

# 2017 NMB PROMOCIONES AL MENUDEO



## Todas las Regiones

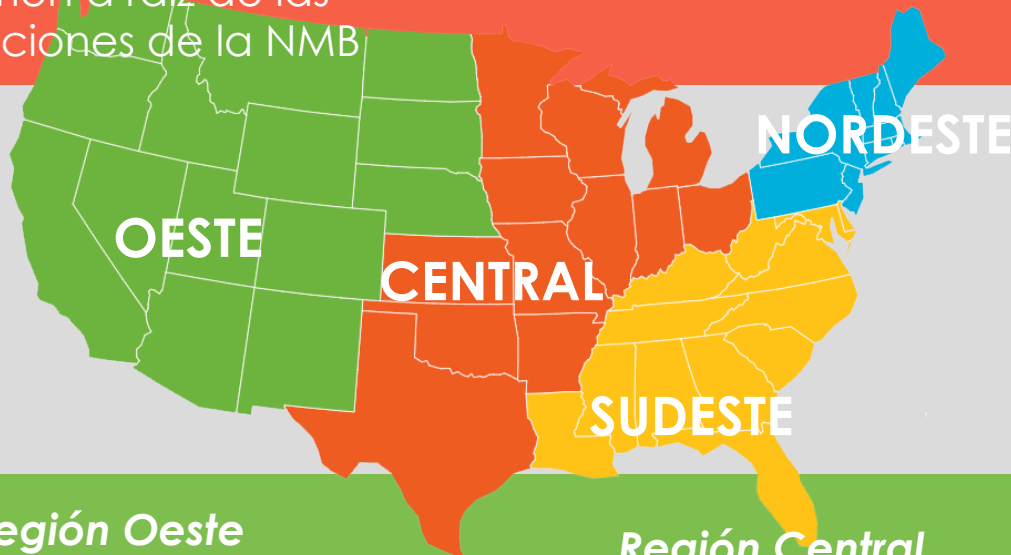
\$319,361 Inversión  
23,829 Tiendas Impactadas  
4,039 Eventos de Demostración  
Incremento del 84% en el volumen a raíz de las promociones de la NMB

## Minoristas Nacionales

\$83,557 Inversión  
9,928 Tiendas Impactadas  
220 Eventos de Demostración

## Región Nordeste

\$77,457 Inversión  
5,941 Tiendas Impactadas  
44 Eventos de Demostración



Las promociones se añaden al informe promocional sólo después de que los minoristas proporcionen la constancia requerida del rendimiento. Esto crea una tardanza del reportaje. Promociones constantemente se ejecutan en cada región durante todo el año.

## Región Oeste

\$57,239 Inversión  
2,723 Tiendas Impactadas  
244 Eventos de Demostración

## Región Central

\$72,582 Inversión  
3,106 Tiendas Impactadas  
195 Eventos de Demostración

## Región Sudeste

\$28,526 Inversión  
2,131 Tiendas Impactadas  
3,336 Eventos de Demostración



## Informe Sobre las Promociones con Minoristas de la National Mango Board - Agosto

**El volumen del mango ha incrementado un 84% durante las promociones con minoristas financiadas por la NMB para las que se han recibido resultados en 2017**

**Consulten abajo para ver los detalles y los resúmenes regionales.**

Tamaño de Cadena	Fechas de la Promoción	Inversión para la Promoción	Elementos de la Promoción	¿Anuncio Incluido?	¿Se Incluyó Fresco Cortado?	¿Se Incluyó Orgánico?	Resultados	Región
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

Tamaño de Cadena	Fechas de la Promoción	Inversión para la Promoción	Elementos de la Promoción	¿Anuncio Incluido?	¿Se Incluyó Fresco Cortado?	¿Se Incluyó Orgánico?	Resultados	Región
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
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

Tamaño de Cadena	Fechas de la Promoción	Inversión para la Promoción	Elementos de la Promoción	¿Anuncio Incluido?	¿Se Incluyó Fresco Cortado?	¿Se Incluyó Orgánico?	Resultados	Región
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
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

Tamaño de Cadena	Fechas de la Promoción	Inversión para la Promoción	Elementos de la Promoción	¿Anuncio Incluido?	¿Se Incluyó Fresco Cortado?	¿Se Incluyó Orgánico?	Resultados	Región
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



Tamaño de Cadena	Fechas de la Promoción	Inversión para la Promoción	Elementos de la Promoción	¿Anuncio Incluido?	¿Se Incluyó Fresco Cortado?	¿Se Incluyó Orgánico?	Resultados	Región	
<b>Resumen de Resultados - Todas las Regiones</b>				El informe promocional se actualiza cada trimestre. Los minoristas deben proporcionar una constancia del rendimiento antes de realizarse el pago de fondos. Si el minorista se demora en proporcionar estos documentos, su pago se dilatará y el informe acerca de esa promoción no aparecerá en este informe hasta más adelante.	<b>Leyenda de Tamaños de Cadena</b>				
Inversión Total en Promociones		\$319,361			Pequeña	0 - 100 tiendas			
Número Total de Tiendas Impactadas		23,829			Mediana	101 - 300 tiendas			
Costo por Tienda		\$13.40			Grande	301 - 500 tiendas			
Número Total de Eventos de Demostración		4,039			Muy Grande	501+ tiendas			
% de incremento en el volumen del mango resultando de promociones financiadas por la		84%							
<b>Resumen de Resultados - Región Nordeste</b>									
Inversión Total en Promociones		\$77,457							
Número Total de Tiendas Impactadas		5,941							
Costo por Tienda		\$13.04							
Número Total de Eventos de Demostración		44							
<b>Resumen de Resultados - Región Central</b>									
Inversión Total en Promociones		\$72,582							
Número Total de Tiendas Impactadas		3,106							
Costo por Tienda		\$23.37							
Número Total de Eventos de Demostración		195							
<b>Resumen de Resultados - Región Oeste</b>									
Inversión Total en Promociones		\$57,239							
Número Total de Tiendas Impactadas		2,723							
Costo por Tienda		\$21.02							
Número Total de Eventos de Demostración		244							
<b>Resumen de Resultados - Región Sudeste</b>									
Inversión Total en Promociones		\$28,526							
Número Total de Tiendas Impactadas		2131							
Costo por Tienda		\$13							
Número Total de Eventos de Demostración		3336							
<b>Resumen de Resultados - Minoristas Nacionales</b>									
Inversión Total en Promociones		\$83,557							
Número Total de Tiendas Impactadas		9,928							
Costo por Tienda		\$8.42							
Número Total de Eventos de Demostración		220							



## National Mango Board Socios Minoristas para 2017

Todos los minoristas en los EEUU tienen acceso a recursos gratuitos de la National Mango Board, incluyendo:

- Materiales para el Punto de Venta (POS)
- Mejores prácticas y recursos para capacitación
- Investigación al Consumo
- Herramientas para el desarrollo de la categoría (datos sobre la venta)
- Recetas
- Fotografías
- Logotipos y material artístico
- Mensajes de comercialización sobre la selección, el corte, la nutrición, y mucho más
- Consejos y vídeo de capacitación para realizar eventos de demostración exitosos
- Ideas para escaparates y promociones
- Historial de volúmenes y proyecciones de la cosecha
- Base de datos de proveedores de mango

Además de estos recursos gratuitos, el Equipo de Comercialización con Minoristas de la National Mango Board mantiene relaciones directas continuas con los minoristas y mayoristas enumerados a continuación. Se asignan fondos promocionales a estas empresas para ayudar a alentarles a realizar promociones del mango.

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