

Mangoes reap foodservice success

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The National Mango Board's efforts to promote the fruit have resulted in a greater availability of mangoes on US restaurant menus



The National Mango Board's (NMB) strategic foodservice efforts are playing an important role in moving mangoes from the produce aisles to restaurant tables, with the number of menu items featuring the fruit increasing by more than 20 per cent since 2007 and mangoes making the list of the top eight "Fruit Ingredients on the Move," according to a 2009 Mintel Menu Insights report.

The NMB is playing a strong role in the fruit's success with year-round efforts to raise awareness and promote education about mangoes at the foodservice level, the organization said in a press release.

This year already, NMB has partnered with Sodexo on a limited-time-offer promotion earlier this year, sponsored The Flavor Experience this past summer and participated in the International Foodservice Editorial Council Annual Conference in October.

Other programs in 2009 include sponsorship of the 12th Annual World of Flavor conference this month at the Culinary

Institute of America in California.

"The NMB's foodservice program works on many different levels, including media outreach, event sponsorship and menu development in order to maximize exposure for mangoes on a limited budget," said Wendy McManus, marketing director for the NMB.

"The foodservice industry is the gatekeeper for what many consumers add to their shopping lists each week, so forming these connections in foodservice can have a major impact on the mango industry."

The NMB engaged in a limited time offer summer promotion with Sodexo where six mango dishes were featured at 2000 locations and promoted via point of sale materials for each dish featuring a recipe description, photography, nutritional information and the NMB logo.

The NMB said its 2009 foodservice program is already surpassing results from 2008, with more than 3.2m impressions to date for an advertising equivalency of almost US\$125,000.

Continued foodservice efforts in addition to consumer, trade and retail programs in 2010 will seek to more thoroughly integrate mangoes into the US market and make them a top fruit of choice in households across the country.

Mango consumption per capita has quadrupled since 1990 to an estimated 2.2 pounds (lbs) per year in 2008, according to the NMB. Mango import volume for 2008 was 656m lbs.