



# 2016 RETAIL PROMOTIONS

## **All Regions Combined**

\$863,274 Invested  
48,177 Stores Impacted  
15,563 Demo Events  
83% Volume Increase  
During NMB Promotions

## **National**

\$291,731 Invested  
15,571 Stores Impacted  
5,950 Demo Events

## **Northeast**

\$171,606 Invested  
9,597 Stores Impacted  
317 Demo Events



## **West**

\$152,326 Invested  
6,179 Stores Impacted  
137 Demo Events

## **Central**

\$155,313 Invested  
9,554 Stores Impacted  
6 Demo Events

## **Southeast**

\$92,299 Invested  
7,276 Stores Impacted  
9,153 Demo Events

Promotions are added to the retail report only after the retailers submit the required proof of performance. This creates a delay in reporting. Promotions are consistently executed in every region throughout the year.



## National Mango Board Retail Promotions Report February 15, 2017

During the NMB-funded promotions reported for 2016, mango volume increased 83%.

See below for detailed results and regional recaps.

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	January 14 to March 23	\$4,000	All-inclusive dietitian promotion with mangos featured in the newsletter and store flyer with nutrition info, plus secondary displays and special POS	yes			Retailer to provide results	Northeast
Small	January 10 to 16	\$1,500	"Meal Prepping For The New Year" promotion with increased displays of fresh cut mangos and call outs throughout the store		yes		152% volume increase over prior year	West
Small	March 21 to 27	\$1,000	All-inclusive dietitian promotion with mangos featured in the customer magazine, social media, emails to customers, produce bulletin to produce managers, supported by secondary displays and a mango ad with recipes and nutrition educational info	yes			Retailer to provide results	Northeast
Small	February 3 to March 1	\$2,500	Month-long mango push with a series of mango ads, secondary displays and educational POS on display	yes			17% increase in mango volume over the prior year	West
Small	March 2 to March 9	\$3,000	Sales contest supported by secondary displays and mango feature ad	yes			147% increase in mango volume over the prior year	Central
Small	January 24 to 30	\$2,500	Mango ads for both organic and conventional fruit with nutrition education information, supported by secondary displays	yes		yes	71% increase in mango volume over the prior year	Northeast
Small	January to March	\$1,400	Mango sampling events in 7 stores supported by secondary displays				Retailer to provide results	Northeast
Small	February 24 to March 1	\$1,500	Front and back page mango ads feature two varieties, supported by secondary displays	yes			27% increase in mango volume over the prior year	West
Medium	February 17 to 23	\$2,000	Hot price mango ad supported by secondary displays	yes			20% increase in mango volume over the prior year	West
Medium	February 29 to March 8	\$1,500	Mango feature ad with mango.org logo and nutrition info supported by secondary displays and Mango University training program for store associates	yes			675% increase in mango volume over the prior year	Central
Medium	January 20 to 26	\$2,000	Mango sales contest with prizes for store-level employees, supported by a mango ad and secondary displays	yes			9% increase in mango volume over the prior year	West
Medium	January 13 to February 9	\$4,000	Display contest with prizes for produce managers supported by secondary displays and mango ads	yes			23% increase in mango volume over the prior year	Southeast
Medium	February 22 to March 8	\$5,000	Mango ads for two sizes of mangos, supported by secondary displays	yes			84% volume increase over prior year	Central
Medium	February 2 through 9	\$2,500	Fresh cut and whole mango sales contest supported by secondary displays and ads	yes	yes		114% increase in mango volume over the prior year	Central
Medium	February 28 to March 5	\$3,000	Mangos included in high-profile 10 for \$10 and get one free promotion, supported by secondary, front of store displays	yes			464% increase in mango volume over the prior year	Central
Medium	February 24 to March 8	\$2,000	Mango Tango promotion with mango ads, secondary displays, blog feature and social media Facebook posts about mangos	yes		yes	815% increase in mango volume over the prior year	West
Medium	February 3 to 9	\$2,500	Hot price mango ad supported by secondary displays	yes			11% increase in mango volume over the prior year	West
Medium	March 15	\$1,500	Wholesaler food show with mango sampling and education materials distributed to more than 300 store and produce managers	yes			Sales results not available for food show	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	March 10 to May 5	\$5,500	All-inclusive promotion with multiple ads, website feature, 4-page magazine feature, YouTube video of mango recipe, mango demo at corporate headquarters and recipe demos in 4 stores	yes			Retailer to provide results	Northeast
Medium	March 16 to March 22	\$4,000	Ataulfo mango promotion with front of department positioning, custom in-store signage and ad support	yes			263% increase in mango volume over the prior year	National
Large	March 5	\$2,500	Mango education including how to cut a mango and sampling during the Women's Health & Liestyle Fair, with over 3,500 attendees				Sales results not available for this consumer expo	Central
Very Large	January 1 to February 5	\$5,043	Digital coupon to encourage shoppers to purchase more mangos in each basket, supported by secondary displays and mango ads	yes			140% increase in mango volume over the prior year	National
Very Large	January	\$1,410	Mango sampling events in 16 stores in partnership with Tajin fruit spice				Retailer to provide results	West
Small	April 6 to May 31	\$3,350	Mango bins used as secondary display, plus promotion in a cliplless coupon booklet distributed in stores and in the ads	yes			60% volume increase over prior year	West
Small	May 4 to 24	\$1,180	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Southeast
Various	May and June	\$14,892	First come, first served mango bin program for US shippers to provide bins to smaller retailers who do not already receive funds from the NMB. Eleven companies received a total of 502 bins for distribution.				Retailer to provide results	National
Small	May 11 to June 30	\$4,975	Mango bins used as secondary display, supported by mango ads	yes			227% volume increase over prior year	Central
Small	May 18 to June 30	\$2,088	Mango bins used as secondary display, supported by mango ads	yes			252% volume increase over prior year	Central
Small	April 27 to May 31	\$2,493	Mango bins used as secondary display, supported by mango ads and social media posts focused on the health benefits of mangos	yes			76% volume increase over prior year	West
Small	May 15 to June 16	\$575	Mango bins used as secondary display, supported by mango ads	yes			40% volume increase over prior year	Northeast
Small	May 11 to June 7	\$1,400	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Southeast
Small	April 27 to May 15	\$4,150	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Central
Small	May 12 to June 1	\$1,593	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Southeast
Medium	June 4 to July 1	\$2,500	Month-long mango push with increased and secondary displays, aggressive pricing, talking points for produce managers and mango recipe promoted via social media	yes			328% volume increase over prior year	West
Medium	April 29 to June 30	\$4,975	Mango bins kept up through the end of June, supported by additional display locations in produce, a mango feature ad and mango recipes on social media	yes			124% volume increase over prior year	West
Medium	April 2 to 21	\$7,500	Month-long mango push, including mango ads, social media, oversized displays and a mango coupon with wine purchase.	yes		yes	13% volume increase over prior year	West
Medium	April 29 to June 30	\$4,175	Mango bin promotion supported by feature ads and recipes on social media	yes			121% volume increase over prior year	West
Medium	April 29 to June 30	\$6,375	Mango bin promotion supported by feature ads and recipes on social media	yes			35% volume increase over prior year	West

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	May 18 to 31	\$4,000	Mango feature ad supported by secondary and oversized displays with NMB POS materials, and training for produce personnel	yes		yes	741% volume increase over prior year	West
Medium	June 4 to July 1	\$6,500	Month-long mango push with increased and secondary displays, aggressive pricing, talking points for produce managers and mango recipe promoted via social media	yes		yes	73% volume increase over prior year	West
Medium	May 23 to June 4	\$6,000	Display contest using mango POS and mango bins for secondary display	no			71% volume increase over prior year	National
Medium	May 18 to 28	\$3,380	Mango bins used as secondary display, supported by mango ads	yes			175% volume increase over prior year	Southeast
Medium	May 15 to June 11	\$5,165	Mango bins used as secondary display, supported by mango ads	yes			171% volume increase over prior year	Northeast
Medium	June 22 to 28	\$4,000	Display contest supported by mango ads and secondary displays	yes			200% volume increase over prior year	Central
Medium	June 1 to August 31	\$1,500	Mangos featured in "Build a Better Basket" promotion with social media and nutrition promotion supported by mango ads and oversized displays	yes			616% volume increase over prior year	Central
Medium	June 15 to 21	\$2,500	Fresh cut mango promotion with front of store ice bin displays, supported by a fresh cut mango ad	yes	yes		44% volume increase over prior year	Central
Medium	May 6 to July 1	\$2,775	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Northeast
Medium	May 18 to 24	\$12,217	Ataulfo mango demo events supported by a mango feature ad and secondary displays	yes			Retailer to provide results	Southeast
Medium	May 29 to July 10	\$6,975	Mango bins used as secondary display, supported by mango ads	yes			57% volume increase over prior year	Central
Medium	May 8 to June 25	\$2,775	Mango bins used as secondary displays, supported by mango ads. One ad featured how to cut a mango photos	yes			107% volume increase over prior year	Northeast
Medium	May 4 to June 28	\$3,463	Mango bins used as secondary display, supported by mango ads and online pricing	yes			191% volume increase over prior year	West
Medium	May 4 to 17	\$3,100	Sales contest supported by secondary displays and mango feature ad	yes			Retailer to provide results	Southeast
Medium	April 1 to 30	\$3,000	Fresh cut mango ad three times in April	yes	yes		Retailer to provide results	Northeast
Medium	May 24 to June 6	\$6,900	Mango bins used as secondary display at front of store of front of department				70% volume increase over prior year	National
Medium	May and June	\$2,000	Magnificent Mango promotion with large posters, and mango brochures in stores, extensive mango promotions on social media and website. email promotion and huge displays			yes	204% volume increase over prior year	Southeast
Medium	July 3 to 9	\$4,150	Mango bin promotion supported by a feature ad and a mango recipe video on social media	yes			9% volume increase over prior year	Northeast
Large	May 1 to 31	\$2,500	Nutrition and social media promotion for mangos using the retailer's team of store-level dietitians to promote mangos health benefits				106% volume increase over prior year	Central
Large	May 10 to 16	\$2,500	How to cut a mango messaging included in mango ad and in pop-up demo events, supported by oversized displays with POS materials	yes			106% volume increase over prior year	Central
Large	May 1 to July 1	\$9,650	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Northeast
Very Large	April 29 to July 1	\$25,400	Mango bins used as secondary display, supported by mango ads	yes			40% volume increase over prior year	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Very Large	June 26 to July 9	\$4,000	Mangos promoted at corporate board meeting and via monthly web blast to all member stores				190% volume increase over prior year	Central
Very Large	May	\$5,517	Quarter page ad with mango recipe in retailer's consumer magazine				Retailer to provide results	National
Very Large	May 28	\$15,000	Mango sampling events in 78 stores				34% volume increase over prior year	National
Very Large	June 27	\$15,000	July 4th weekend demo events in 79 stores.			yes	55% volume increase over prior year	National
Very Large	June 1 to 28	\$12,500	Digital coupon for Ataulfo mangos, support by mango feature ads with aggressive pricing and secondary displays	yes			495% volume increase over prior year	National
Very Large	April 18 to 20	\$6,000	Mangos included in recipe demo for three days in more than 1000 stores, supported by secondary displays, recipe cards distributed to customers and recipe video on website				Retailer to provide results	Southeast
Very Large	April 11 to 13	\$6,000	Mangos included in recipe demo for three days in more than 1000 stores, supported by secondary displays, recipe cards distributed to customers and recipe video on website				Retailer to provide results	Southeast
Very Large	April 10 to 30	\$10,000	Ataulfo mango demo events in all stores over 11 days, supported by secondary displays and mango POS distributed to shoppers				28% increase in mango volume over the prior year	National
Small	June 1 to July 31	\$5,625	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	Central
Medium	May 1 to July 31	\$2,500	Mangos featured in consumer health magazine, website and YouTube video, supported by a mango feature ad and secondary displays	yes			356% volume increase over prior year	Central
Medium	April 27 to August 15	\$4,260	Mango bins used as secondary display, supported by mango ads and website promotion	yes			65% volume increase over prior year	West
Very Large	June 5 to July 16	\$95,625	Mango bins used as secondary display.				34% volume increase over prior year	National
Small	July 13 to 20	\$2,500	Mango Madness promotion with increased display space, mango ads and social media mentions include nutrition and usage ideas	yes			40% volume increase over prior year	West
Small	August 25 to 31	\$1,500	"Back To School" themed promotion with a mango feature ad, social media, newsletter and a themed poster, along with NMB POS materials on the mango displays. All communication included mango nutrition messages.	yes			Retailer to provide results	Northeast
Small	September 11 to 24	\$2,500	Mango feature ad supported by front of store and oversized displays	yes			455% volume increase over prior year	Northeast
Small	July 22 to August 2	\$1,400	Sales contest supported by a custom education poster, social media, website promotin and big, beautiful mango displays	yes		yes	65% volume increase over prior year	Southeast
Small	September 7 to October 4	\$3,000	Month-long sales contest with weekly ads and hot prices on extra large fruit and special displays of ripe fruit	yes			269% volume increase over prior year	West
Small	July 1 to 28	\$2,500	Month-long mango push with secondary displays, including displays at the register line, and a mango ad in the monthly flyer	yes	yes	yes	92% volume increase over prior year	Northeast
Small	July 17 August 13	\$2,500	How to cut and how to judge ripeness include in the Fresh Ideas consumer magazine, supported by two feature ads and secondary displays.	yes			Retailer to provide results	Southeast
Small	July 20 to August 2	\$2,500	Mango sales contest supported by increased display space, mango ads and a directive for produce managers to cut and	yes			176% volume increase over prior year	West
Small	August 3 to 16	\$2,000	In store special with front of department displays of extra-large mangos.				Retailer to provide results	Central
Small	August 1 to 11	\$2,000	Hot ad with mango nutrition info, supported by front of store and oversized displays	yes			20% volume decrease from prior year	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	July 13 to August 8	\$2,000	Three week promotion with increased display space and ad support for all weeks	yes			30% volume increase over prior year	Central
Small	July 17 to 23	\$2,000	Hot ad with nutrition information supported by multiple displays in produce	yes			68% volume increase over prior year	Northeast
Small	July 21 to August 10	\$1,500	Organic mango ads including the Registered Dietitian's "Fresh Pick" recommendation in the ads and on the website, supported	yes		yes	19% volume increase over prior year	Central
Various	July	\$10,150	Mango Mania national display contest, open to all retailers in the US and Puerto Rico. Kits were shipped for 2,760 stores and 90 entries were received.				103% volume increase over prior year	National
Small	July 20 to August 2	\$4,000	Display contest supported by ads, aggressive pricing and a push in small sizes, as needed by the industry	yes			22% volume increase over prior year	West
Small	July	\$1,000	Extra incentive for the retailer to get stores involved in the national Mango Mania Display Contest, supported by a hot-price	yes			12% volume increase over prior year	Northeast
Small	June to August	\$3,000	Multi-media mango promotion coordinated by the dietitian, including \$1 off 2 mangos coupon, \$50 gift card giveaway on	yes			Retailer to provide results	Northeast
Small	July 15 to September 22	\$1,500	Two mango ads with nutrition information, supported by oversized displays	yes		yes	299% volume increase over prior year	Northeast
Small	July 6 to 19	\$3,500	In-store hot price promotion with huge mango displays alongside stone fruit.				90% volume increase over prior year	Central
Small	August 3 to 30	\$3,000	Month-long push for extra-large fruit, supported by huge displays and a mango feature ad	yes			173% volume increase over prior year	Central
Small	September 7 to October 4	\$2,000	Green mango sales contest, supported by secondary displays and mango ads	yes		yes	55% volume increase over prior year	West
Small	September 5 to 11	\$8,000	"Knowledge Based Selling" event with mangos featured in the front of the produce department, plus other secondary displays.				37% volume increase over prior year	Northeast
Medium	September 8 to 14	\$2,500	Mango "hot buy" pricing with volume pushed out to stores and information to produce managers directing them to build big				204% volume increase over prior year	Northeast
Medium	June 22 to July 31	\$3,325	Mango bins used as secondary display, supported by mango ads	yes			Retailer to provide results	West
Medium	July 24 to August 6	\$6,000	Hot price case sale supported by huge front of department mango displays				25% volume increase over prior year	National
Medium	July 10 to 16	\$1,000	Feature hot ad with nutrition information, supported by secondary	yes			70% volume increase over prior year	Northeast
Medium	July 13 to August 9	\$2,500	Two weeks of mango feature ads supported by aggressive pricing in other weeks, premium display position and NMB POS	yes			36% volume increase over prior year	Central
Medium	July 3 to 30	\$2,000	Increased display space and multiple feature ads, plus talking points to produce managers who were instructed to cut and	yes			38% volume increase over prior year	West
Medium	September 11 to 24	\$5,000	Soccer-themed promotion with aggressive pricing, secondary displays, NMB POS materials and demo events in the top 20				144% volume increase over prior year	West



Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	July 17 to 23	\$3,335	Mango demo events in 19 stores, supported by a feature ad	yes			77% volume increase over prior year	Northeast
Medium	June 22 to July 19	\$4,000	Sales contest supported by secondary displays and mango feature ad	yes			19% volume decrease over prior year	Southeast
Medium	July 16 to 17	\$480	Grand opening demo events featuring a chef teaching how to select, cut and use mangos.				Retailer to provide results	Southeast
Medium	August 15 to 17	\$5,500	Mangos featured in retailer's educational produce expo				No sales results for this training opportunity	Central
Medium	July 13 to August 16	\$2,000	Ad challenge pushed retailer to run at least two mango ads in July/August, when they ran no mango ads in this period in 2015. One of the ads put mangos in the high profile "Item of the Week" position.	yes			374% volume increase over prior year	Southeast
Medium	June 29 to July 5	\$3,500	Case promotion with huge displays in high profile positions, supported by a mango case ad.	yes			New item	Central
Medium	August 4 to 20	\$5,000	NWSL soccer-themed demo events with NMB POS materials, custom signs, social media and player appearances in stores, all				Retailer to provide results	Central
Medium	July 29 to August 4	\$1,500	Hot ad with mango nutrition info, supported by front of store and oversized displays	yes			8% volume decrease from prior year	Northeast
Medium	July 11 to August 7	\$2,300	Mango sales contest including whole and fresh cut mango options, supported by a series of mango ads and huge displays at	yes	yes		84% volume increase over prior year	Southeast
Medium	August 3 to 30	\$2,000	Sales contest for green-skinned mangos, supported by mango ads and increased displays, plus talking points for produce managers	yes			46% volume increase over prior year	West
Medium	August 4 to 17	\$3,000	In-store case promotion paired with a mango feature ad supported by secondary displays and NMB POS materials	yes			60% volume increase over prior year	Central
Medium	September 13 to 26	\$3,950	Sales contest for fresh cut mango with mobile cooler displays at the front of store and two weeks of cut fruit ads	yes	yes		Retailer to provide results	Southeast
Medium	September 2 to 3	\$2,280	NWSL soccer-themed demo events with demonstrators teaching shoppers how to cut a mango				Retailer to provide results	Southeast
Medium	September 8 to 28	\$4,381	NWSL soccer-themed demo events supported by increased display space and a mango feature ad	yes			Retailer to provide results	Northeast
Medium	July 13 to 26	\$4,000	Two weeks of aggressive pricing and huge displays in produce and throughout the store. Two recipes featured on chef section of	yes			38% volume increase over prior year	West
Medium	July 13 to 19	\$1,500	Hot ads in six divisions, supported by secondary displays and mango bins	yes			45% volume increase over prior year	Central
Medium	July 27 to August 30	\$4,000	Mango ad challenge with three ads in 2016 versus no mango ads in August 2015, supported by increased display space and social	yes		yes	108% volume increase over prior year	West
Medium	July 6 to August 2	\$4,000	Month long promotion with increased displays, multiple ads and in store hot pricing	yes		yes	169% volume increase over prior year	West
Medium	July 3 to 9	\$1,000	Sales contest supported by secondary displays and mango feature ad	yes			9% volume increase over prior year	Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	July	\$5,000	Promotion with Registered Dietitian, including demo events, kids culinary workshop, social media, website and e-newsletter info	yes			Retailer to provide results	Northeast
Medium	July 4 to 31	\$1,500	Month-long push with aggressive pricing, oversized and secondary displays, plus mango recipes features on website				183% volume increase over prior year	West
Large	July	\$2,100	Wholesaler promoted our national display contest with additional prizes just for their store group	yes			575% volume increase over prior year	Southeast
Large	August 10 to 30	\$10,000	Mango push for green-skinned varieties, supported by huge front of store or secondary displays				35% volume increase over prior year	National
Very Large	July 18 to August 7	\$4,000	Fresh cut mango contest with prizes for the top-performing stores		yes		23% increase in mango volume over the prior year	Central
Very Large	July 6 to 19	\$5,104	Digital coupon at entr kiosk supported by increased display space and a mango feature ad	yes			97% volume increase over prior year	Southeast
Very Large	July 13 to August 10	\$17,873	Digital coupon program supported by mango feature ads, aggressive pricing and oversized displays	yes			6% volume decrease from prior year	National
Very Large	July 21 to 26	\$12,500	Mangos included in recipe demo for three days in more than 1000 stores, supported by secondary displays, a mango ad with recipe,	yes			Retailer to provide results	Southeast
Very Large	July 15 to August 31	\$10,000	Educational inserts for Kent and Keitt varieties printed and shipped to the retailer's suppliers to be inserted into mango boxes				284% volume increase over prior year	National
Very Large	July 13 to 26	\$5,400	Taste of the Tropics themed contest feature mangos, supported	yes			270% volume increase over prior year	Southeast
Small	October 2 to 15	\$2,500	In-store special with large, front of department displays				70% volume increase over prior year	Central
Small	October 19 to December 13	\$3,000	Mangos in cliplless coupon booklets distributed in store and via mail, supported by secondary displays, two fall/winter recipes on	yes		yes	46% volume increase over prior year	West
small	December 7 to 20	\$2,500	Two weeks of in store specials, secondary displays, additional display at the juice bar and demos of mango smoothies and				47% voulme increase over prior year	West
Small	December 16 to 22	\$1,500	Four mango ads in Q4, compared to zero in 2015, supported by secondary displays	yes			394% volume increase over prior year	Northeast
Small	December 6 to 11	\$5,416	Mango sampling event in all stores with demonstrators teaching shoppers how to cut and serving Mango and Black Bean Salsa				17% increase in mango volume over the prior year	Southeast
Small	December 3 to 4	\$2,000	Fresh cut mango sampling events in all stores, supported by an organic mango ad and secondary displays	yes	yes	yes	46% volume increase over prior year	Northeast
Small	December 1 to 14	\$1,500	Sales contest with a mango feature ad, multiple sizes and secondary displays	yes			126% volume increase over prior year	Central
Small	November 27 to December 3	\$2,000	Three mango ads in Q4, compared to zero in 2015, supported by secondary displays	yes			53% volume increase over prior year	Northeast
Small	November 2 to December 6	\$1,500	Mango ads supported by secondary displays and cross-	yes			138% volume increase over prior year	West
Small	November 2 to December 6	\$2,000	Month-long mango push with a series of hot mango ads, huge displays, mango displays in seafood and mango recipes online	yes			82% volume increase over prior year	West
Small	December 8 to 14	\$1,000	Two mango ads in Q4, compared to zero in 2015, supported by secondary displays	yes			Retailer to provide results	Northeast
Small	November 9 to December 6	\$2,500	Sales contest supported by ads and in-store specials, secondary displays and produce manager talking points	yes			138% volume increase over prior year	West
Medium	December 11 to 24	\$2,500	Holiday promotion with in-store specials and forced out volumes to all stores				91% volume increase over prior year	Central
Medium	October 9 to 22	\$2,000	Month-long sales contest with hot ads and secondary displays	yes		yes	2154% volume incease over prior year	West
Medium	December 9 to 15	\$1,000	Mango ad challenge with 6 ads in Q4 2016 versus no mango ads in 2015, supported by increased display space	yes			49% volume increase over prior year	Northeast



Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	October 9 to December 13	\$2,000	Mangos featured on RD TV appearance, with mango Thanksgiving recipes, supported by a mango ad and oversized	yes			226% volume increase over prior year	Southeast
Medium	November 9 to 22	\$4,500	Holiday promotion with multiple sizes, supported by ads, in store specials and secondary displays	yes			Retailer to provide results	Central
Medium	December 28 to January 10	\$2,500	New Year's "Healthy Option" large fresh cut mango bowl with increased display space, and mobile ice bins, plus whole mangos	yes	yes		71% volume increase over prior year	Central
Medium	November 1 to December 31	\$1,000	Ad challenge to increase from no ads in 2015 to 8 ads in Q4 2016, supported by secondary displays	yes			Retailer to provide results	Northeast
Medium	November 18 to 24	\$1,500	Ad challenge to increase from 1 to 2 mango ads for November 2016, supported by secondary displays	yes			Retailer to provide results	Northeast
Medium	December 7 to January 3	\$1,500	Sales contest with in store ads and mango ads, supported by secondary displays and mango recipe featured on website	yes		yes	104% volume increase over prior year	West
Medium	December	\$2,000	Five mango ads in December, compared to zero in 2015, supported by secondary displays	yes			143% volume increase over prior year	Northeast
Medium	December 21 to January 3	\$2,500	In-store specials and ads, supported by secondary displays and holiday recipe POS materials	yes			57% volume increase over prior year	West
Medium	December 3 to 9	\$3,000	Fresh cut promotion to get distribution in all stores. In-store specials and secondary display on whole mangos		yes		127% volume increase over prior year	Central
Medium	December 2 to 8	\$3,000	December mango feature ad supported by secondary displays	yes			44% volume increase over prior year	Northeast
Medium	November 3 to 9	\$1,500	November mango feature ad, compared to no ads in the prior year	yes			33% volume increase over prior year	Northeast
Large	November 3 to 9	\$2,000	Mango ad challenge with two mango ads, compared to none in the prior year, supported by secondary displays	yes			486% volume increase over prior year	Northeast
Large	November 19 to 23	\$2,500	Holiday mango recipes promoted though the retailer's social media channels				Retailer to provide results	Central
Large	October 12 to 25	\$3,000	In store special on extra large mangos with secondary displays and custom signs describing the attributes of the fruit				Retailer to provide results	National
Very Large	November 4 to 10	\$3,000	Mango demos in 14 high volume stores, supported by secondary displays and a mango feature ad in all stores	yes			Retailer to provide results	Northeast
Very Large	November and December	\$5,000	Chef sampling events with a wine partner in 100 stores,	yes			Retailer to provide results	National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
<b>June/July Market Response Promotions</b>								
Small	June 24 to 30	\$1,500	Quick response ad with back page placement, supported by secondary displays	yes			93% volume increase over prior year	Northeast
Small	June 19 to July 2	\$2,500	Extended in-store special with multiple displays and nutrition tags in the ads.	yes			24% volume increase over prior year	Northeast
Small	June 14 to 30	\$2,000	Sales contest on case sale, supported by huge secondary displays and in-store special pricing				65% volume increase over prior year	Northeast
Medium	June 24 to 26	\$2,000	Three-day sale with forced distribution and secondary displays	yes			20% volume increase over prior year	Northeast
Medium	June 10 to 16	\$3,000	Retailer placed an additional ad into their already heavy ad schedule. Ad was a back page feature with hot pricing for red or yellow mangos, supported by secondary displays	yes			98% volume increase over prior year	Northeast
Very Large	June 27	\$10,000	Mango demo events in 53 stores supported by huge displays				55% volume increase over prior year	National
Very Large	June 12 to 25	\$4,700	Hot price in store specials, supported by mango bin displays. Bins were scheduled to be removed in early June, but were extended for this promotion.				86% volume increase over prior year	National
Small	June 1 to July 31	\$2,500	Multiple display locations and aggressive pricing on the small sizes that were in over-supply. Weekly ads with hot prices on multiples. One week case sale to blow out volume.	yes			24% volume increase over prior year	west
Small	June 1 to August 15	\$5,000	Sales contest with hot price ads and huge front of store displays	yes			114% volume increase over prior year	Central
Small	June 15 to July 26	\$2,500	Multiple displays with hot ad pricing for buying multiples, supported by a sales contest	yes			354% volume increase over prior year	West
Small	June 15 to July 30	\$1,500	Case sale push with reduced retail pricing and secondary displays	yes			33% volume increase over prior year	Northeast
Medium	June 1 to July 26	\$2,500	Aggressive pricing, multiple displays and case sales designed to blow out volumes during over-supply. Supported by a digital ad and social media promotion.	yes			4106% volume increase over prior year	West
Small	June 26 to August 6	\$2,500	Weekly mango ads supported by huge displays	yes		yes	76% volume increase over prior year	Central
Small	June 1 to July 31	\$2,000	Aggressive pricing throughout June and July with case sales and multiple mango displays. Major focus on smaller sizes, as needed by the industry	yes			116% volume increase over prior year	West
Small	July 15 to 21	\$1,500	Quick-response ad with nutrition info and mango.org website in the ad, supported by secondary displays	yes			257% volume increase over prior year	Northeast
Small	July 13 to 26	\$3,000	Sales contest for both round and yellow mangos, using high profile displays and supported by ads	yes			154% volume increase over prior year	Central
Small	June 29 to August 2	\$2,500	Changed mango push from a one-day sale to a week long sales, supported by ads and huge displays, plus a sales contest	yes		yes	58% volume increase over prior year	West
Medium	July 1 to 7	\$2,500	Hot ad supported by secondary displays	yes			535% volume increase over prior year	Northeast
Medium	June 22 to July 19	\$3,000	Sales contest for bulk and case mangos, supported by huge displays and mango ads.	yes		yes	40% volume increase over prior year	Central
Medium	July	\$2,500	Huge mango display with both bulk and case mangos, custom signs and NMB POS materials, supported by ads	yes			313% volume increase over prior year	Central
Medium	July	\$1,500	Display contest just for this retailer's stores supported by mango ads, in conjunction with the NMB's national display contest	yes			Retailer to provide results	Northeast
Medium	July	\$3,000	In store specials rotated with print ads through July, supported by keeping mango bins up longer than originally planned	yes			46% volume increase over prior year	Central
Medium	June 23 to August 3	\$2,500	Two week sales contest on cases and bulk mangos, supported by ads and huge displays, plus NMB POS materials	yes			51% volume increase over prior year	Central
Large	July	\$5,000	In store specials and an ad to support Kent mangos, supported by high profile displays	yes		yes	300% volume increase over prior year	National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
<b>Q4 Market Response Promotions</b>								
Small	November 16 to December 27	\$5,000	Two-week contest during Thanksgiving and another during Christmas, supported by mango ads, high-profile secondary displays and holiday-themed cross merchandising	yes			486% volume increase over prior year	Central
Small	October 20 to December 7	\$1,500	8-week mango push on individual mangos and cases, supported by mango ads and secondary displays	yes			442% volume increase over prior year	Central
Small	November 9 to 22	\$2,500	Sales contest for extra-large mangos, supported by a feature ad, secondary display and NMB point of sale materials	yes			187% volume increase over prior year	Central
Small	November and December	\$1,500	Hot price on case sales supported by 8 weeks of mango ads and secondary displays	yes			13% volume increase over prior year	Northeast
Medium	November 25 to December 1	\$2,500	Thanksgiving week ad, compared to no ads throughout Q4 2015, supported by secondary display	yes			245% volume increase over prior year	Northeast
Medium	November and December	\$5,000	Hot price on case sales supported by secondary displays				13% volume increase over prior year	National
Medium	November and December	\$5,000	This wholesaler pushed independent retailers to keep mangos on	yes			42% volume increase over prior year	Northeast
Medium	October 19 to November 22	\$4,000	Two mango pushes of two weeks each, mangos display with seasonal items such as pomegranate, supported by NMB point of	yes			166% volume increase over prior year	West
Medium	November 13 to December 24	\$4,000	"WOW" promotion, with a series of six mangos ads with mango.org logo, and secondary display, compared to 2 ads in the	yes			114% volume increase over prior year	Northeast
Medium	November 9 to December 6	\$3,000	Month-long mango push with hot-price ad support and secondary displays	yes			238% volume increase over prior year	Central
Medium	October 9 to November 19	\$2,500	Month-long mango push with buy one get one free specials and secondary display	yes			189% volume increase over prior year	Central
Medium	October 5 to January 3	\$3,000	Aggressive pricing and case sales, supported by secondary displays. Mango holiday recipe featured in the consumer	yes			50% volume increase over prior year	West
Medium	November 9 to December 16	\$3,000	Ads and in-store specials for multiples and case sale mangos, supported by ads, secondary displays, mango bins and a mango	yes			134% volume increase over prior year	West
Medium	November 30 to January 3	\$3,000	Month-long mango push featuring two winter mango recipe on website and social media, plus mango ads, secondary displays	yes		yes	64% volume increase over prior year	West
Medium	December 18 to 24	\$2,000	Sales and display contest supported by 2 mango ads and secondary displays	yes			200% increase over prior year	Northeast
Medium	November 17 to 24	\$2,000	Multiple weeks of mango ads, one with the "SUPERFOOD" tag, supported by secondary displays	yes			29% volume increase over prior year	Northeast
Large	November 30 to December 27	\$5,000	Month-long mango push with support from ads, aggressive pricing, social media, secondary displays and produce manager talking points about mangos	yes		yes	10% volume increase over prior year	West
Large	November 16 to 24	\$2,500	Holiday mango push with a feature ad and high-profile secondary display	yes			113% volume increase over prior year	Central
Large	November	\$3,000	Ad challenge to increase from 3 to 4 ads in November, supported by secondary displays	yes			14% volume increase over prior year	Northeast
Very Large	October 30 to November 26	\$11,530	Digital coupon supported by mango feature ads and secondary displays	yes			82% volume increase over prior year	National
Very Large	December 18 to 31	\$3,000	Holiday mango push with in-store specials and secondary displays				39% volume increase over prior year	National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
<b>Results Recap - All Regions</b>			Promotions report is updated quarterly. Retailers are required to submit proof of performance before promotional funds are paid. If the retailer delays submitting these documents, their payment will be delayed and the reporting of that promotion will be delayed on this report.	<b>Chain Size Legend</b>				
Total Promotion Investment		\$863,274		Small	0 - 100 stores			
Total Number of Stores Impacted		48,177		Medium	101 - 300 stores			
Cost Per Store		\$17.92		Large	301 - 500 stores			
Total Number of Demo Events		15,563		Very Large	501+ stores			
% increase in mango volume due to NMB funded promotions		83%						
<b>Results Recap - Northeast Region</b>								
Total Promotion Investment		\$171,606						
Total Number of Stores Impacted		9,597						
Cost Per Store		\$17.88						
Total Number of Demo Events		317						
<b>Results Recap - Central Region</b>								
Total Promotion Investment		\$155,313						
Total Number of Stores Impacted		9,554						
Cost Per Store		\$16.26						
Total Number of Demo Events		6						
<b>Results Recap - West Region</b>								
Total Promotion Investment		\$152,326						
Total Number of Stores Impacted		6,179						
Cost Per Store		\$24.65						
Total Number of Demo Events		137						
<b>Results Recap - Southeast Region</b>								
Total Promotion Investment		\$92,299						
Total Number of Stores Impacted		7,276						
Cost Per Store		\$12.69						
Total Number of Demo Events		9,153						
<b>Results Recap - National Retailers</b>								
Total Promotion Investment		\$291,731						
Total Number of Stores Impacted		15,571						
Cost Per Store		\$18.74						
Total Number of Demo Events		5,950						



## National Mango Board 2016 Retail Partners

All retailers in the U.S. have access to free resources from the National Mango Board, including:

- Point of sale materials (POS)
- Best practices and training resources
- Consumer research and Category development tools (sales data)
- Recipes
- Photography, Logos and artwork
- Marketing messages for selection, cutting, nutrition and more
- Tips and training video for successful demo events
- Display and promotion ideas
- Volume history and crop projections
- Mango supplier database

In addition to these free resources, the Retail Marketing Team at the National Mango Board maintains ongoing direct relationships with the following retailers and wholesalers. Promotional funds are allocated to these companies to help encourage mango promotions.

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