



Contact: Angela Serna
National Mango Board
(407) 629-7318 ext. 113
ASerna@mango.org

Make the Holidays Come Alive with Mango

Steady mango supply available to retailers can enhance in-store promotions

Orlando, Fla (November 28, 2017) – Mango, the super fun superfruit, is enjoying a noteworthy increase in popularity among U.S. consumers, especially during the fall and winter months. The National Mango Board (NMB) reports that mango volume during these months show a significant uplift of approximately 50 percent in the last three years. For the tropical fruit typically regarded as a summer item, this is an important milestone.

Mango volume is expected to remain higher than normal through the holiday season and into the new year. Retailers can warm up the upcoming winter months by planning mango promotions during this time of consistently high mango availability. Retailers should utilize point-of-sale (POS) materials to teach shoppers about mangos in the colder months and include mangos in their holiday celebrations with this [Mango Cranberry Sauce](#) recipe or this [Mango Yams with Almonds](#) dish. In addition, retailers can spark shoppers' holiday mango spirit with the [Mangos Merry and Bright](#) header card.

"The days where mangos are confined to tropical displays in stores are gone and for good reasons," stated Valda Coryat, Director of Marketing at the NMB. "Research shows us that mangos are an impulse purchase, therefore we encourage all retailers to place mangos in their mainstream displays to benefit from shopper's desire for recipe inspiration."



[Tropical Eggnog](#)

To build the perfect mango display the NMB suggests the following best practices:

- Mangos make up nearly 40% of tropical fruit category sales, so maintain high-traffic shelf space year-round where your customers can ALWAYS find mangos
- Build secondary mango displays in the produce department or front of store, especially when mango volumes are highest and when mangos are on promotion
- Build sales by carrying multiple varieties and sizes of mangos
- Educate customers about selection, ripening and cutting by using POS materials from the NMB
- Group mangos by variety, size and ripeness level
- Keep displays well stocked, but to avoid bruising, do not stack too high
- Never stack heavier fruit such as pineapple, papaya or coconuts above mangos

POS materials are available free of charge to order from the NMB, in addition to merchandising best practices information at Mango.org/Retail. For more information about mango crop forecasts, please visit Mango.org/Crop.

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.