MANGO OVERVIEW

fruit/mango apps, entrées, & sides | mango desserts | mango beverages FEB 2017

Contact Datassential: 312.219.6449 | christin.groh@datassential.com National Mango Board



2 TERMS TO KNOW

PENETRATION

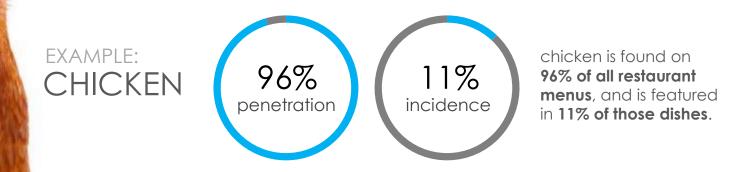
% of RESTAURANTS that serve that food, flavor, or ingredient.

This is a measure of adoption. Increases in penetration indicate that more restaurants are adding the item to their menu. Penetration is the most important statistic and the best indicator of trend movement.

INCIDENCE

% of MENU ITEMS that feature that food, flavor, or ingredient.

This is a measure of versatility. A restaurant adding yet another chicken dish to its menu will result in an increase in incidence. Incidence is a supporting statistic, to be used as a complement to penetration.







RESTAURANT SEGMENTS

Limited Service Restaurants (LSR)		Full	Service Restaurants (F	SR)
QSR	Fast Casual (FC)	Midscale (MDS)	Casual (CAS)	Fine Dine
255,964 US units	62,799 US units	117,590 US units	187,620 US units	14,142 US units
counter service with no wait staff; focus on speed and food often served on disposables	counter service with focus on higher quality, fresh ingredients, and customization	waiter service at a moderate price; often breakfast-focused, and generally no alcohol	waiter service at a higher price point than midscale, and often offering a full bar	high-end table service with chef-driven menu; most entrées priced \$25 or higher
	Image: wide wide wide wide wide wide wide wide		Traditional Casual	Schmicks SEAFOOD & STEAKS Smith & Wollensky. Le Bernardin

*unit counts include both chains and independents, Datassential Firefly 2016



MENU ADOPTION CYCLE (MAC)

Food trends follow a predictable life cycle. The MAC helps you determine a trend's current life stage, as well as its potential for future advancement.

2. ADOPTION

Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

IN FOODSERVICE:

Fast-casual restaurants Casual independents

AT RETAIL:

Specialty grocery stores Gourmet food stores

1. INCEPTION

Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

IN FOODSERVICE:

Fine dining Ethnic independents Ethnic markets

AT RETAIL:



3. PROLIFERATION

Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.),

IN FOODSERVICE:

Casual chain restaurants Quick service restaurants

AT RETAIL:

Traditional supermarkets Mass merchandisers

- 4. UBIQUITY

Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

NFOODSERVICE:	AT RETAIL

Family restaurants School cafeterias Dollar stores Drug stores



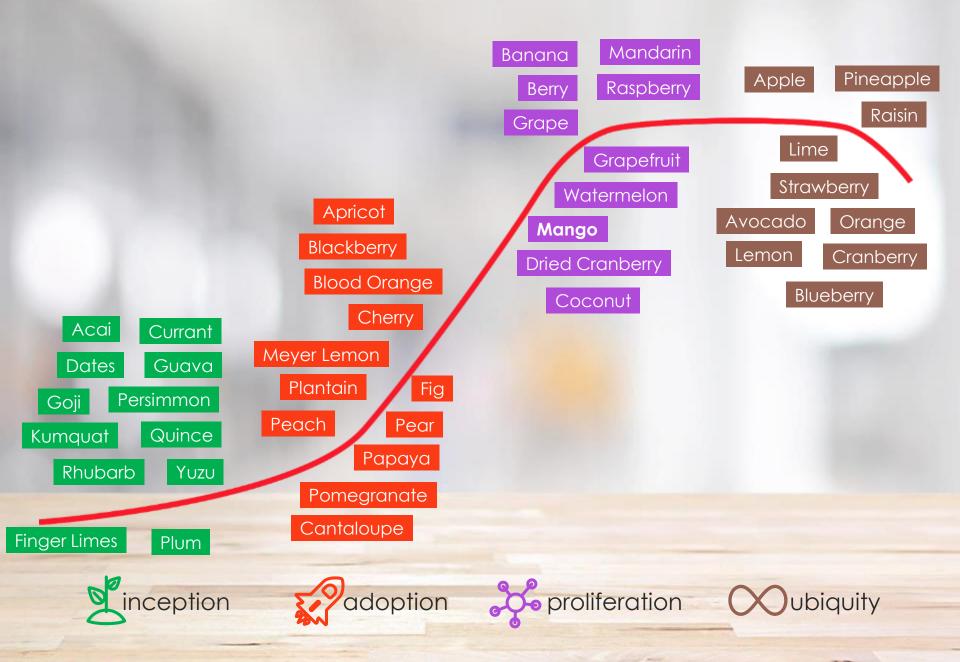


FRUIT* IN APPS, ENTRÉES & SIDES

* includes apple, apricot, avocado, banana, berries, cantaloupe, cherry, coconut, grape, honeydew, kiwi, lemon, lime, mandarin, mango, melons, nectarine, orange, papaya, peach, pear, pineapple, plantain, plum, pomegranate, raisin, tamarind, tangerine

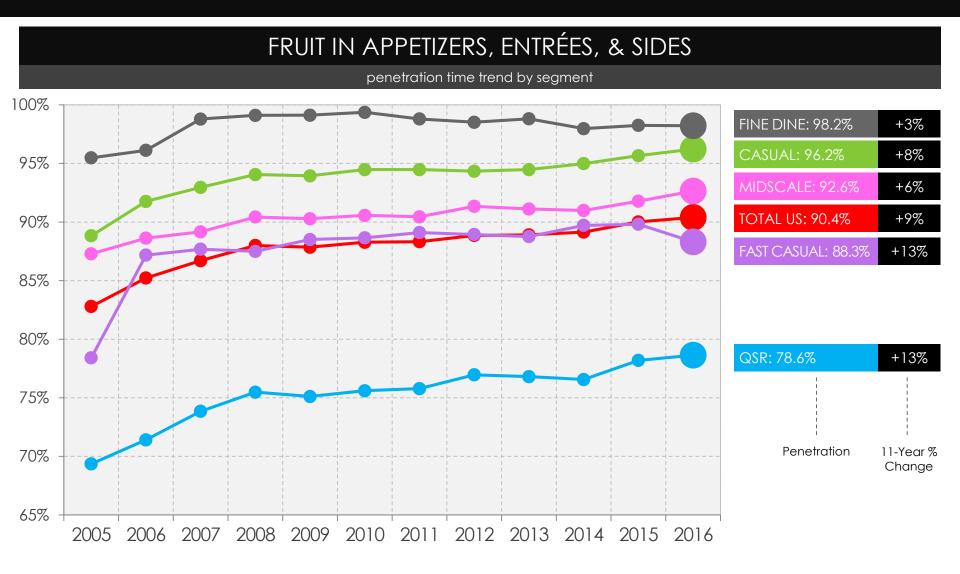






90% of menus feature fruit in an appetizer, entrée, or side dish.

Penetration of fruit is growing across segments.





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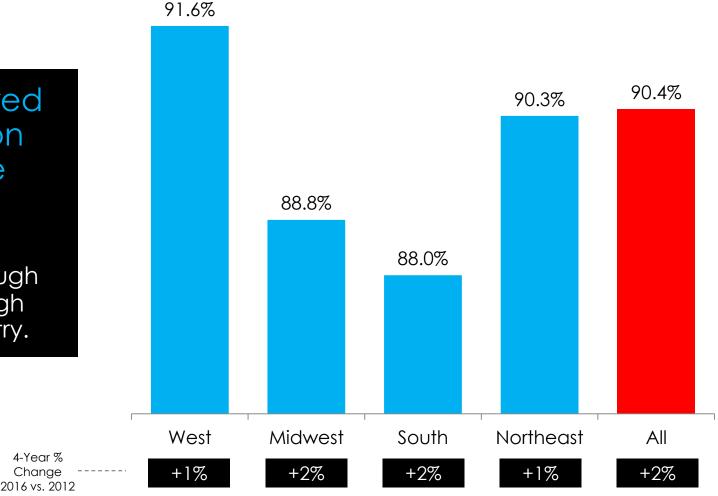
PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer fruit



FRUIT IN APPETIZERS, ENTRÉES, & SIDES

penetration by region

Fruit is featured most often on menus in the West and Northeast regions, although penetration is high across the country.



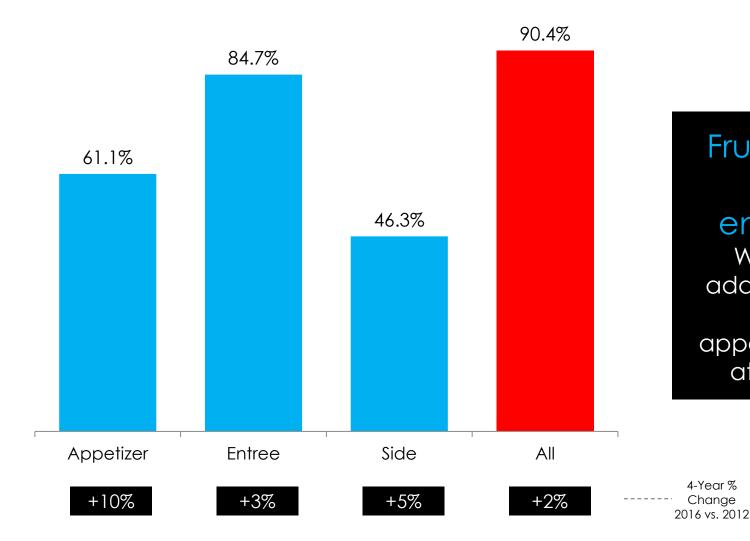


PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer fruit



FRUIT IN APPETIZERS, ENTRÉES, & SIDES

penetration by menu part



Fruit is featured on 85% of entrée menus. While fruit is being added across menu parts, fruit on appetizers is growing at the fastest rate.



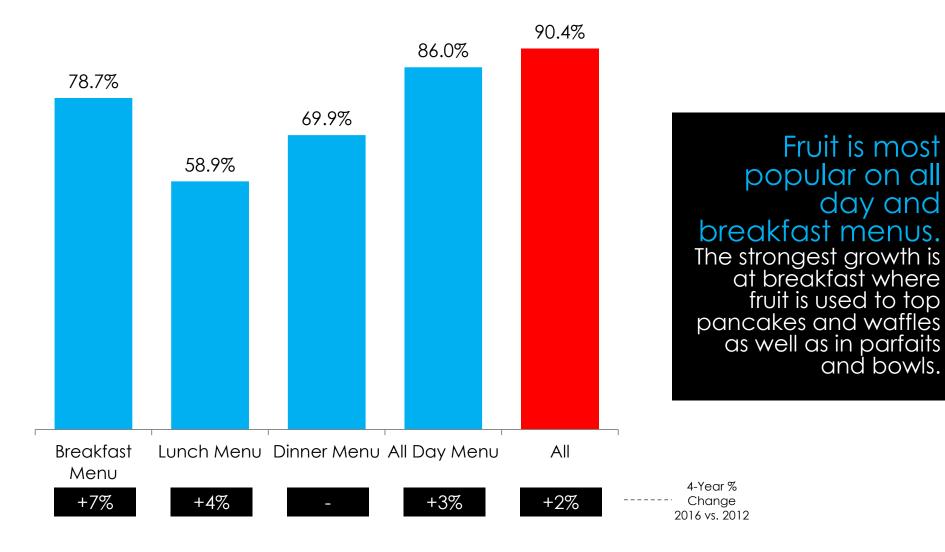
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PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer fruit



FRUIT IN APPETIZERS, ENTRÉES, & SIDES

penetration by day part



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PENETRATION: Of restaurants serving apps entrees, or sides, % that offer fruit

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Fruit is most



Citrus and tropical fruits like lemon, pineapple, orange, and mango are popular on appetizer, entrée, and side dish menus. Unique citrus fruits like yuzu, blood orange, and Meyer lemon and dried fruits like dates, figs, golden raisins, and dried cranberry are experiencing growth.

MOST POPULAR & FASTEST GROWING FRUITS IN APPS, ENTRÉES, & SIDES

ranked by penetration & 4-year growth

2016 4 YEAR MOST POPULAR PENETRATION GROWTH 52.3% +4% Lemon Avocado 43.1% +21% Pineapple 37.1% -3% 30.5% Orange 29.2% Apple +12% Lime 23.3% +23% Cranberry 20.5% +10% 17.2% Strawberry +12% Mango 16.7% +12% Coconut 16.4% +8% Raisin 16.0% +1% Banana 13.9% +8% Raspberry 11.8% +2% 11.3% +12% Blueberry 10.5% +18% Grape Pear 9.8% +9%

FASTEST GROWING	2016 PENETRATION	4 YEAR GROWTH
Yuzu	2.4%	+62%
Pomegranate	3.8%	+58%
Blood Orange	1.6%	+56%
Dates	2.5%	+52%
Fig	5.6%	+42%
Watermelon	3.7%	+38%
Golden Raisin	3.1%	+34%
Mixed Berry	1.6%	+34%
Toasted Coconut	1.1%	+32%
Dried Cranberry	12.3%	+31%
Asian Pear	1.3%	+28%
Meyer Lemon	1.7%	+26%
Green Papaya	2.1%	+23%
Lime	23.3%	+23%
Avocado	43.1%	+21%
Red Grape	1.8%	+19%



PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer...



Avocado is by far the most frequently featured fruit in salads.

Mango is experiencing growth on salad menus, however, the fastest growing fruits are blueberries, pomegranates, and cherries.

MOST POPULAR & FASTEST GROWING FRUITS ON SALADS*

ranked by penetration & 4-year growth

MOST POPULAR	2016 PENETRATION	4 YEAR GROWTH
Avocado	28.9%	+21%
Lemon	17.5%	+19%
Apple	15.1%	+21%
Cranberry	14.3%	+31%
Orange	14.2%	-6%
Strawberry	8.4%	+12%
Mandarin Orange	8.1%	-15%
Raspberry	7.4%	+5%
Pear	6.5%	-3%
Grape	6.4%	+16%
Lime	6.1%	+22%
Mango	5.7%	+6%
Pineapple	5.6%	-14%
Raisin	5.2%	+10%
Papaya	2.9%	+7%
Cherry	2.6%	+ 49 %

FASTEST GROWING	2016 PENETRATION	4 YEAR GROWTH
Blueberry	2.2%	+++%
Pomegranate	2.0%	+78%
Cherry	2.6%	+49%
Golden Raisin	1.5%	+44%
Fig	1.2%	+41%
Craisins	2.0%	+40%
Watermelon	2.2%	+39%
Cranberry	14.3%	+31%
Green Papaya	1.8%	+25%
Lime	6.1%	+22%
Avocado	28.9%	+21%
Apple	15.1%	+21%
Dried Cherry	1.3%	+20%
Lemon	17.5%	+19%
Grape	6.4%	+16%
Green Apple	2.0%	+14%

+++% indicates growth over 100%



*includes deli and green salads on app, entrée, and side menus

PENETRATION: Of restaurants serving salads*, % that offer...



overview

appetizers/entrées/sides

desserts

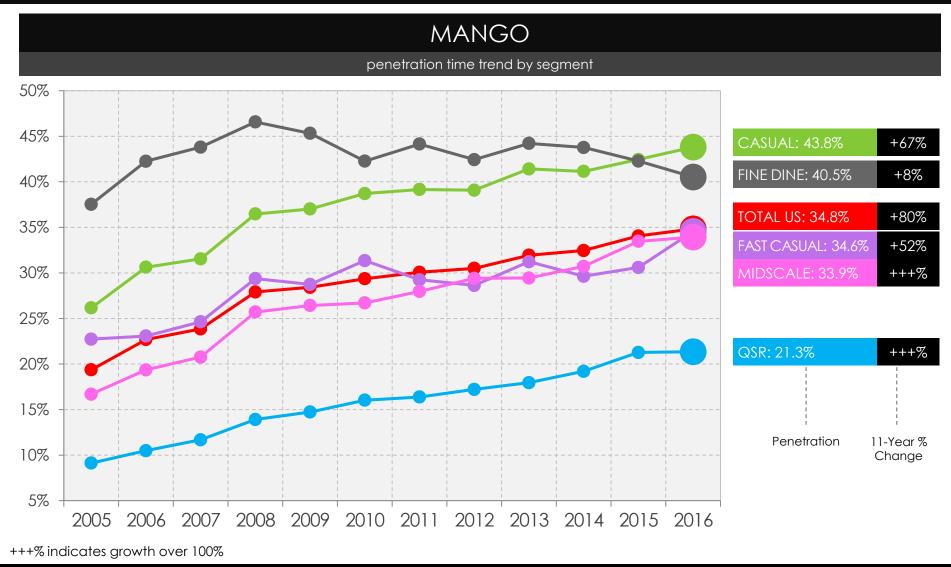
non-alcoholic beverages

alcoholic beverages



More than one third of all restaurants feature mango on the

MENU. Mango is growing across all segments, with the largest growth occurring at QSR and midscale operators.



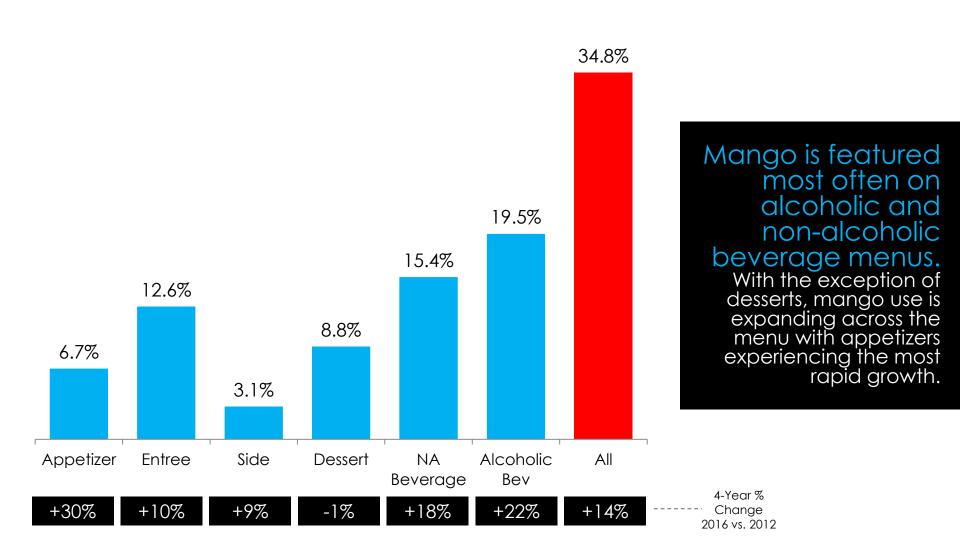
DATASSENTIAL FOOD WITH A STORY

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PENETRATION: Of all restaurants , % that offer mango



penetration by menu part



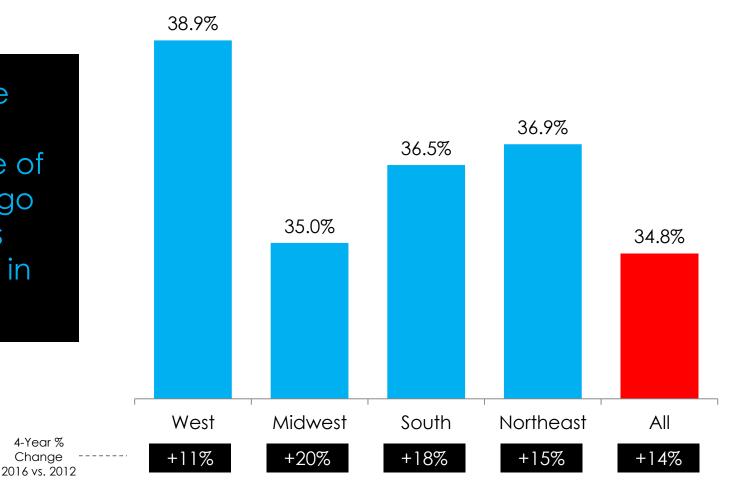
National Mango Board | Mango Overview

DATASSENTIAL FOOD WITH A STORY PENETRATION: Of all restaurants , % that offer mango



penetration by region

All regions are experiencing increased use of mango. Mango penetration is slightly higher in the West.



DATASSENTIAL

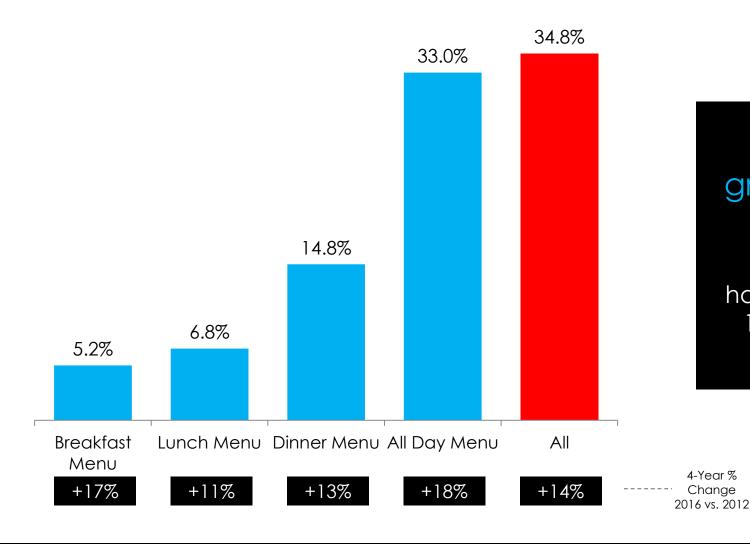
National Mango Board | Mango Overview

PENETRATION: Of all restaurants , % that offer mango

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penetration by day part



Mango has grown 14% on menus since 2012. Mangos have experienced 17% on breakfast menus.



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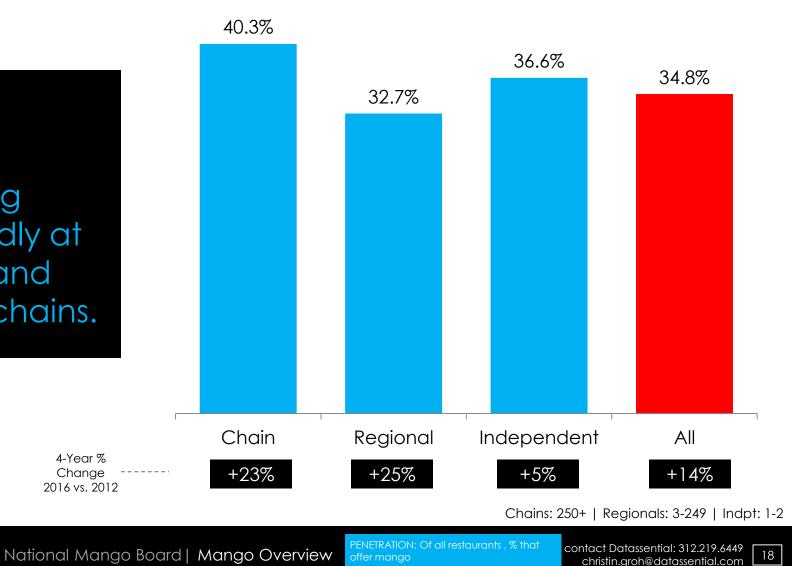
PENETRATION: Of all restaurants , % that offer mango



penetration by restaurant type

Usage of mango is expanding most rapidly at regional and national chains.

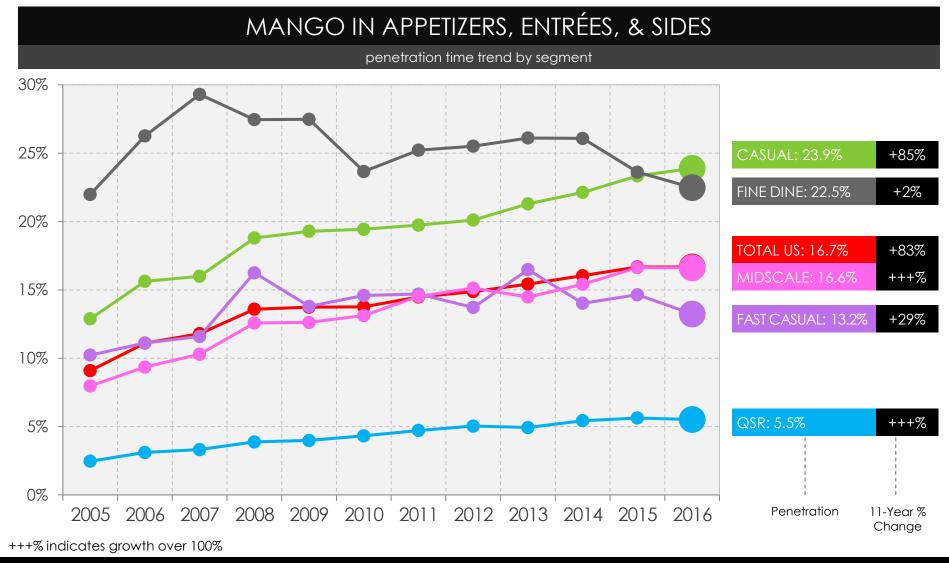
> DATASSENTIAL FOOD WITH A STORY



APPETIZERS/ ENTRÉES/ SIDES



Mango is growing on appetizer, entrée, and side dish menus across all segments. Double digit growth is occurring at quick service, midscale, and casual dining restaurants.

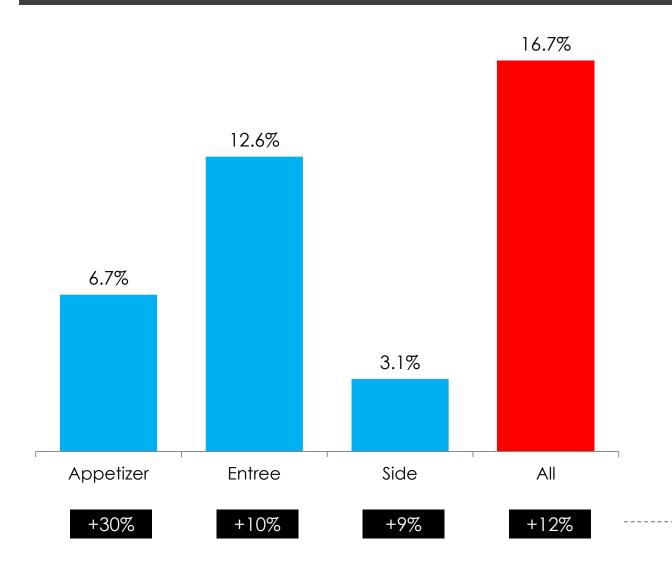




PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer mango



penetration by menu part



restaurants feature mango in an app, entrée, or side

4-Year %

Change 2016 vs. 2012

dish. While gaining usage across the menu, the strongest growth rate stems from appetizers.

17% of



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PENETRATION: Of restaurants serving apps. entrees, or sides, % that offer mango



penetration by region

17.2% 16.9% 16.7% Mango is 13.7% experiencing increased menu presence in all regions. The Northeast region is most likely to feature mango on appetizer, entrée, or side dish menus. West **Midwest** South Northeast All 4-Year % +9% +18% +22% +8% +12% Change 2016 vs. 2012



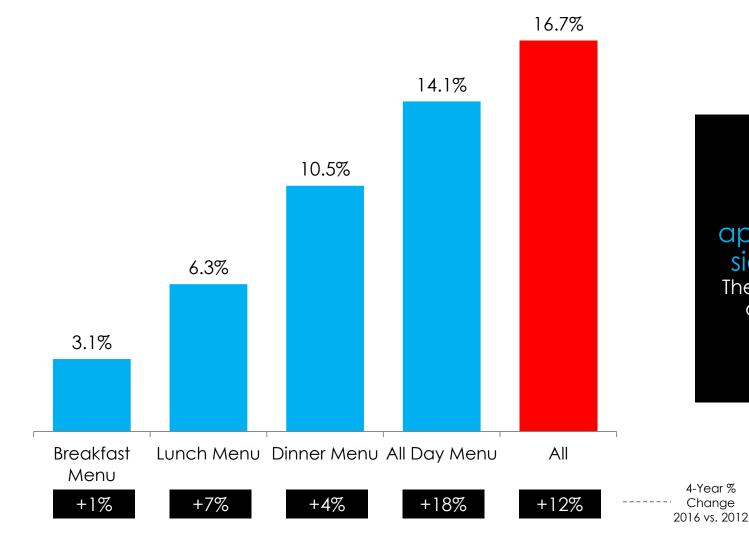
DATASSENTIAL FOOD WITH A STORY PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer mango

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18.6%



penetration by day part



Since 2012, mango has grown 12% on app, entrée, and side dish menus. The strongest growth is occurring on all day menus where penetration is also highest.

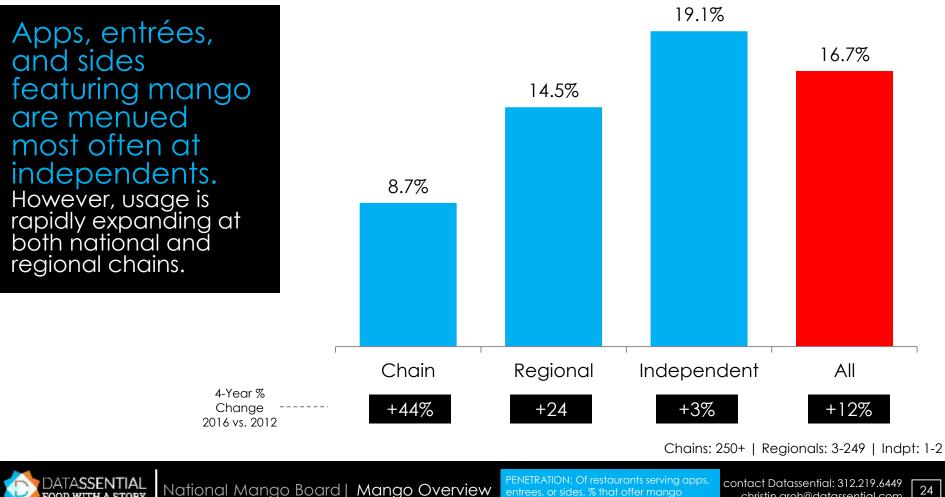


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PENETRATION: Of restaurants serving apps, entrees, or sides, % that offer mango



penetration by restaurant type

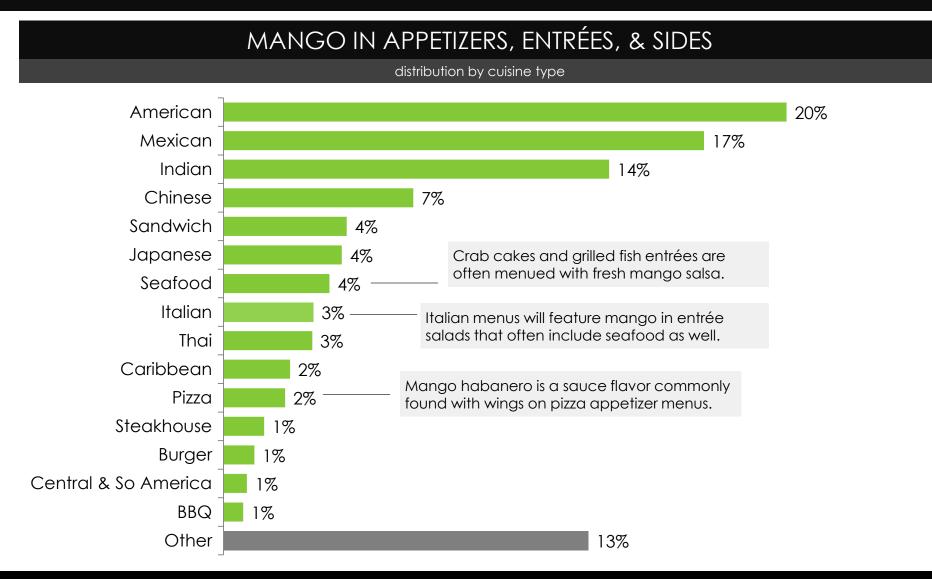


FOOD WITH A STORY

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Mango has a strong presence on ethnic menus. Nearly one half of all mango dishes appear on Mexican cuisine menus or in Asian cuisines such as Indian, Chinese, Japanese, and Thai.

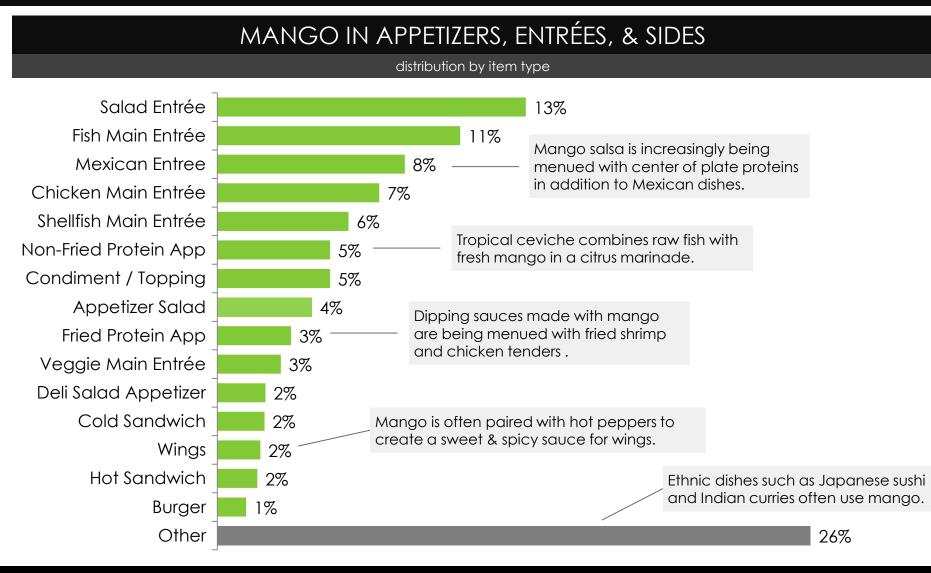


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NCIDENCE: % of apps, entrées, and sides reaturing mango that appear in...



Mango is featured across the menu, but is most common in entrée salads and fish dishes.





NCIDENCE: % of apps, entrées, and sides reaturing mango that appear in...



Mango is featured on salads far more than any other dish. The inclusion of mango in ethnic dishes such as ceviche, tacos, sushi, and tempura is growing.

TOP MENU ITEMS FEATURING MANGO

ranked by penetration

	2016	GROWTH	
	PENETRATION	1 YEAR	4 YEAR
Salad	37.7%	-4%	-4%
Taco	12.6%	+6%	+55%
Sandwich	7.1%	-14%	-12%
Fried Shrimp	7.0%	+6%	+6%
Curry	5.6%	-6%	-28%
Tempura	5.1%	+5%	+2%
Wrap	4.2%	+3%	+1%
Wing	4.0%	+10%	+50%
Fruit Salad	3.7%	-3%	+11%
Ceviche	3.6%	+26%	+72%
Crab Cake	3.6%	+3%	-19%
Burger	3.2%	+4%	+16%
Sushi	3.1%	+19%	+31%
Coconut Shrimp	3.0%	+9%	-14%
Jerk	2.9%	-26%	-38%
Bowl	2.6%	-5%	+++%
Quesadilla	2.6%	-13%	-22%
 Tartare	2.4%	+27%	+41%
Pulled Pork	2.4%	+12%	+++%
Sweet And Sour	2.2%	-5%	-6%

The fresh taste of mango can balance the richness of protein dishes such as pulled pork, tartare, burgers, and fried shrimp

+++% indicates growth over 100%



PENETRATION: Of restaurants serving apps, entrees, or sides with mango, % that offer...



Light proteins like chicken and shrimp are the proteins most often paired with mango in apps, entrées, and sides. However, operators are increasingly menuing mango with bacon, fish, and pork.

			2016	GROWIH	
			PENETRATION	1 YEAR	4 YEAR
		Chicken	35.7%	-	-7%
	Mango is a natural accompaniment to seafood and is often paired with	Shrimp	28.0%	+3%	+11%
	shrimp, salmon, tuna, and other seafood varieties.	Salmon	15.0%	-16%	-4%
	sectood valielles.	Tuna	12.6%	+12%	+2%
ТC	OP PROTEINS PAIRED WITH	Fish	11.1%	+2%	+22%
	MANGO IN APPETIZERS,	Crab	9.7%	+3%	-13%
	ENTRÉES & SIDES	Pork	9.0%	+1%	+21%
ranked by penetration	Bacon	6.5%	+11%	+45%	
	Beef	6.3%	-7%	-1%	
		Ahi Tuna	5.5%	-2%	+57%
		Steak	5.5%	+2%	+6%
Breakfast egg dishes with an ethnic twist may be accompanied by mango salsa, chutney, or sauce.	Egg	5.2%	-5%	+39%	
		Mahi Mahi	4.4%	-8%	+49%
		Lobster	4.4%	-6%	-2%
		Tilapia	4.0%	-18%	-8%



PENETRATION: Of restaurants serving apps, entrees, or sides with mango, % that

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One quarter of apps, entrées, or sides with mango features a

Salsa. Mexican flavors such as cilantro, jalapeno, and pico de gallo are experiencing growth.

		2016	GROWTH	
		PENETRATION	1 YEAR	4 YEAR
	Salsa	25.0%	-13%	-7%
	Cilantro	20.1%	+11%	+43%
Vinaigrette made with fresh mango is popular in both appetizer and	Vinaigrette	18.9%	+8%	+5%
entrée salads.	Chutney	15.5%	-9%	-28%
	Garlic	10.3%	+8%	+30%
	Ginger	10.2%	-1%	-5%
TOP SAUCES & FLAVORS	Chipotle	9.5%	-9%	+9%
PAIRED WITH MANGO IN	Honey	9.1%	+7%	+23%
APPETIZERS, ENTRÉES & SIDES	Jalapeno Pepper	8.8%	+7%	+15%
ranked by penetration	BBQ	8.3%	+10%	+30%
	Citrus	7.7%	-2%	+15%
	Herb	6.5%	-2%	+13%
	Pico De Gallo	6.1%	+11%	+46%
	Soy Sauce	6.1%	-	+18%
	Butter	6.0%	-14%	+22%
	Aioli	5.7%	+28%	+52%
Creamy ranch dressing is often paired	Curry	5.6%	-6%	-28%
with mango in salads or offered as a dip with mango sauced wings.	Ranch	5.3%	+53%	+60%
	Soy	5.3%	-7%	+16%
	Guacamole	5.2%	-11%	+29%



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PENETRATION: Of restaurants serving apps, entrees, or sides with mango, % that offer...



Veggies and fruits popular in Mexican cuisine such as avocado, onion, tomato, beans, and chipotle are commonly paired with mango. The combination of sweet mango with spicy peppers like jalapeno and habanero is gaining popularity.

		2016	GROWTH	
		PENETRATION	1 YEAR	4 YEAR
	Avocado	28.0%	+11%	+22%
	Onion	27.0%	+5%	+15%
	Tomato	20.6%	-2%	+3%
	Pepper	18.9%	-5%	-2%
	Bean	14.7%	-10%	+25%
	Pineapple	14.7%	-4%	+1%
AIRED	Cucumber	14.1%	+2%	+2%
ZERS,	Lime	13.2%	+16%	+26%
	Coconut	11.9%	+4%	+8%
	Lettuce	11.8%	-2%	+3%
	Chipotle	9.5%	-9%	+9%
	Potato	9.2%	+1%	+10%
	Carrot	8.8%	+1%	+2%
	Jalapeno Pepper	8.8%	+7%	+15%
	Lemon	8.6%	-	+43%
	Corn	8.3%	-4%	+33%
	Spinach	8.2%	-2%	-2%
ired	Mushroom	8.0%	+8%	+36%
as to	Habanero Pepper	7.6%	+17%	+75%
ure	Jicama	7.0%	+2%	+25%

TOP VEGGIES & FRUITS PAIRED WITH MANGO IN APPETIZERS, ENTRÉES & SIDES

ranked by penetration

Crunchy jicama is often paired with mango in slaws and salsas to provide a contrasting texture.



National Mango Board | Mango Overview

PENETRATION: Of restaurants serving apps, entrees, or sides with mango, % that offer...



MANGO APPETIZERS/ENTRÉES/SIDES: INTRODUCTIONS



Kona Grill | Dec 2016

Thai Beef Noodle Salad

Soba noodles, avocado, red peppers, carrots, tomatoes, **mangos**, toasted peanuts, green onions, napa cabbage, spinach, mint, basil, cilantro, spicy Thai dressing.

SCORES™*: Purchase Intent: 44 | Uniqueness: 88 | Frequency: 82 | Draw: 76



El Pollo Loco | Jun 2016

Double Chicken Mango Grilled Tostada

We fill a grilled whole-wheat tortilla with a double portion of our citrus-marinated, firegrilled chicken breast, **fresh mango salsa** and slow-simmered black beans. It's loaded with flavor, not calories.

SCORES™*: Purchase Intent: 87 | Uniqueness: 84 | Frequency: 87 | Draw: 90



Zpizza | Jun 2016

Mango Pig Pizza

Sweet and spicy Thai chili sauce, mozzarella, grilled chicken breast, smoked bacon, **fresh mango**, green onions, chili flakes and fresh cilantro. All natural nitrate free bacon!

SCORES™*: Purchase Intent: 38 | Uniqueness: 98 | Frequency: 71 | Draw: 91

Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO APPETIZERS/ENTRÉES/SIDES: INTRODUCTIONS (cont'd.)







Pei Wei | May 2016

Ahi Tuna Nachos

Ahi tuna, **mango**, tomato, cucumber, onion and cilantro topped with wasabi aioli and served with wonton chips.

SCORES™*: Purchase Intent: 17 | Uniqueness: 91 | Frequency: 80 | Draw: 68

Hard Rock Cafe | May 2016

Jamaican Jerk Burger

A Certified Angus Beef patty topped with banana pepper rings, **mango jalapeno cream cheese** and jerk mayo. Inspired by Montego Bay, Jamaica.

SCORES™*: Purchase Intent: 53 | Uniqueness: 89 | Frequency: 82 | Draw: 79

Marie Callender's | Apr 2016

Mango Pulled Pork Tacos

Braised pulled pork in corn tortillas with **fresh mango slaw**, avocado salsa and crumbled cheese. Served with black beans.

SCORES™*: Purchase Intent: 33 | Uniqueness: 66 | Frequency: 26 | Draw: 69

* Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO APPETIZERS: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Abuelo's Mexican Food Embassy	Firecracker Shrimp	flash-fried shrimp, tossed in spicy chile aioli, with spicy peanut dressing and served on a bed of napa cabbage with fresh mango relish. spicy.
Bahama Breeze	Jumbo Lump Crab Stack	premium jumbo lump crabmeat stacked high with chilled shrimp, avocado and fresh mango .
Casa Chapala	Shrimp And Mango Ceviche	small shrimp, fresh mango , jicama, serrano peppers and pico de gallo marinated in lime juice, topped with diced avocado.
Crest Cafe	Fresh Mangoes And Brie Quesadilla	served with salsa fresca.
Escalante's Mexican Grill	Escaviche Salad	crisp romaine lettuce tossed in mango chipotle dressing topped with fresh ceviche, fresh mango and a medallion of goat cheese.
Freefoods Nyc	Fresh Mango Salad	with mint and agave.
Indika	Seared Foie Gras	with black pepper and garam masala, caramelized onions, mushroom, corn semolina bread, fresh mango chutney.
La Paloma Mexican Restaurant	San Felipe Tacos	two soft corn tortillas stuffed with lightly battered fish fillet. shredded cabbage, cilantro, green onions and tomatoes. served with fresh mango salsa and jalapeno tartar sauce.
Le Pain Quotidien	Chilled Gazpacho Soup	another summer time classic chilled gazpacho, topped with fresh mango , cucumber and radish. make it a meal by ordering with a side of avocado mash, which adds an extra dose of satiating, healthy fat!
Royal Myanmar Restaurant	Green Mango Salad	seasonal. shredded fresh mango , thin slice onion, cabbage, cilantro, roasted bean powder, dried shrimp powder and toasted garlic flavor dressing.





MANGO ENTRÉES: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Banzai	Spicy Mango Lobster Roll	lobster salad, fresh mango and black tobiko with spicy mango sauce. spicy.
Blue Lemon	Mango Shrimp Tacos	honey soy glazed shrimp topped with house cabbage slaw and fresh mango salsa. served with chips, salsa, and fresh guacamole.
Bobby Salazar's	Mango Chicken Salad	grilled chicken, fresh mango , avocado, tomatoes, lettuce and mango vinaigrette dressing.
Cha Cha Cha	Chicken Carioca	boneless breast of chicken served with Brazilian spices and fresh mango.
Crab House Seafood Restaurant	Island Shrimp Roll Up	spicy shrimp, fresh mango , ripe avocado and diced tomato, tossed with mixed greens, ranch dressing and rolled in a spinach tortilla.
Jani	Mango Crispy Delight	crispy chicken and shrimp sautéed with fresh mango in brown sauce.
M. Henry	Jerk Spiced Chicken Sandwich	a fire grilled jerk spiced chicken breast, with grilled red onion, tomato, and leaf lettuce, served on a crusty baguette with fresh mango salsa.
Marie Callender's	California Burger	wheat bun with mayonnaise, habanero jack cheese, avocado salsa, fresh mango slaw and your choice of grilled chicken breast, turkey burger or beef patty. served with fries.
Nakama Japanese Steakhouse & Sushi Bar	Tuna Tartare	tuna tartare and fresh mango served with wonton chips.
Panda Inn Restaurant	Mango Duck Salad	spring salad mix, fresh mango , honey walnuts, and tea-smoked duck tossed in a flavorful dressing.





MANGO SIDES: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Cafe Metro	Brazilian Chicken Salad	grilled chicken breast, toasted coconut, fresh mango , raisins, and red peppers.
Dark Horse Bar And Eatery	Mango Jicama Slaw	is or can be prepared vegan. is or can be prepared gluten free.
Fresh Fish Co	Mango Salsa	diced fresh mango , pineapple, red onions, avocado and red peppers. gluten free. milk or milk products.
Indika	Lentil Masala Naan	fresh mango chutney.
Masala Of India Cuisine	Mango Chutney	made with fresh mango . vegan.
Mesero Miguel	Brussel Sprouts	serrano mango salsa.
My Belly's Playlist	Fruit Salad	medium diced pineapple, mango , grapes and seasonal fruits. all organic, all ripened.
Rumbi Island Grill	Island Mac Salad	cavatappi noodles, red and green onions infused with a sweet island mango dressing.
Tin Drum Asia Café	Side Kang Yum Mango Salad	spinach, mango slaw , carrot, mango dressing.
Walter's Cafe	Crispy Oysters	sriracha mango tartare.



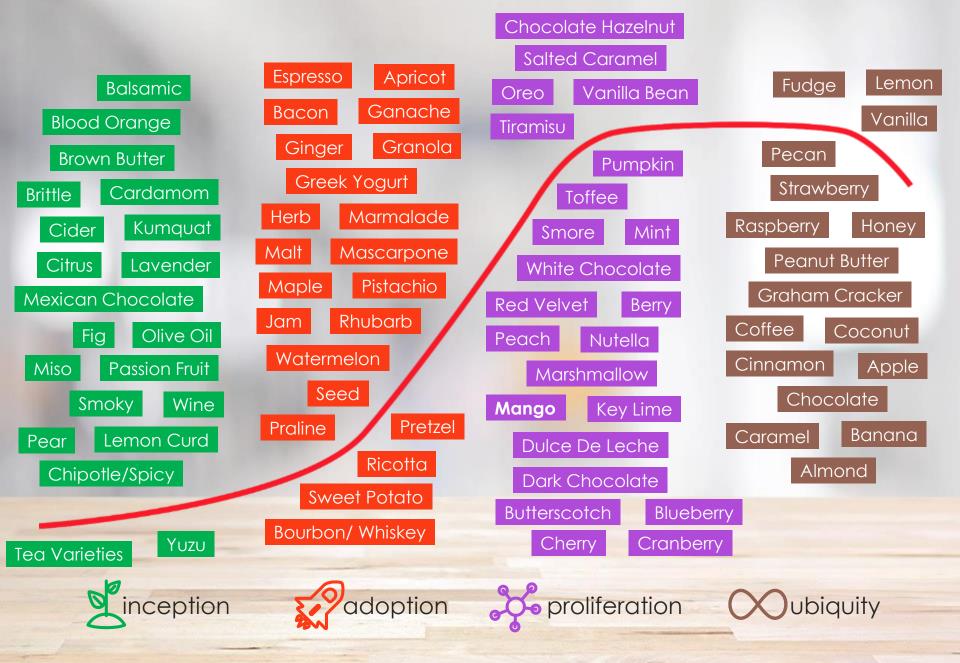


DESSERTS



Dessert Flavors | Menu Adoption Cycle





Mango is one of the top 10 dessert fruits menued along with traditional offerings like strawberry, apple, and banana. More unique fruits like blood orange, pomegranate, rhubarb, and fig are experiencing growth on dessert menus.

MOST POPULAR & FASTEST GROWING FRUITS/FRUIT FLAVORS ON DESSERT

ranked by penetration & 4-year growth

MOST POPULAR	2016 Penetration	4 YEAR GROWTH
Strawberry	24.7%	-5%
Apple	23.3%	-12%
Banana	20.1%	-3%
Coconut	16.2%	+10%
Lemon	15.1%	+9 %
Cherry	14.4%	-2%
Raspberry	14.0%	-4%
Raisin	9.9%	+1%
Lime	9.9%	-1%
Mango	8.8%	-1%
Blueberry	7.9%	+6%
Orange	7.6%	+10%
Pineapple	7.1%	-9%
Peach	7.1%	-5%
Cranberry	3.7%	+20%
Blackberry	3.2%	+8%

FASTEST GROWING	2016 Penetration	4 YEAR GROWTH
Blood Orange	1.2%	+66%
Pomegranate	1.2%	+65%
Mixed Berry	1.8%	+50%
Toasted Coconut	2.1%	+44%
Rhubarb	1.4%	+38%
Fig	1.1%	+36%
Watermelon	1.2%	+34%
Cranberry	3.7%	+20%
Passion Fruit	1.9%	+17%
Apricot	2.2%	+16%
Coconut	16.2%	+10%
Orange	7.6%	+10%
Lemon	15.1%	+9 %
Blackberry	3.2%	+8%
Blueberry	7.9%	+6%
Raisin	9.9%	+1%

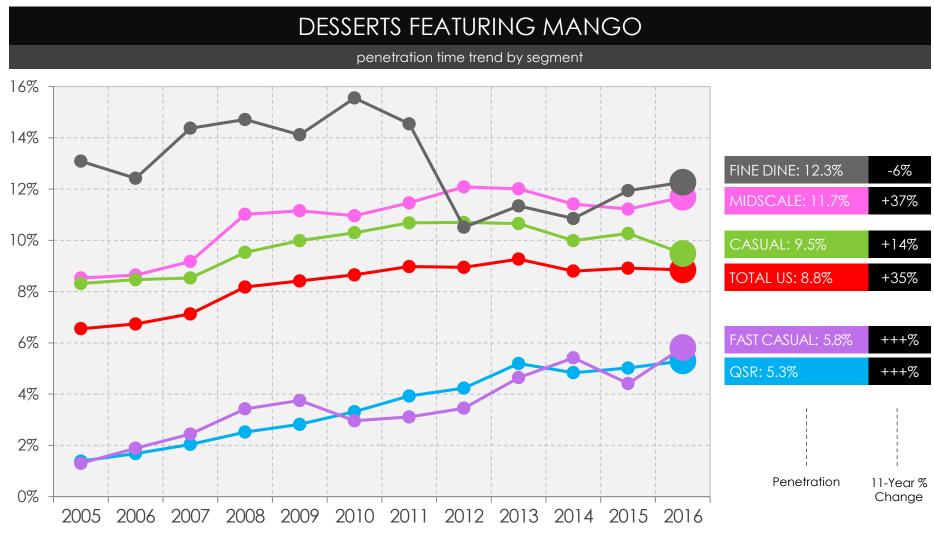


PENETRATION: Of restaurants serving desserts, % that offer...



9% of restaurants feature mango on dessert menus. Menuing of mango

in desserts has been growing most rapidly at fast casual and QSR operators.



+++% indicates growth over 100%



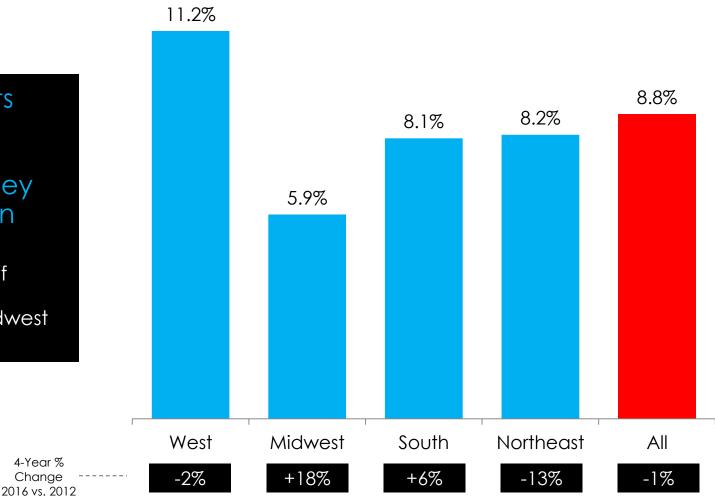
PENETRATION: Of restaurants serving desserts, % that offer mango



DESSERTS FEATURING MANGO

penetration by region

Mango desserts are most often menued in the West, where they are featured on 11% of dessert Menus. Growth of mango desserts is occurring in the Midwest and South regions.



DATASSENTIAL FOOD WITH A STORY

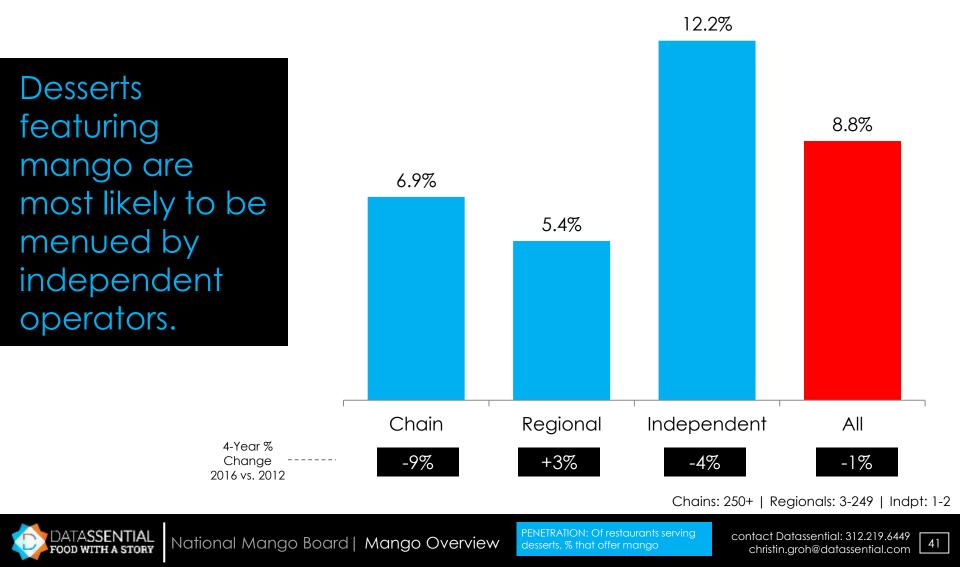
National Mango Board | Mango Overview

PENETRATION: Of restaurants serving desserts, % that offer mango

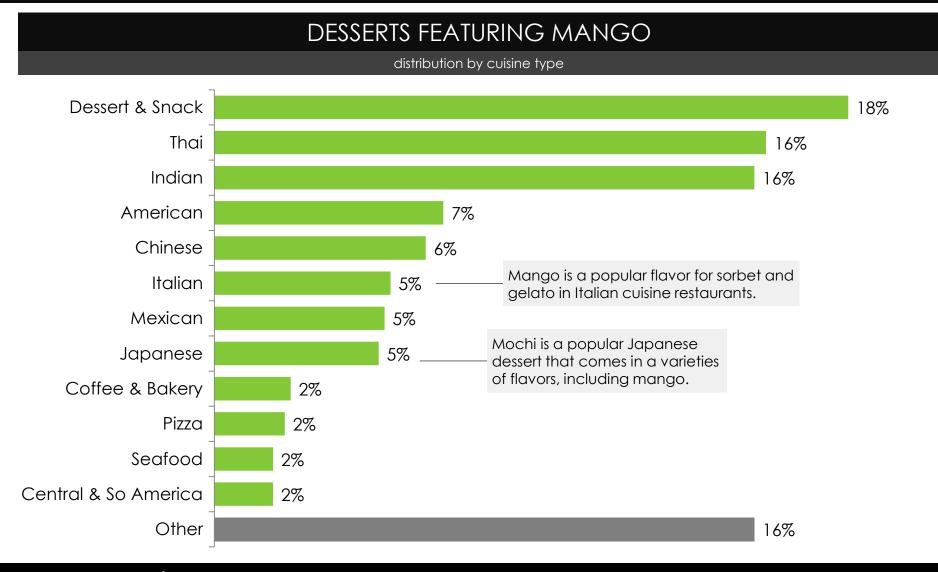


DESSERTS FEATURING MANGO

penetration by restaurant type



50% of all mango desserts are menued by operators serving dessert & snack (such as ice cream shops), Thai, or Indian cuisine.



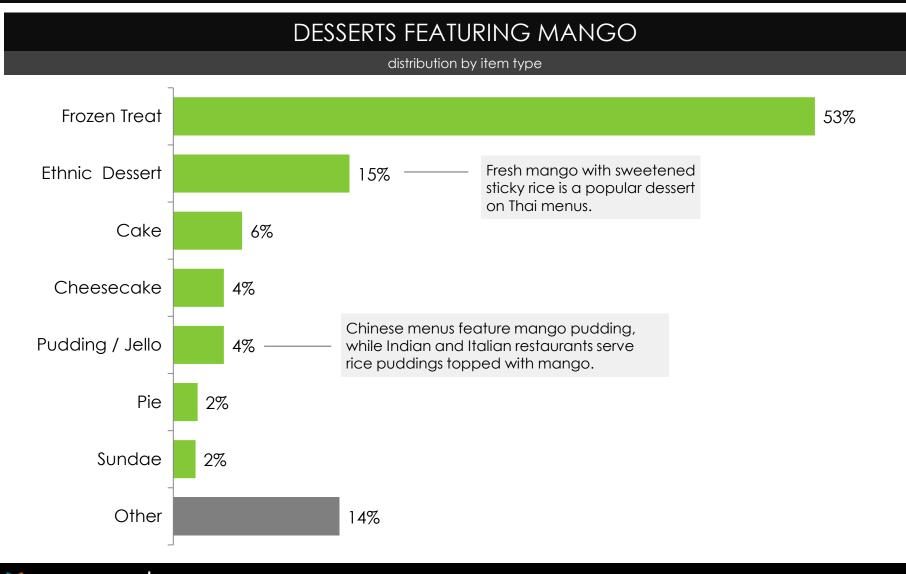


National Mango Board | Mango Overview

INCIDENCE: % of desserts featuring mango that appear in...



The majority of mango desserts are frozen treats such as ice cream, sorbets, and gelatos.



National Mango Board | Mango Overview

INCIDENCE: % of desserts featuring mango that appear in...



Ice cream is by far the most popular dessert item featuring

Mango. Mango is increasingly being menued in specialty frozen treats like gelato and mochi.

Fresh mango is menued with cakes in multiple ways – as a topping, a filling, or even whipped into the frosting

TOP DESSERTS FEATURING MANGO

ranked by penetration

2016	GRC	WTH
PENETRATION	1 YEAR	4 YEAR
40.4%	+6%	-
21.1%	-13%	-1%
9.1%	+16%	+54%
8.6%	-5%	-3%
5.6%	+38%	+8%
5.3%	+11%	-30%
4.8%	-13%	-2%
4.6%	-25%	-12%
4.3%	+42%	+ 94 %
3.3%	-13%	-5%
2.5%	-16%	-31%
	PENETRATION 40.4% 21.1% 9.1% 8.6% 5.6% 5.6% 5.3% 4.8% 4.8% 4.6% 4.3% 3.3%	2016 1 YEAR 40.4% +6% 21.1% -13% 9.1% +16% 8.6% -5% 5.6% +38% 5.3% +11% 4.8% -13% 4.6% -25% 4.3% -13% 3.3% -13%



National Mango Board | Mango Overview

PENETRATION: Of restaurants serving desserts with mango, % that offer...



Popular parings in mango desserts include other tropical fruits like coconut, passion fruit, pineapple, and banana. As mango becomes more popular in desserts, pairings with traditional dessert flavors such as chocolate and vanilla are increasing.

	Cream cheese or mascarpone
-	cheese are often paired with
	mangos in cheesecake.

TOP FLAVORS PAIRED WITH MANGO IN DESSERTS

ranked by penetration

	2016	GROWTH		
	PENETRATION	1 YEAR	4 YEAR	
Coconut	14.5%	-	+20%	
Chocolate	10.9%	+35%	+19%	
Strawberry	8.4%	+3%	-11%	
Vanilla	8.1%	+7%	+13%	
Cheese	6.1%	+15%	-25%	
Raspberry	5.6%	+10%	-10%	
Passion Fruit	4.6%	+6%	+54%	
Pineapple	4.1%	-24%	-9%	
Banana	3.8%	-6%	-30%	
Caramel	3.6%	+17%	+20%	
Pistachio	3.6%	-22%	+3%	
Cream	3.3%	+9 %	+++%	
Lime	3.3%	+9 %	+11%	
Peach	3.0%	-	+3%	
Almond	3.0%	-	+23%	

+++% indicates growth over 100%



PENETRATION: Of restaurants serving desserts with mango, % that offer...



MANGO DESSERTS: INTRODUCTIONS



Glory Days Grill | Nov 2016

Creme Brulee Vanilla Cheesecake

Creamy vanilla cheesecake served with raspberry sauce and topped with **honey-mango compote** and whipped cream.

SCORES™*: Purchase Intent: 75 | Uniqueness: 89 | Frequency: 47 | Draw: 66



Red Mango | May 2016

Mango Mania Frozen Yogurt

Mango, coconut, wildly delicious. Our award-winning frozen yogurt has it all — calcium, protein and live & active cultures that are good for you. Unlike other desserts that contain artificial ingredients or excessive calories, our frozen yogurt is all-natural, nonfat or low fat, kosher and certified gluten-free.

SCORES™*: Purchase Intent: 63 | Uniqueness: 73 | Frequency: 36 | Draw: 74



Cici's Pizza | Jul 2015

Fiery Mango Tango Dessert Pizza

Features a combination of pineapple and **mango** with cream cheese icing and jalapenos.

SCORES™*: Purchase Intent: 1 | Uniqueness: 96 | Frequency: 12 | Draw: 41

* Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO DESSERTS: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Angelo's Pizza & Pasta	Mango Sorbet	made from fresh mango served in its own shell. fat free and low calorie.
Arcodoro	Semifreddo Mango E Fragole	soft cream parfait with fresh mango and strawberries with vanilla and strawberry sauces.
Aro Latino	Coco Tres Leches	served with toasted coconut flakes, fresh mango, and mango sauce.
Cafe Asia	Mango With Sticky Rice	Thai style sticky rice and fresh mango with coconut milk and sesame seeds.
Colibri Mexican Bistro	Mango Creme Brulee	a creamy mango custard with a bottom layer of fresh mango pieces.
India Garden	Mango Kulfi	Indian home-style ice cream made with milk, fresh mangoes and nuts.
India Palace	Mango Melba	ice cream with fresh mango pulp.
Jilly's Cupcake Bar & Cafe	Island In The Sun	fresh mango ice cream, pineapple cake morsels, brown sugar roasted pineapple, mango buttercream swirl, white chocolate shavings.
Red Mango	Tropical Yogurt Parfait	fresh mango, pineapple, banana, and granola.
Shrimp Shack	Mango Cheesecake	choice of either graham cracker crust or a vanilla wafer crust with fresh mangos folded into the mixture.
Yummy Cupcakes	Mango Lime Chili And Salt Cupcake	fresh mango cupcake with fresh lime and chilies, frosted with a fresh mango and lime vegan buttercream, topped with blended chili powders and salt.





NON-ALCOHOLIC BEVERAGES







Traditional juice flavors – orange, apple, and cranberry – are the top non-alcoholic beverage flavors. Mango is one of the fastest growing fruits along with other exotic varieties such as lychee, passion fruit, coconut, pomegranate, and acai.

MOST POPULAR & FASTEST GROWING FRUIT FLAVORS IN NON-ALCOHOLIC BEVERAGES

ranked by penetration & 4-year growth

MOST POPULAR	2016 PENETRATION	4 YEAR GROWTH
Orange	62.4%	-
Apple	35.7%	+14%
Cranberry	29.4%	-7%
Pineapple	23.2%	-4%
Strawberry	23.1%	+11%
Raspberry	18.2%	-2%
Lemon	16.5%	+42%
Cherry	15.5%	-12%
Mango	15.4%	+18%
Grapefruit	14.9%	-22%
Peach	10.5%	+22%
Banana	9.1%	-3%
Lime	8.7%	+44%
Grape	6.8%	+11%
Coconut	6.7%	+34%
Pomegranate	5.5%	+31%

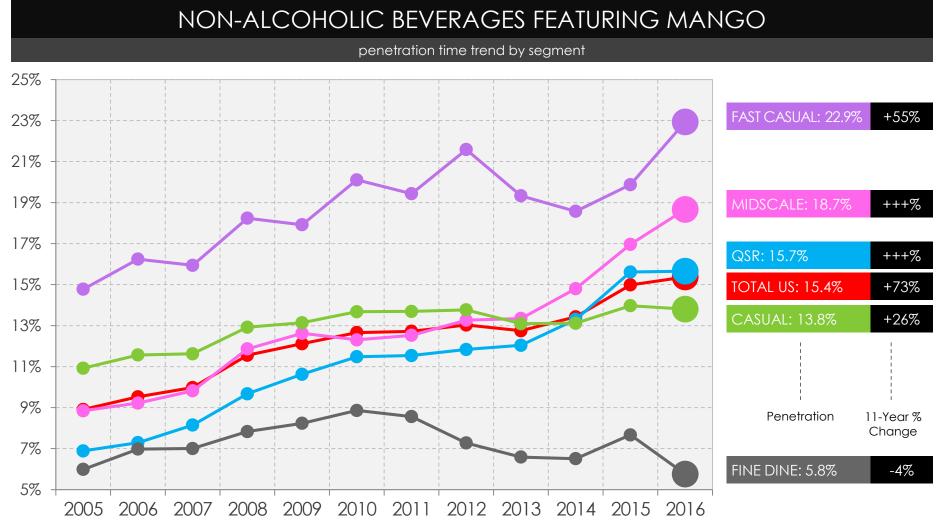
+++% indicates growth over 100%



PENETRATION: Of restaurants serving nonalcoholic beverages, % that offer...



Mango is featured on 15% of non-alcoholic beverage menus. The overall increase of mango beverages is being driven by substantial growth in the midscale and QSR segments.



+++% indicates growth over 100%



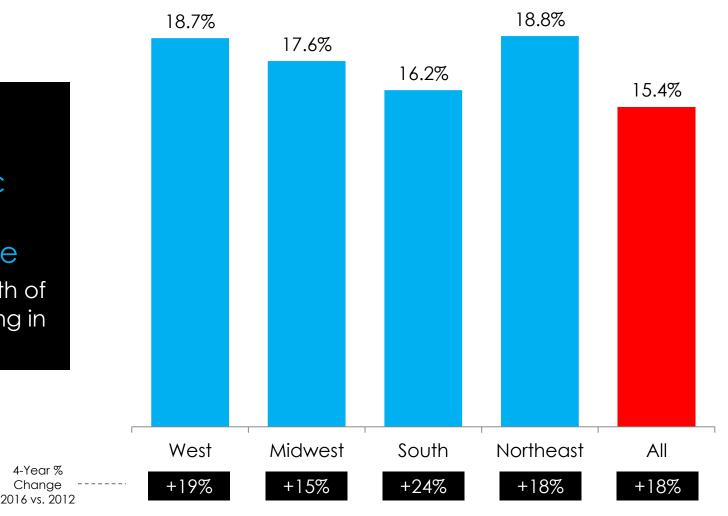
PENETRATION: Of restaurants serving nonalcoholic beverages, % that offer mango



NON-ALCOHOLIC BEVERAGES FEATURING MANGO

penetration by region

Regional differences in non-alcoholic mango beverages are minimal. Growth of mango is occurring in all regions.





National Mango Board | Mango Overview

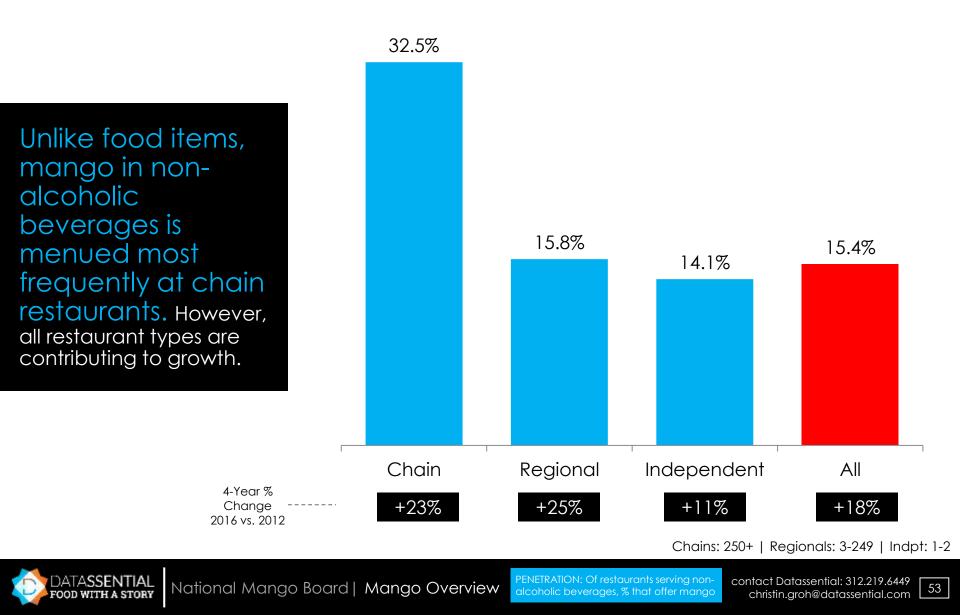
PENETRATION: Of restaurants serving nonalcoholic beverages, % that offer mango

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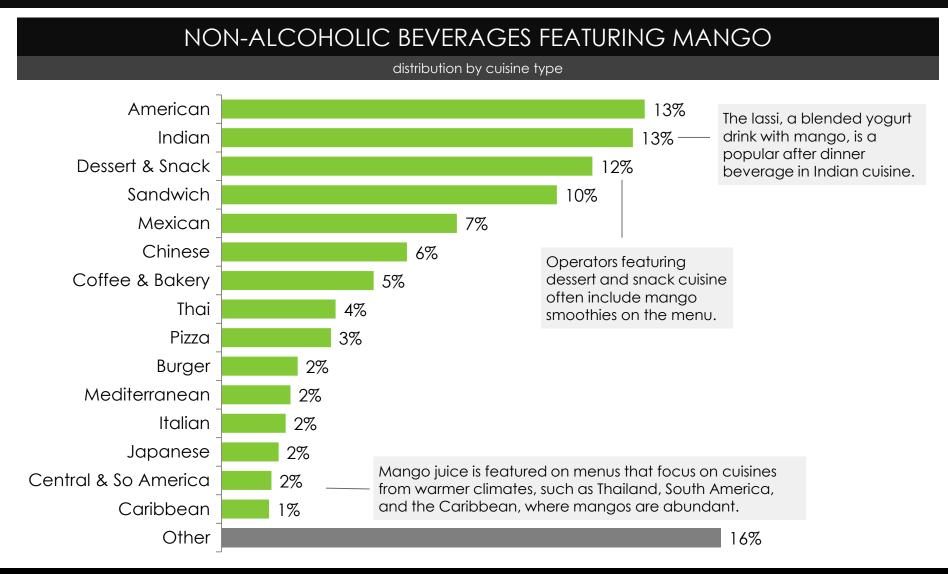
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NON-ALCOHOLIC BEVERAGES FEATURING MANGO

penetration by restaurant type



One fourth of all mango non-alcoholic beverages are featured on American or Indian cuisine menus.

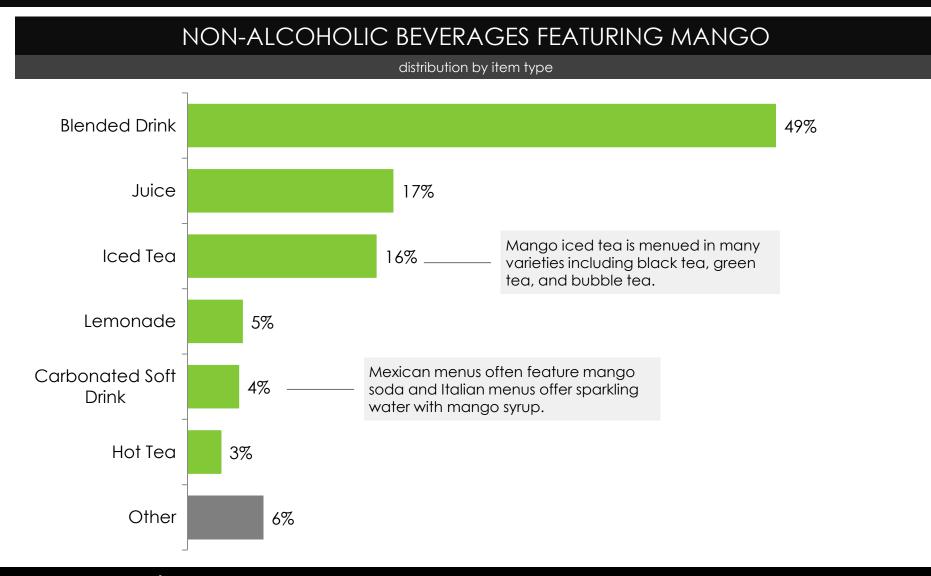




INCIDENCE: % of non-alcoholic beverages featuring mango that appear in...



Almost one half of non-alcoholic beverages featuring mangos are blended drinks, which includes smoothies, lassis, and milkshakes.





National Mango Board | Mango Overview

NCIDENCE: % of non-alcoholic beverages ieaturing mango that appear in...



Smoothies are the most popular non-alcoholic mango beverage, followed by juices and teas. Mango flavored lemonades, sodas, and teas, including bubble tea, green tea, and iced tea, are growing.

TOP NON-ALCOHOLIC BEVERAGES FEATURING MANGO

ranked by penetration

	2016	GROWTH		
	PENETRATION	1 YEAR	4 YEAR	
Smoothie	29.5%	+1%	-5%	
Juice	27.3%	-8%	-15%	
Tea	21.5%	+3%	+9%	
Lassi	11.6%	-5%	-19%	
Iced Tea	10.9%	+8%	+12%	
Milkshake	9.2%	+7%	-22%	
Lemonade	8.6%	+12%	+23%	
Soda	5.8%	+5%	+14%	
Hot Tea	4.2%	+8%	-18%	
Green Tea	3.4%	+11%	+18%	
Functional Juices	2.6%	-16%	-5%	
Black Tea	1.6%	+67%	-8%	
Bubble Tea	1.5%	+19%	+33%	
Italian Soda	1.3%	+8%	-6%	



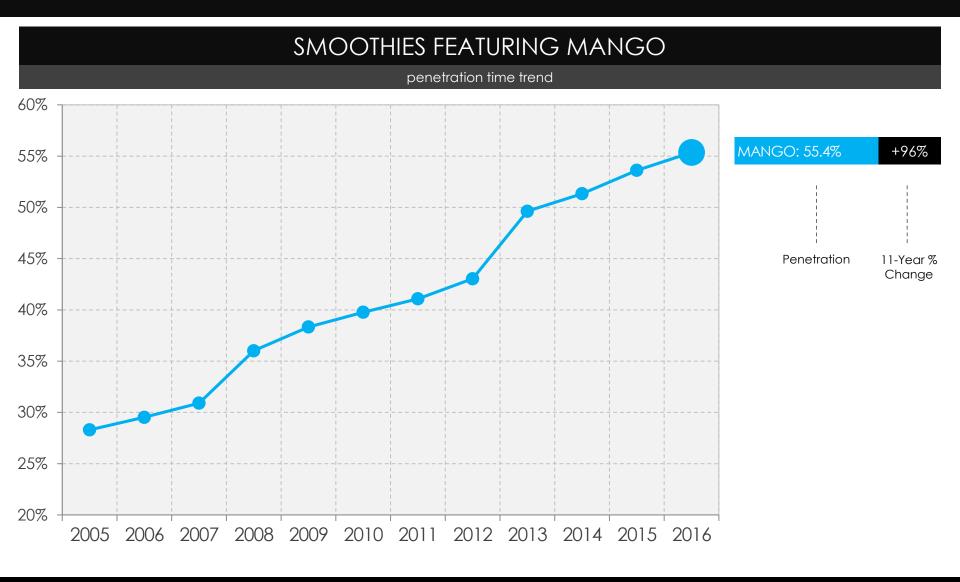
National Mango Board | Mango Overview

PENETRATION: Of restaurants serving non-alcoholic beverages with mango, % that offer...



55% of restaurants serving smoothies offer a mango variety. The

menuing of mangos in smoothies has doubled since 2005.





National Mango Board | Mango Overview

PENETRATION: Of restaurants serving smoothies, % that offer mango



Strawberry, banana, and mango are the top 3 fruits featured in smoothies. Non-traditional fruits such as avocado, honeydew, dates, and acai are gaining popularity.

MOST POPULAR & FASTEST GROWING FRUIT FLAVORS IN SMOOTHIES

ranked by penetration & 4-year growth

MOST POPULAR	2016 Penetration	4 YEAR GROWTH
Strawberry	77.3%	+10%
Banana	62.1%	+6%
Mango	55.4%	+29%
Pineapple	34.7%	+20%
Raspberry	28.4%	-1%
Orange	26.7%	+1%
Blueberry	25.7%	+23%
Coconut	21.7%	+26%
Peach	20.4%	-16%
Apple	19.0%	+43%
Lemon	7.7%	+++%
Passion Fruit	7.5%	+56%
Wild Berry	7.5%	+11%
Pomegranate	7.2%	+66%
Acai	7.0%	+40%

FASTEST GROWING	2016 PENETRATION	4 YEAR GROWTH
Avocado	6.2%	+++%
Honeydew	3.2%	+++%
Dates	3.0%	+++%
Lemon	7.7%	+++%
Pomegranate	7.2%	+66%
Passion Fruit	7.5%	+56%
Apple	19.0%	+43%
Mixed Berry	6.5%	+42%
Acai	7.0%	+40%
Mango	55.4%	+29%
Coconut	21.7%	+26%
Blueberry	25.7%	+23%
Pineapple	34.7%	+20%
Lime	4.5%	+15%
Grape	2.7%	+15%

+++% indicates growth over 100%



PENETRATION: Of restaurants serving smoothies, % that offer...

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MANGO IN SMOOTHIES: INTRODUCTIONS



Tropical Smoothie | Dec 2016

Detox Island Green Smoothie Spinach, Kale, Mango, Pineapple, Banana & Fresh Ginger.

SCORES™*: Purchase Intent: 21 | Uniqueness: 68 | Frequency: 85 | Draw: 59



Olive Garden | Jun 2016

Peach Mango Smoothie

Refreshing V8 V-Fusion, 100% juice peach-mango smoothie.

SCORES™*: Purchase Intent: 79 | Uniqueness: 13 | Frequency: 95 | Draw: 59

Panera Bread | May 2016

Peach & Blueberry Power Smoothie

Peach and **mango purees** and white grape and passionfruit juice concentrates blended with fresh blueberries and almond milk.

SCORES™*: Purchase Intent: 54 | Uniqueness: 56 | Frequency: 72 | Draw: 51

* Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO IN SMOOTHIES: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Aladdin's Eatery	Mango Smoothie	mango , cantaloupe, honeydew, banana, and honey. vegetarian. gluten free.
Babylon Middle Eastern Kitchen	Mango Fresh Fruit Smoothie	blended with choice of pineapple or orange juice. popular.
Bombay Clay Oven	Mango Lassi	a chilled fresh mango and yogurt smoothie.
Caravan Of Dreams	Tropical Mango Delight Smoothie	fresh mango, vanilla ice cream.
Jamba Juice	Pomegranate Paradise All Fruit Smoothie	pomegranate, strawberry, mango , peach.
Laughing Planet Cafe	Mango Peach Lemon Smoothie	mango, peach, banana, fresh lemon and apple juice. vegan. gluten free.
Not Your Average Joe's	Mango Mantra Smoothie	fresh mango, pineapple and freshly squeezed OJ.
R Thomas Deluxe Grill	Busy Bee Smoothie	pear juice, mango , dates, local organic bee pollen and honey.
Tacomiendo	Oingo Boingo Mango Smoothie	frozen yogurt, fresh mangos, and choice of apple or pineapple juice.
Vitality Bowls Superfood Café	Tropical Paradise Smoothie	acai, mango juice, coconut milk, bananas, pineapple and strawberries.





MANGO IN NON-ALCOHOLIC BEVERAGES: INTRODUCTIONS





Sonic Drive-In | Aug 2016

Mango Margarita Island Breeze Frozen Drink

An icy blend of sweet margarita and real **mango** come together in our **Mango** Margarita Island Breeze Frozen Drink.

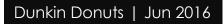
SCORES™*: Purchase Intent: 66 | Uniqueness: 63 | Frequency: 62 | Draw: 60

Taco John's | Jul 2016

Orange Mango Dew

Filled with Mountain Dew, then hit with a splash of refreshing fruit flavor.

SCORES™*: Purchase Intent: 34 | Uniqueness: 68 | Frequency: 93 | Draw: 56



Mango Pineapple Fruited Iced Tea

Feature the brand's famous freshly-brewed Black or Green Iced Tea sweetened with fruit juice and real fruit.

SCORES™*: Purchase Intent: 67 | Uniqueness: 62 | Frequency: 74 | Draw: 52

* Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO IN NON-ALCOHOLIC BEVERAGES: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Anthony's Fish Grotto	Pirate's Blend	orange, pineapple, cranberry, papaya and mango juices.
Candle 79	Mango Pomegranate Fresca	mango, pomegranate, lime, agave, chia seeds, sparkling water.
Eggsperience Café	Mango Tango	fat free frozen yogurt fresh mangoes , fresh strawberries and passion fruit mango juice.
Evos	Mango Guava Fruitshake	fresh mango chunks and guava-passion fruit juice. vegetarian or vegan option. Evos original favorites.
Jasmine 26	Mango Bubble Tea	non-alcoholic. a frozen tea.
John O'groats	RJ's Happy Day	fresh mango , papaya, orange and pineapple juices blended with bananas, honey and ice.
M.Y. China	Mango Mule	mango puree, cucumber, citrus, and ginger beer.
Planet Bombay	Mango Drink	sweet and fresh mango .
Russian Tea Time	Mango	delicious blend of premium black tea from china and pieces of ripe mango . a tropical treat, delectable both hot and cold.
Saffron Indian Bistro	Mango Shake	fresh mango and cool milk blended together.
Uncle Julio's	Mango Passion Lemonade	blended of lemonade and fresh mango passion fruit puree.
Wasabi	Mango Mixer	fresh mango, apple and orange juice.



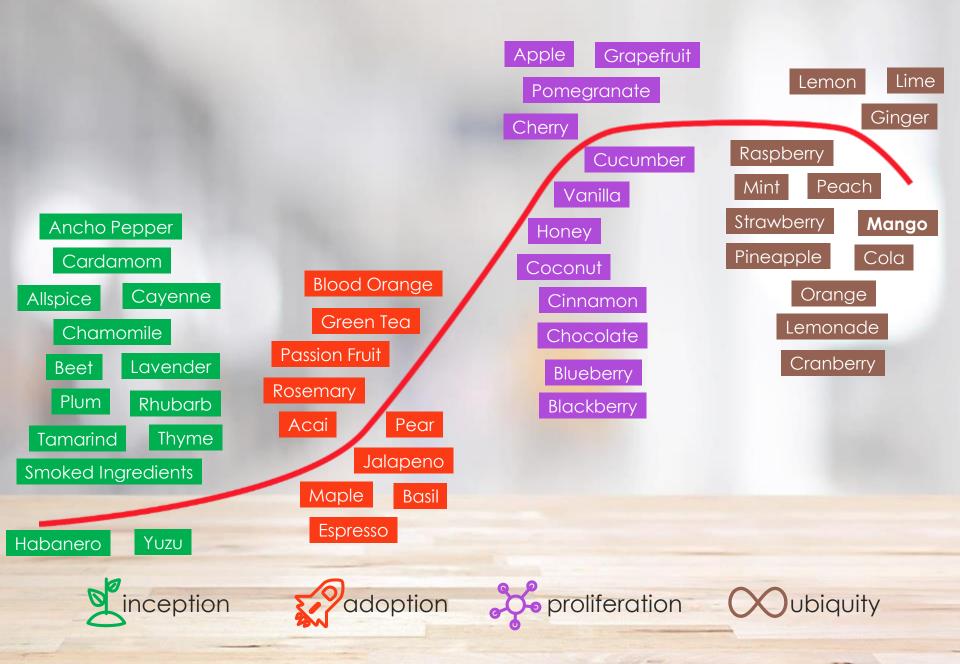


ALCOHOLIC BEVERAGES



Cocktail Flavors | Menu Adoption Cycle





Citrus fruits like lime, orange, and lemon are the most featured fruits on cocktail menus. Tropical and exotics fruits such as blood orange, prickly pear, yuzu, grapefruits, tamarind, passion fruit, and mango are experiencing growth.

MOST POPULAR & FASTEST GROWING FRUIT FLAVORS IN ALCOHOLIC BEVERAGES

ranked by penetration & 4-year growth

MOST POPULAR	2016 PENETRATION	4 YEAR GROWTH
Lime	47.5%	+36%
Orange	43.4%	+39%
Lemon	40.2%	+43%
Pineapple	30.9%	+26%
Peach	30.1%	+22%
Strawberry	28.6%	+12%
Cherry	26.5%	+34%
Raspberry	26.1%	+10%
Cranberry	24.9%	+11%
Apple	24.4%	+8%
Grapefruit	22.4%	+88%
Mango	19.5%	+22%
Coconut	17.8%	+34%
Pear	17.1%	+24%
Pomegranate	16.0%	+17%
Melon	13.2%	-4%

+++% indicates growth over 100%

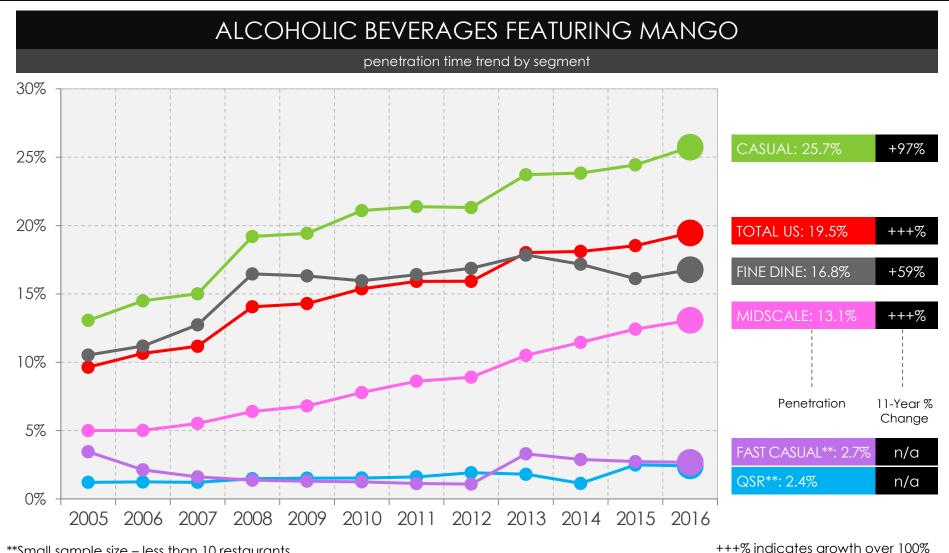


PENETRATION: Of restaurants serving alcoholic beverages, % that offer...



20% of alcoholic beverage menus feature mango. Alcoholic mango

drinks are growing on all full service restaurant menus.



**Small sample size – less than 10 restaurants



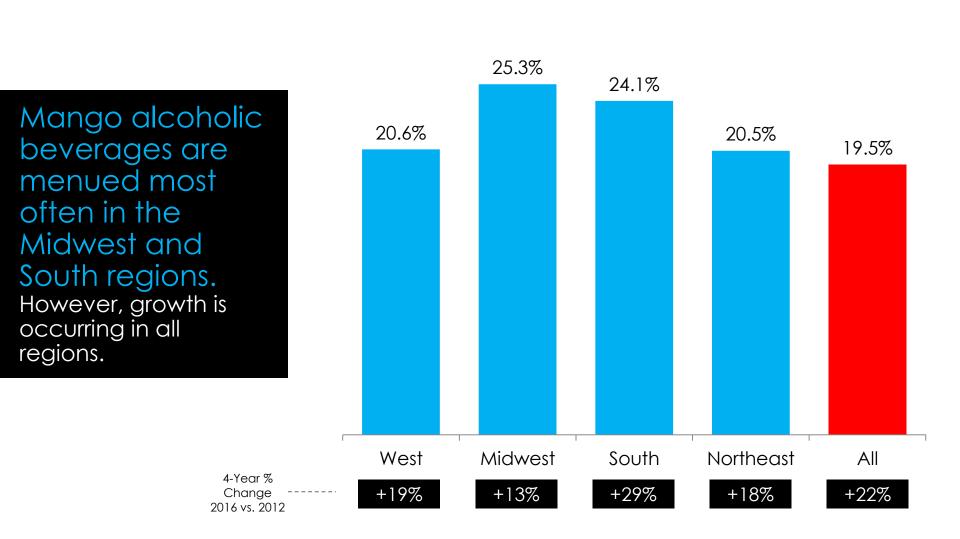
National Mango Board | Mango Overview

alcoholic beverages, % that offer mango



ALCOHOLIC BEVERAGES FEATURING MANGO

penetration by region





National Mango Board | Mango Overview

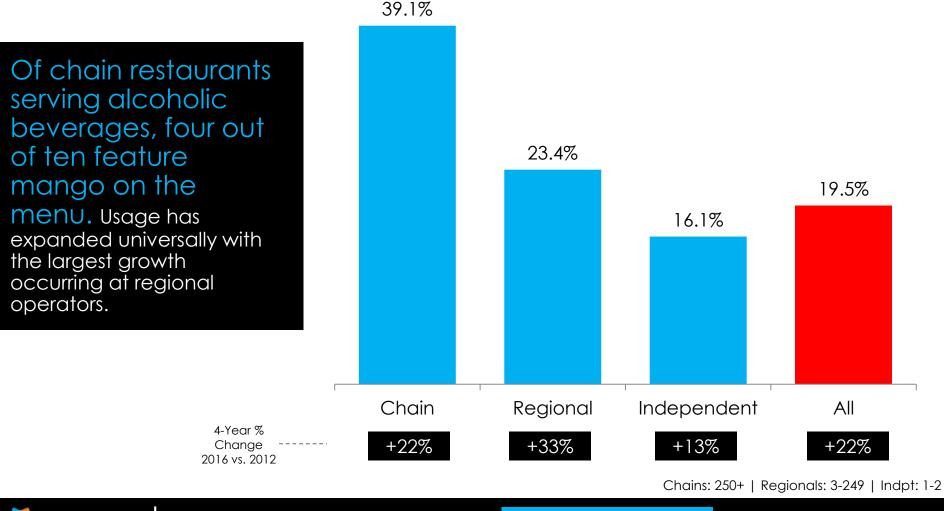
PENETRATION: Of restaurants serving alcoholic beverages, % that offer mango

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ALCOHOLIC BEVERAGES FEATURING MANGO

penetration by restaurant type



DATASSENTIAL FOOD WITH A STORY

National Mango Board | Mango Overview

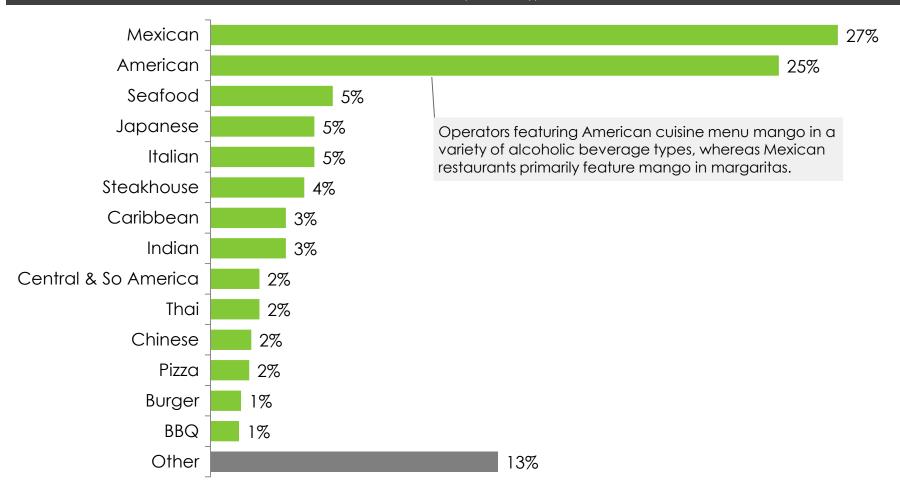
PENETRATION: Of restaurants serving alcoholic beverages, % that offer mango



More than one half of all alcoholic mango beverages are found on Mexican and American cuisine menus.

ALCOHOLIC BEVERAGES FEATURING MANGO

distribution by cuisine type

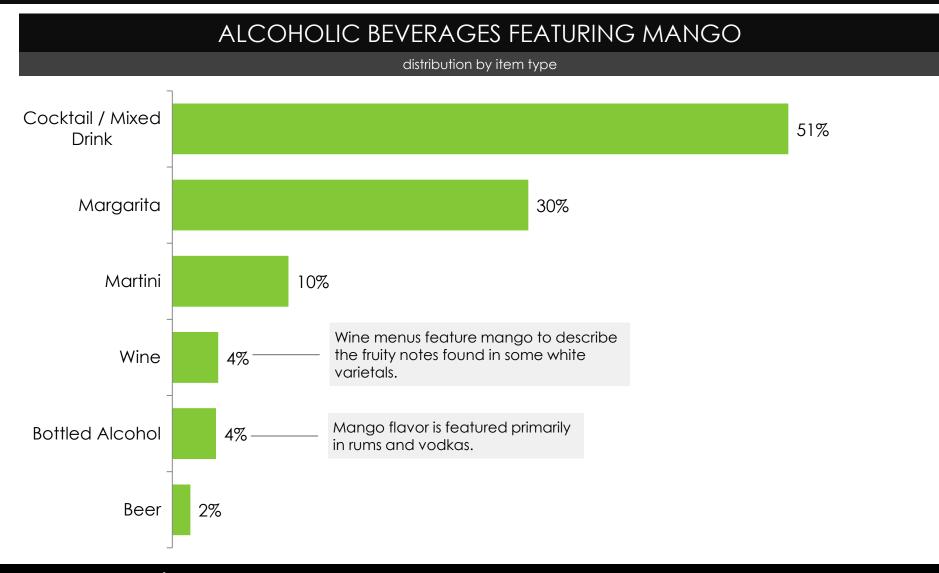




NCIDENCE: % of alcoholic beverages eaturing mango that appear in...



Mango is featured most often in mixed drinks such as mojitos, daiquiris, sangria, mimosas and house-created cocktails. The tropical flavor of mango also make it a popular addition to margaritas.





National Mango Board | Mango Overview

INCIDENCE: % of alcoholic beverages featuring mango that appear in...



Margaritas are by far the most popular drink featuring mango.

Mango mimosas, made by combining sparkling wines such as prosecco or champagne with mango puree, are growing on cocktail menus.

TOP ALCOHOLIC		
BEVERAGES FEATURING		
MANGO		

ranked by penetration

Mango's sweet and tangy flavor is used to elevate tropical drinks such as daiquiris, piña coladas and mai tais.

	2016	GROWTH	
	PENETRATION	1 YEAR	4 YEAR
Margarita	40.7%	-3%	+11%
Mojito	19.1%	-	+6%
Martini	10.7%	+3%	-20%
Daiquiri	9.6%	-12%	-26%
Piña Colada	5.6%	-5%	-14%
Sangria	5.3%	-14%	+34%
Mimosa	3.5%	+12%	+79%
Mai Tai	2.5%	-5%	+2%



National Mango Board | Mango Overview

PENETRATION: Of restaurants serving alcoholic beverages with mango, % that offer...



The most popular alcohols featured in mango drinks include rum, tequila, and vodka. Traditional mojito ingredients like lime and mint are gaining menu presence.

Other tropical fruits such as pineapple and passion fruit are increasingly menued with mango in alcoholic beverages

TOP PAIRINGS WITH MANGO IN ALCOHOLIC BEVERAGES

ranked by penetration

	2016	GROWTH	
	PENETRATION	1 YEAR	4 YEAR
Rum	35.6%	+2%	-5%
Lime	32.8%	+8%	+30%
Tequila	22.6%	-	+30%
Pineapple	21.8%	+1%	+6%
Strawberry	21.6%	-4%	-4%
Vodka	21.6%	-3%	-7%
Peach	17.7%	-5%	-3%
Orange	17.2%	-	-2%
Mint	14.2%	+3%	+12%
Raspberry	11.4%	-14%	-11%
Triple Sec	10.7%	-15%	-9%
Lemon	10.0%	-	+24%
Coconut	10.0%	-2%	+12%
Sparkling Wine	8.2%	+24%	+51%
Passion Fruit	8.1%	+2%	+6%



National Mango Board | Mango Overview

PENETRATION: Of restaurants serving alcoholic beverages with mango, % that offer...



MANGO IN ALCOHOLIC BEVERAGES: INTRODUCTIONS



Cheddar's Casual Cafe | Nov 2016

Island Tiki

The Island Tiki is a mixture of Captain Morgan and Malibu rums, sweet & sour, Blue Curacao and the tropical flavors of **mango puree** and pineapple juice.

SCORES™*: Purchase Intent: 46 | Uniqueness: 57 | Frequency: 81 | Draw: 66



Hard Rock Cafe | Sep 2016

Mango Tequila Sunrise

Cuervo Gold Tequila, Sailor Jerry Spiced Rum, orange juice, Finest Call **Mango Puree** and grenadine. Comes with a souvenir glass.

SCORES™*: Purchase Intent: 65 | Uniqueness: 77 | Frequency: 99 | Draw: 79

Taco Cabana | Aug 2016

Mango Margarita

Made with **mango puree**, tequila, triple sec and fresh lime juice and features a chilelime salt rim from Twang.

SCORES™*: Purchase Intent: 72 | Uniqueness: 44 | Frequency: 66 | Draw: 46

 \ast Figures represent normative scores - compared to all other concepts in the SCORES database





MANGO IN ALCOHOLIC BEVERAGES: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION
Bahama Breeze	Passionfruit Mango	Meridian chardonnay, passionfruit juice and fresh mango.
Blue Mesa Grill	Mango Habanero Margarita	Peligroso silver, muddled fresh mango and habanero, fresh lime juice.
Cinebistro	Mango Mojito	Bacardi mango rum, muddled mint leaves, fresh mango , fresh limes, splash of sprite and simple syrup and garnished with fresh mango .
Dallas Chop House	The Devil's Rope	fresh mango , pineapple and serrano peppers muddled with vodka and Luxardo maraschino liqueur.
Hangawi	Meditation	fresh mango juice, a hint of lime and soju.
Hot Tomato	Mango Colada	Malibu rum, fresh mango puree .
Laredos	Spicy Mango Margarita	fresh mangos blended with our frozen margarita served with a spicy chili salted rim.
L'express	Mango Peach Mojito	Bacardi, fresh mango, peach and lime juice.
Mi Cocina	Fuego Citrico	Jack Daniels Tennessee fire, Ancho Reyes ancho chile liqueur, nectar, fresh mango and lime.
The Marathon Grill	Mango Mai Tai	fresh mango, Bacardi rum, tropical juice.
Typhoon! Restaurants	Koh Samui Cosmo	classic cosmo with fresh mango, citrus vodka, triple sec and lime.
Welcome	Mango Mimosa	champagne with orange and mango juices topped with a slice of fresh mango .







Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.

