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Mango Mania Display Contest Sets Records Across the Country
The NMB announces the winners of the 2017 contest

Orlando, Fla (September 29, 2017) – The results are in for the National Mango Board’s (NMB) seventh annual Mango Mania Display Contest. The contest reported an outstanding 83 percent increase of mango volume amongst participating stores, compared to the same week in the prior year. For at least one week during the month of July 2017, the impressive, eye-catching displays delighted and educated consumers in stores across the U.S.

Every store was a winner of a \$15 Amazon digital gift card just by entering the contest. Plus, stores that included Tajin in their entry received a second \$15 Amazon digital gift card. These incentives created a contagious excitement throughout produce departments around the country. Stores were encouraged to use NMB’s point-of-sale (POS) materials that showcased selection, cutting, and nutrition messages to educate shoppers; as well as use their own creativity and props into the catchy displays.

One hundred eighty-one (181) entries were judged based on creativity of the display, visual appeal, and effectiveness in educating customers about mangos – an increase in entries of 101 percent over 2016. “The response and enthusiasm we received this year for the display contest was remarkable,” stated Valda Coryat, Director of Marketing at the NMB. “This year, the contest broke records on participation and an overall increase in the quality of entries – the competition gets tough each year! This sends us a clear message, retailers are excited to promote mangos, and this contest is a great way to boost mango sales and increase mango movement.”

The top winners in each category include:

1 to 6 registers

1st Place, \$1,000 prize: Eddie Palacio and Marlene Melendez, Elrod’s Cost Plus, Ft. Worth, TX

2nd Place, \$800 prize: Juan Delgado and Romero Gonzalez, Elrod’s Cost Plus, Dallas, TX

3rd Place, \$600 prize: Sergio Fernandez, Elrod’s Cost Plus, Dallas, TX

4th Place, \$400 prize: Nathen Conat, Bayview Thriftway, Olympia, WA

Honorable Mentions, \$200 prize each

Elizabeth Magana and Ana Fernandez, Elrod’s Cost Plus, Arlington, TX

John Gernenz, Harps, Searcy, AR

Irene Sheffield, JustSave Foods, Ramseur, NC

Tim Baker, Lowes Foods, Hickory, NC

Tracie Newberry, Piggly Wiggly, Pinetops, NC

David Gwaltney, United Supermarkets, Clyde, TX

Chris Gonzales, United Supermarkets, Post, TX

Katie Bastian, Weis Markets, State College, PA



7 or more registers

1st Place, \$1,000 prize: Garrett Fowden, Payson Market, Payson, UT

2nd Place, \$800 prize: Favio Martinez, Foodland Markets, Forest Hill, TX

3rd Place, \$600 prize: Maria Chavez, Foodland Markets, Fort Worth, TX

4th Place, \$400 prize: Israel Huerta and Emmanuel Lopez, Elrod's Cost Plus, Dallas, TX

Honorable Mentions, \$200 prize each

Anthony Estrada, Ball's Sunfresh Market, Kansas City, KS

Russell Varga, Chuck's Produce, Vancouver, OR,

Dean Goncalves, PriceRite, Cranston, RI

Vincent Venditti, PriceRite, Johnston, MA

Linda Dumais, PriceRite, Chicopee, MA

John Clancy, Rouses Supermarkets, Ponchatoula, LA

Jessica Granier, Rouses Supermarkets, Thibodaux, LA

Dennis Roberts, Trig's, Minocqua, WI



1 to 6 registers 1st Place: Eddie Palacio and Marlene Melendez, Elrod's Cost Plus, Ft. Worth, TX



7 or more registers 1st Place: Garrett Fowden, Payson Market, Payson, UT

For a complete list of winners for the 2017 Mango Mania Display Contest, visit Mango.org/contest.

About the National Mango Board

The [National Mango Board](http://NationalMangoBoard.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.