuring organic mangos with custom signage			yes	270% volume increase over prior year	Southeast
Small	July 12 to 25	\$3,000	Sales and display contest supported by huge displays and mango ads	yes				Central
Small	July 15 to 31	\$1,500	Sales contest supported by a feature ad	yes			37% volume increase over prior year	Northeast
Small	July 14 to 20	\$1,500	Fresh cut mango ad with usage ideas	yes	yes		45% volume increase over prior year	Northeast
Medium	July 5 to August 1	\$4,000	Month-long display contest featuring huge displays and supported by mango ads	yes				Southeast
Medium	July 13 to 19	\$1,500	Mango ad and secondary displays in support of the Mango Mania Display Contest	yes			178% volume increase over prior year	Northeast
Small	May-June	\$29,212	First Come First Served mango bins for mango shippers who ordered and provided to retailers the NMB doesn't already fund					National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Results Recap - All Regions			Promotions report is updated quarterly. Retailers are required to submit proof of performance before promotional funds are paid. If the retailer delays submitting these documents, their payment will be delayed and the reporting of that promotion will be delayed on this report.	Chain Size Legend				
Total Promotion Investment	\$319,361	Small		0 - 100 stores				
Total Number of Stores Impacted	23,829	Medium		101 - 300 stores				
Cost Per Store	\$13.40	Large		301 - 500 stores				
Total Number of Demo Events	4,039	Very Large		501+ stores				
% increase in mango volume due to NMB funded promotions								
Results Recap - Northeast Region								
Total Promotion Investment	\$77,457							
Total Number of Stores Impacted	5,941							
Cost Per Store	\$13.04							
Total Number of Demo Events	44							
Results Recap - Central Region								
Total Promotion Investment	\$72,582							
Total Number of Stores Impacted	3,106							
Cost Per Store	\$23.37							
Total Number of Demo Events	195							
Results Recap - West Region								
Total Promotion Investment	\$57,239							
Total Number of Stores Impacted	2,723							
Cost Per Store	\$21.02							
Total Number of Demo Events	244							
Results Recap - Southeast Region								
Total Promotion Investment	\$28,526							
Total Number of Stores Impacted	2,131							
Cost Per Store	\$13.39							
Total Number of Demo Events	3,336							
Results Recap - National Retailers								
Total Promotion Investment	\$83,557							
Total Number of Stores Impacted	9,928							
Cost Per Store	\$8.42							
Total Number of Demo Events	220							



National Mango Board 2017 Retail Partners

All retailers in the U.S. have access to free resources from the National Mango Board, including:

- Point of sale materials (POS)
- Best practices and training resources
- Consumer research and Category development tools (sales data)
- Recipes
- Photography, Logos and artwork
- Marketing messages for selection, cutting, nutrition and more
- Tips and training video for successful demo events
- Display and promotion ideas
- Volume history and crop projections
- Mango supplier database

In addition to these free resources, the Retail Marketing Team at the National Mango Board maintains ongoing direct relationships with the following retailers and wholesalers. Promotional funds are allocated to these companies to help encourage mango promotions.

Ahold, all divisions	Fiesta Mart	Mi Pueblo	Superior Grocers
Albertsons/Safeway, all divisions	Food City/K-VA-T	Mitchell Grocery	Supervalu, some divisions
Aldi	Food Lion	Northgate Supermarkets	Target/SuperTarget
Associated Wholesale Grocers (AWG)	Food Maxx	Piggly Wiggly Alabama	The Fresh Market
Bashas'	Giant Eagle	Price Chopper	Tops Markets
Bi-Lo	Hannaford Brothers	Price Rite	Unified Grocers
Big Y	Harris Teeter	Publix	Vallarta
BJ's Wholesale Clubs	Harvey's	Raley's	Wakefern/Shoprite
Bozutto's	H-E-B	Redner's Markets	Walmart
Bristol Farms	Hy-Vee	Restaurant Depot/Jetero	Wegman's
Brookshire Grocery Company	Ingles	Roche Brothers	Weis Markets
Cardenas Markets	Key Foods	Roundy's/Mariano's	Whole Foods
Central Market	King Kullen	Rouse's	WinCo Foods
Costco	King's Supermarkets	Sam's Club	Winn Dixie
Cub Foods	Krasdale	Save Mart	
D'Agostino's	Kroger, all divisions	Schnucks	
DeCA Commissaries	Lowes Foods/MDI	Sedano's	
Earth Fare	Lowes Markets	Shoppers Food & Pharmacy	
El Super	Lund's and Byerly's	Smart & Final	
Fairway	Marc's	Spartan/Nash Finch	
Fareway Stores	Market Basket	Sprouts	
Farm Fresh	Meijer	Stater Brothers	