



2016 National Mango Board Foodservice Results

Return on Investment		2016 Goals	
Retorno Sobre la Inversión		Objetivos de 2016	
Investment / Inversión Q4	\$50,084.00	Investment / Inversión	\$61,500.00
Current Impressions Total		Impressions	
Total de Impresiones Actual	9,619,927	Impresiones	9,750,000
Impression per \$		Impressions per	
Impresiones por Dólar \$	192	Impresiones por Dolar \$	158

Foodservice PR
 The National Mango Board works with foodservice publications to get mango stories placed in foodservice magazines and newspapers.

Servicios de Alimentos
 La National Mango Board trabaja con publicaciones de Servicio de Alimentos para colocar artículos sobre el mango en revistas y periódicos de Servicio de Alimentos.

Outlet Medio	Headline Encabezado	Date Fecha	Circulation / Unique Visitors / Viewership Circulación / Visitantes Únicos / Teleauditorio	Impressions Impresiones
Print / Impreso				
Catering	Setting the table for 2016	1/1/2016	12,000	27,600
National Culinary Review	On the Menu: rise and shine	1/1/2016	20,000	46,000
Restaurant Hospitality	Mediterranean Small Plates	1/1/2016	90,025	207,058
National Culinary Review	On the Menu: let's lunch	2/1/2016	20,000	46,000
Flavor & The Menu	Grain Salads	3/1/2016	25,000	57,500
Plate	Pinot Pantry	3/1/2016	35,000	80,500
QSR	Value Grows Up	3/1/2016	30,000	69,000
Nations Restaurant News	Menu Tracker	3/14/2016	60,644	139,481
Campus Dining Today	Closing the Fruit Consumption Gap	4/1/2016	3,600	8,280
Food Fanatics	Let's Taco 'Bout It	4/1/2016	135,000	310,500
FSR Restaurant Smarts	Limited-Time Offers	4/1/2016	34,548	79,460
National Culinary Review	Mango Passion Fruit Pie	4/1/2016	20,000	46,000
CSP	Foodservice Ideation: Wrapping up Hawaii	5/1/2016	94,500	217,350
National Culinary Review	Bar Food and Libations	5/1/2016	20,000	46,000
National Culinary Review	Celebrate Cinco de Mayo	5/1/2016	20,000	46,000
Restaurant Hospitality	Inspired Signature Snacks	5/1/2016	90,025	207,058
National Culinary Review	Orange is the New Delicious	6/1/2016	20,000	46,000
Restaurant Hospitality	Versatili-tea	6/1/2016	90,025	207,058
Catering	A World of Flavor	7/1/2016	12,000	27,600
Catersource	As seen in Chicago	7/1/2016	32,000	73,600
Flavor & The Menu	Flavor Pathways to Success	7/1/2016	25,000	57,500
National Culinary Review	Jicama	7/1/2016	20,000	46,000
Restaurant Hospitality	Asian-inspired entrees featuring fruit	8/1/2016	92,025	207,058
Nation's Restaurant News	Iced tea bubble up beside soda	8/22/2016	60,644	139,481
National Culinary Review	Industry News	9/1/2016	20,000	46,000
School Nutrition	At Your Service	10/1/2016	56,400	129,720
Catersource	Elegant Affairs	12/1/2016	32,000	73,600
CSP	CSP Kitchen Trends and Recipes	12/1/2016	94,500	217,350
PRINT SUBTOTAL / SUBTOTAL PARA IMPRESO:			1,264,936	2,909,353
Online / Internet				
CAFE January Feature	Fresh Ingredients Make Delicious Nutritious	1/1/2016	20,000	20,000
Catering online	Setting the table for 2016	1/1/2016	50,000	50,000
Food & Beverage Magazine online	Fresh Mango Hits the Spotlight on Menus	1/1/2016	55,422	55,422
National Culinary Review online	On the Menu: rise and shine	1/1/2016	20,000	20,000
Restaurant Hospitality online	Fresh Mango and Lobster Arancini	1/4/2016	71,653	71,653
EatBeat e-news	Recipes: 10 small plates with Mediterranean flair	1/6/2016	79,000	79,000
NRN a.m. e-news	Menu Tracker	1/20/2016	71,000	71,000
Food Management online	7 supercharged grab ' go recipes	1/25/2016	39,797	39,797
Club & Resort Business	Recipe Exchange	2/1/2016	16,000	16,000
National Culinary Review online	On the Menu: let's lunch	2/1/2016	20,000	20,000
Restaurant Inc.	Four Flavor Trends of 2016	2/1/2016	40,000	40,000
Recipe Watch	Amp up the flavor with these winter meals	2/17/2016	97,243	97,243
FM Today e-news	7 supercharged grab ' go recipes	2/4/2016	27,000	27,000
FM Today e-news	Recipe	2/17/2016	27,000	27,000
Club & Resort Business	Recipe Exchange	2/21/2016	16,000	16,000
el Restaurante e-news	Recipe of the Week	2/21/2016	25,000	25,000



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Food Business News e-news	New on the menu	2/21/2016	126,245	126,245
NRN a.m. e-news	Menu Tracker	2/24/2016	71,000	71,000
FM Today e-news	Pie in the Sky	2/25/2016	27,000	27,000
FlavorFlash e-news	Flavor with Accent	2/27/2016	3,500	3,500
FM Today e-news	Caribbean mango chutney chicken wrap	2/27/2016	27,000	27,000
NRN a.m. e-news	Menu Tracker	3/3/2016	71,000	71,000
Food Management online	7 seriously bold shellfish recipes	3/7/2016	39,797	39,797
NRN a.m. e-news	Menu Tracker	3/9/2016	71,000	71,000
QSR Industry News	Red Mango Mixes Up New Smoothie Bowls	3/9/2016	42,000	42,000
FM Today e-news	Operators innovate with menu favorite pizza	3/10/2016	27,000	27,000
CAFÉ e-news	Garde Manger Master Class	3/14/2016	20,000	20,000
Nations Restaurant News online	Menu Tracker	3/14/2016	60,644	60,644
NRN a.m. e-news	Menu Tracker	3/16/2016	71,000	71,000
FM Today e-news	7 seriously bold shellfish recipes	3/16/2016	27,000	27,000
NRN a.m. e-news	Menu Tracker	3/23/2016	71,000	71,000
NRN a.m. e-news	14 baseball stadium bites that swing for the	3/28/2016	71,000	71,000
Campus Dining Today	Closing the Fruit Consumption Gap	4/1/2016	3,600	3,600
Food Fanatics Web Exclusive	Jerk Catfish Tacos	4/1/2016	67,500	67,500
FSR Restaurant Smarts	Limited-Time Offers	4/1/2016	1,710	1,710
EatBeat e-news	9 salads that let global flavors shine	4/4/2016	79,000	79,000
FlavorFlash e-news	India Emerging	4/5/2016	3,500	3,500
Food Business News e-news	New ballpark concessions	4/10/2016	126,245	126,245
USFoods Scoop	Fresh Diced Mango	4/15/2016	67,500	67,500
Food Fanatics	Cast Your Net for Shrimp Menu Ideas	4/16/2016	67,500	67,500
Culinary Insider e-news	The more you know your mango the better it	4/18/2016	24,000	24,000
Restaurant Business e-news	Food and drink to celebrate Cinco de Mayo	4/21/2016	47,390	47,390
FlavorFlash e-news	Going with the Grain	4/26/2016	3,500	3,500
Restaurant Business e-news	Mango Madness	4/26/2016	47,390	47,390
Restaurant Hospitality online	7 ways to redefine your snack menu	4/26/2016	71,653	71,653
EatBeat e-news	7 ways to redefine your snack menu	4/27/2016	79,000	79,000
el Restaurante e-news	Avocado Mango Salad	5/1/2016	25,000	25,000
National Culinary Review online	Celebrate Cinco de Mayo	5/1/2016	20,000	20,000
Restaurant Hospitality online	Inspired Signature Snacks	5/1/2016	71,653	71,653
CAFÉ News	Opening Night Reception	5/2/2016	20,000	20,000
Restaurant Hospitality online	Tropical Mango Salad Shooter	5/2/2016	71,653	71,653
FSD Recipe Report	Get Grilling	5/5/2016	35,615	35,615
NRN Dessert Trends e-news	Sweet snacks appeal to consumers on the go	5/6/2016	51,000	51,000
NRN a.m. e-news	Menu Tracker	5/5/2016	71,000	71,000
ID Report	Mango Madness	5/6/2016	5,898	5,898
CSP Daily News	Foodservice Ideation: Wrapping up Hawaii	5/10/2016	42,343	42,343
Culinary Insider e-news	The more you know your mango the better it	5/16/2016	24,000	24,000
QSR A.M. Jolt	It's Mango Season at Qdoba Mexican Eats	5/17/2016	42,000	42,000
NRN a.m. e-news	Menu Tracker	5/18/2016	71,000	71,000
Restaurant Hospitality online	7 summery drink ideas	5/24/2016	71,653	71,653
ProChef SmartBrief	Hot and new at NRA Show 2016	5/25/2016	52,400	52,400
Recipe Watch	Chicken Chop Salad	5/25/2016	93,000	93,000
Foodabletv.com	Menu Trends	5/27/2016	62,500	62,500
NRN a.m. e-news	Baltimore Tables: Feeling Asian	5/27/2016	71,000	71,000
el Restaurante e-news	Four Paletas	5/30/2016	25,000	25,000
Food Management online	This is what hospital food really looks like	5/31/2016	39,797	39,797
el Restaurante e-news	Mango Jicama Salad	6/1/2016	25,000	25,000
Food & Beverage Magazine online	Qdoba Mexican Grill Turns up the Sweet Heat	6/1/2016	55,442	55,442
FM Today e-news	This is what hospital food really looks like	6/1/2016	27,000	27,000
National Culinary Review online	Orange is the New Delicious	6/1/2016	20,000	20,000
Restaurant Hospitality online	Versatili-tea	6/1/2016	71,653	71,653
FM Today e-news	This is what hospital food really looks like	6/3/2016	27,000	27,000
EatBeat e-news	7 summery drink ideas	6/6/2016	79,000	79,000
FM Today e-news	7 summery drink ideas	6/6/2016	27,000	27,000
Restaurant Business online	Why You Should Menu an Un-Customizable	6/7/2016	116,026	116,026
NRN a.m. e-news	Menu Tracker	6/9/2016	71,000	71,000
Restaurant Business e-news	Heating up summer sales	6/11/2016	47,390	47,390
C&RB Chef to Chef online	Featured Recipes	6/15/2016	16,000	16,000



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EatBeat e-news	9 inspired variations on ceviche	6/27/2016	79,000	79,000
RecipeWatch	Innovation for your menu	6/29/2016	93,000	93,000
Catering	A World of Flavor	7/1/2016	50,000	50,000
National Culinary Review online	Jicama	7/1/2016	20,000	20,000
NRN a.m. e-news	Menu Tracker	7/5/2016	71,000	71,000
FM Today	Best Menu	7/6/2016	29,000	29,000
el Restaurante e-news	Recipe of the Week	7/10/2016	25,000	25,000
Foodabletv.com	Pei Wei's New Summer Menu	7/11/2016	62,500	62,500
NRN online	Summer fruits flavor savory entrees on menus	7/11/2016	410,426	410,426
NRN a.m. e-news	Summer fruits flavor savory entrees on menus	7/11/2016	71,000	71,000
NRN a.m. e-news	Menu Tracker	7/13/2016	71,000	71,000
Recipedia	Serving up a healthy and craveable burger	7/13/2016	83,175	83,175
Restaurant Inc.	Poke	7/14/2016	40,000	40,000
Datassential Insider	Noteworthy Menu Additions	7/18/2016	10,000	10,000
QSR A.M. Jolt	Puttin' on the dog	7/21/2016	42,000	42,000
EatBeat e-news	7 cocktails that bring the heat	7/26/2016	79,000	79,000
ProChef SmartBrief	Cooling lassis can be savory or sweet	7/29/2016	52,400	52,400
Recipe Watch	The Pub	8/1/2016	93,000	93,000
Club & Resort Business	Featured Recipes	8/3/2016	16,000	16,000
FM Today e-news	Tapas menu brings excitement to college dining	8/4/2016	27,000	27,000
Restaurant Hospitality online	Asian flavors add interest to late summer	8/4/2016	71,653	71,653
el Restaurante e-news	Recipe of the Week	8/6/2016	25,000	25,000
EatBeat e-news	Asian flavors add interest to late summer	8/8/2016	79,000	79,000
Penton Food	7 cocktails that bring the heat	8/15/2016	79,000	79,000
NRA Restaurant SmartBrief	Sourcing Fresh Produce	8/15/2016	94,000	94,000
Recipe Watch	The Pub	8/24/2016	93,000	93,000
Restaurant Hospitality online	Guacamole Nogada	9/5/2016	71,653	71,653
Food Management e-news	12 A+ back-to-school menu ideas	9/21/2016	29,000	29,000
Restaurant Business e-news	10 Star Bars to Watch	9/27/2016	47,390	47,390
School Nutrition	At Your Service	10/1/2016	56,000	56,000
FM K-12 Market Report	12 A+ back-to-school menu ideas	10/4/2016	8,000	8,000
ID Report	A mango for all seasons and reasons	10/7/2016	5,800	5,800
ProChef SmartBrief	Indian dishes balance spice with bright notes	10/10/2016	52,400	52,400
Food Management e-news	9 creative guacamoles packed with flavor	10/11/2016	29,000	29,000
FSR	Strong Supply of Fresh Mangos Arriving in U.S.	10/11/2016	37,000	37,000
Restaurant Business e-news	Beverage Trends	10/21/2016	47,390	47,390
el Restaurante e-news	Recipe of the Week	10/22/2016	25,000	25,000
Restaurant Business Recipe Report	Hearty breakfasts to grab and go	11/9/2016	150,500	150,500
FSR	New research reveals potential role of mango in	11/14/2016	37,000	37,000
Sysco Shape	Dramatic mango desserts for your menu	11/17/2016	100,000	100,000
NRN a.m.	Menu Tracker	11/23/2016	71,000	71,000
ID Report	Savvy Chefs Turn to Mangos	12/2/2016	5,800	5,800
CAFE News	Deal of the Week	12/5/2016	20,000	20,000
NRN a.m.	Asian cuisines influence restaurants nationwide	12/6/2016	71,000	71,000
Club & Resort Business	Featured Recipes	12/7/2016	16,000	16,000
Recipedia	Cost-effective seafood dishes	12/7/2016	83,175	83,175
Plate on the fly	Food Creation Myths	12/8/2016	48,500	48,500
Recipe Watch	Brighten Winter Menus with Fresh Mango	12/14/2016	93,000	93,000
ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:			6,710,574	6,710,574
TOTAL:			7,975,510	9,619,927



2016 National Mango Board Foodservice Results

Foodservice Chain Promotions Promociones con Cadenas de Servicio de Alimentos		2016 Goals Objetivos de 2016	
Investment on promotions through Q4 Inversión en promociones hasta fines del 4er Trimestre	\$3,500	Investment / Inversión	\$22,000
Number of units impacted Número de unidades impactadas	4,661	Units Impacted Unidades Impactadas	880
Number of promotions Número de promociones	9	Number of Promotions Número de promociones	10
Volume increase due to branded NMB promotions Incremento en volumen a raíz de las promociones de la NMB	84.8%	Volume Increase Incremento en volumen	75%

Foodservice Chain Promotions
The National Mango Board works with foodservice operators to put more fresh mango on foodservice menus. The NMB funds promotions with chains, offers fresh mango menu ideas to chains interested in using fresh or expanding their fresh usage, and contacts chains using fresh, process or no mango at all to gauge their interest in using fresh mango.

Promociones con Cadenas de Servicio de Alimentos
La National Mango Board trabaja con operadores de servicio de alimentos para colocar mas mango fresco en los menus de servicio de alimentos. La NMB financia promociones con cadenas, ofrece ideas para el menu con mango fresco para cadenas interesada en usar o expandir su uso de producto fresco, y hace contacto con cadenas que usan mango fresco, procesado, o no lo usan en lo absoluto para discernir su inters en usa el mango fresco.

	# of Units # de Unidades	Point of Sale Materials Materiales para el Punto de Venta	Dates Fechas	Theme/Recipes Tema/Recetas
Promotions				
Morrison Healthcare (branded)	800	Menu sign	March	<i>Fresh Mozzarella, Sliced Mango, Honey and Pumpkin Seed Toast</i>
Alamo Draffhouse	21	Menu	April - May	<i>"The Jungle Book" Inspired Eats</i>
Marie Callender's (branded)	90	Menu insert	April 1 - June 23	<i>Mango Pulled Pork Street Taco</i>
El Pollo Loco	415	Menu	May	<i>Under 500 Chicken Mango Grilled Tostada</i>
Pei Wei Fresh Kitchen	196	Menu	May 5, 2016	<i>Cinco de Mayo Ahi Tuna Nachos</i>
Qdoba	634	Menu, social media	May - July	<i>Mango Everything Salsa</i>
zpizza (branded)	75	Menu, box top, window cling, register wrap	June 1 - Sept 5	<i>Mango Pig Pizza, Mango Goat Cheese Salad</i>
Eurest, Compass Group Gulf States	480	Menu	June-August	<i>Local Season: salad bar, mango and avocado salsa</i>
Eurest, Compass Group North America	1,950	Menu	June-August	<i>Summer Seasonal Catering Menu: yogurt parfait, fresh fruit tray, smoothie bar</i>
Total Units Impacted / Total de Unidades Impactadas		4,661		

Foodservice Chain Contacts Contactos de Servicios de Alimentación de cadena		2016 Goals Objetivos de 2016	
Number of Chains Contacted Número de Cadenas Contactado	91 (10 new)	Number of Chains Contacted Número de Cadenas Contactado	70 (10 new)

Operator/Operador
Contacted / Contactado

Angus Steakhouse, Black Bear Diner, Blaze Pizza, Bloomin'Brands, Bonefish Grill, Boudin Bakery, Brinker Intl, California Pizza Kitchen, Cheddar's Casual Cafe, Chevys, Chili's, Compass Group, Cooper's Hawk Restaurants, Corner Bakery, Cracker Barrel (new), Craftworks Restaurants & Breweries, Daphne's California Greek Café, Dine Equity, Eat'n Park, Einstein Bros Bagels, Elephant Bar, El Pollo Loco, Firebirds Wood Fired Grill (new), First Watch, Fuzzy's Taco Shop, Gategroup, Garden Fresh (Souplantation), Golden Corral, Hard Rock Intl, Hello Bistro (new), HMS Host, Houlihan's, Ignite Restaurant Group, IHOP (new), Islands Fine Burgers & Drinks, Jason's Deli, LYFE Kitchens, MAD Greens, Maggiano's, Marie Callender's, Melt Bar & Grilled (new), Mimi's Cafe, Morrison Healthcare, Moe's Southwest Grill (new), Nekter Juice, Noodles & Company, Nordstrom, On The Border, Panera Bread, Park Nicollet Hospital (new), Piada, Pei Wei, Pieology, Qdoba, RAM/CB Potts, Red Lobster, Red Mango, Red Robin, Ruby Tuesday, Season's 52, Shari's, Sharky's Mexican Grill, Sizzler, Sodexo, Stanford, Starbucks, TGI Friday's, The Cheesecake Factory, Togo's, Tommy Bahama, Tony Roma's, The Melt, Twin Peaks, UMass, Veggie Grill, Wahoo's Fish Taco, Walt Disney Parks & Resorts, Wawa, Wendy's, Yard House, Zoes Kitchen (new), zpizza

Number of Chains to Receive Fresh Mango Menu Support Número de Cadenas que Recibirán Apoyo para el Mango Fresco en Menús	38	Number of Chains to Receive Fresh Mango Menu Support	30
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Operator/Operador
Received Menu Support / Recibió Apoyo para el Menú

Alamo Draffhouse, Applebees, Aramark, AVI Foodsystems, Black Angus Steakhouse, Black Bear Diner, Bonefish Grill, California Pizza Kitchen, Chevys, Chili's, Compass Group, Cooper's Hawk Restaurants, Craftworks Restaurants & Breweries, Eurest (Compass Group), Flemings Steakhouse, Gategroup, Hard Rock, Hello Bistro, HMS Host, Houlihan's, Ignite Restaurant Group, IHOP, Maggiano's, Marie Callender's, Mimi's Café, Morrison Healthcare, Nordstrom, On the Border, Pieology, Pei Wei, RAM/CB Potts, Season's 52, Shari's, Sodexo, The Cheesecake Factory, Veggie Grill, Wendy's, zpizza

Number of Chains to Receive Hands-on Fresh Mango Menu Support: On-site presentation Número de Cadenas que Recibirán Apoyo para el Mango Fresco en Menús	1
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2016 National Mango Board Foodservice Results

Operator/Operador	# of Units # de Unidades
Received Hands-on Menu Support / Recibió Apoyo para el Menú	
Wendy's	5,722
	5,722



Glossary

Glossary of Terms	Glosario de Términos
<p>Impressions: Number of estimated people reading a single newspaper or magazine article. This is calculated by multiplying the publication's circulation by 2.3, a conservative but realistic multiplier. Magazines often use 5 – 7, believing that magazines have a longer life and are passed around to more people. Newspapers often use 3, meaning 3 people in a household or office read the paper. We use 2.3 as a conservative number to make sure results are not inflated or unrealistic.</p>	<p>Impresiones: Cálculo del número de personas que leen un sólo artículo de periódico o revista. Esto se calcula multiplicando la circulación de la publicación por 2.3, un multiplicador conservador pero realista. Las revistas a menudo utilizan del 5 -7, creyendo que las revistas tienen una vida útil más extensa y se comparten entre más personas. Los periódicos a menudo usan el tres (3), lo cual significa que tres personas en un hogar o en una oficina leen el periódico. Nosotros usamos el 2.3 como una cifra conservadora para asegurar que los resultados no se perciben como infladas o</p>
<p>Impressions per \$: A ratio comparing the total number of impressions to the investment on the project. It shows how many people were reached with every dollar invested.</p>	<p>Impresiones por Dólar \$: Relación que compara el número total de impresiones con la inversión en el proyecto. Muestra el número de personas alcanzadas con cada dólar invertido.</p>
<p>Operator: A foodservice business with one or more units.</p>	<p>Operador: Una empresa de servicio de alimentos con una o más unidades.</p>
<p>Unit: An individual foodservice location.</p>	<p>Unidad: Un sitio individual de servicio de alimentos.</p>
<p>Chain: A multi-unit foodservice operator.</p>	<p>Cadena: Un operador con múltiples unidades de servicio de alimentos.</p>