

## Build Big Displays

**A**t Econo Foods, a 6-store Iron Mountain, MI-based chain, produce supervisor, Jim Weber, says, "When mangos are in promotable volume and the price is low, we park full pallets with 50 to 100 cases right in the front of the produce department and sell the fruit for 59 to 69 cents each or 2-for-\$1. It flies out the door."

Wade Shiba, president of GM Produce Sales LLC., headquartered in Hidalgo, TX, explains, "If you just want to say you carry mangos, rather than sell them, then a small display of high-priced fruit is the way to go. If you really want to sell mangos, then build a big display of fruit at various stages of ripeness and offer a lower retail price."

Big displays "are the most successful," notes Isabel Freeland, vice president of Coast Citrus Distributors Inc., in San Diego, CA. "Part of the appeal is the aroma that emanates from a large display of ripe mangos."

Mango displays are still too often found in a dark corner of the produce department, with only a handful of mangos making up a sad little display, reveals Wendy McManus, director of marketing for the National Mango Board, (NMB) in Orlando, FL. "So many retailers have just never paid much attention to how they could improve their mango sales. Once they commit to building a mango display that will

attract shoppers' attention and support it with education and promotion, their mango sales will gain traction and grow."

Displaying a greater variety and offering more than one size of mangos can effectively enlarge a display and increase sales. "We did a test with a retailer who started carrying both the Ataulfo and Tommy/Atkins varieties at the same time," details Rod Diaz, vice president of sales and marketing for Diazteca Co, in Rio Rico, AZ. "It worked. It increased their overall mango category sales."

At Carson, CA-based Bristol Farms, director of produce and floral, Raul Gallegos, says, "We carry Ataulfos and Tommy/Atkins, as well as Kents and Hadens. The Keitts do well for us in the off-season."

Likewise, Paul Kneeland, vice president of produce and floral at Kings Super Markets, headquartered in Parsippany, NJ, reveals, "Two varieties is usually what we'll carry, Ataulfos and either Tommy/Atkins or Kents. We'll add the Keitt when the large sizes are available. We typically display mangos with other tropical fruit," he adds. "However, when we put citrus on sale, such as oranges or grapefruit, we'll build a big display and put a basket of mangos in the middle. The color contrast offers great eye and buy appeal."

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