

MANGOS ON THE FOODSERVICE MENU

In order to gain a better understanding of the incidence of mango on restaurant menus, the National Mango Board purchased a Mango Menu Trak mango application survey that's based on the MenuMine Database from Foodservice Research Institute. MenuMine collects menus from 1,501 foodservice operations including chains, independent and non-commercial operators. The NMB survey reported the menu incidence of mango in savory, dessert and beverage applications for 2010 and compared that to 2007. For details, please email info@mango.org.

Key insights include:

- An overall mango menu incidence of 23.3% in 2010 reflects a 20.7% increase in mentions from 2007.
- Most mango menu mentions occur on independent restaurant menus (26.5%) and chain restaurant menus (25.0%).
- Mango menu incidence of lunch/dinner "savory" menu items was 14.9% in 2010, an increase of +8.0% vs. 2007.
- Mango was featured in: dipping sauces (79 menu items), condiments (64 menu items), cooking sauces (48 menu items) and dressings (33 menu items).
- The most common applications for mango occurred in: center of the plate (33.3%), green salads (19.9%), sandwiches (18.4%) and appetizers (18.4%).
- The most common proteins associated with mango: fish (26.7%), chicken (23.6%), shrimp (14.7%), seafood (12.9%), pork (9.1%) and beef (8.2%).
- Mango dessert menu incidence reached 8.9% in 2010, an increase of +32.8% vs. 2007.
- The most common uses for mango in desserts: beverages (68% or 177 menu items), chilled dishes (24% or 69 menu items) and baked goods (8% or 21 menu items).
- Mango beverage menu incidence tallied 5.1% in 2010, an increase of +45.8% vs. 2007.