



June 5, 2009

Impressions: 35,500

[http://www.freshplaza.com/news\\_detail.asp?id=45004](http://www.freshplaza.com/news_detail.asp?id=45004)

*US: National Mango Board Welcomes June as Mango Month*

### **Availability of Most Mango Varieties in Stores Encourages Consumer Promotion**

For the second consecutive year, the National Mango Board (NMB) is celebrating June as Mango Month. Although mangos are available year-round, June is when retailers will be stocked with the greatest number of varieties in U.S. markets. To ensure consumers are aware of this mango abundance, the NMB has helped showcase Mango Month in some of the most popular consumer media, such as national food and lifestyle magazines, top daily newspapers, web sites and a television and online segment with spokesperson Ingrid Hoffmann. These communication efforts are the perfect way to kick off the high-volume mango season and keep mangos top-of-mind with consumers all summer long.

Source: National Mango Board

Publication date: 6/5/2009