



2017 RETAIL PROMOTIONS

All Regions Combined

\$764,292 Invested
58,176 Stores Impacted
6,109 Demo Events
59% Volume Increase
During NMB Promotions

National

\$299,359 Invested
19,863 Stores Impacted
1,819 Demo Events

Northeast

\$135,857 Invested
12,005 Stores
Impacted
302 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.

West

\$130,368 Invested
7,526 Stores Impacted
457 Demo Events

Central

\$126,082 Invested
10,943 Stores Impacted
195 Demo Events

Southeast

\$72,626 Invested
7,839 Stores Impacted
3,336 Demo Events



National Mango Board Retail Promotions Report Final

During the NMB-funded promotions reported in 2017, mango volume increased 59%.

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 1 to February 1	\$1,300	Chef demo events in 26 stores partnering with a wine vendor					Central
Small	January 12 to March 22	\$4,000	Dietitian promotion including mangos in magazine and on social media, nutrition-focused ads and nutrition-focused POS created for this program	yes				Northeast
Small	January 22 to 28	\$2,000	Hot mango ad supported by secondary displays	yes			85% volume increase over prior year	Northeast
Small	February 8 to 21	\$1,000	Valentines Heal and Wellness promotion with healthy delicious mango recipes featured in email, in store, on website and social media, also promoted at in-store clinic events and supported by ads and secondary displays	yes		yes	22% volume increase over prior year	West
Small	January 4 to 31	\$1,500	Healthy New Year promotion featuring a mango salad recipe on the retailer's website and social media, supported by a themed ad and secondary displays	yes		yes	48% volume increase over prior year	West
Small	February 1 to March 31	\$2,248	Mangos featured in the retailer's consumer magazine plus mango demos in 20 stores supported by an ad and secondary displays	yes				Northeast
Small	January 6 to 12	\$1,000	Hot ad with variety tag supported by secondary displays in all stores	yes		yes	1122% volume increase over prior year	Northeast
Small	February 1 to 7	\$2,000	Super Bowl promotion with mangos and avocados, supported by mango ads and secondary displays	yes			58% volume increase over prior year	Central
Medium	December 28 to January 31	\$3,000	Hot mango ad with how-to-cut graphics, 5 weeks of mango ads, social media push with a recipe video, supported by secondary displays	yes			114% volume increase over prior year	West
Medium	January 1 to February 1	\$2,400	Chef demo events in 48 stores partnering with a wine vendor					Central
Medium	March 24 to April 8	\$1,530	Partnered demos with Tajin including mango recipes and how-to education, supported by mango ads and secondary displays	yes			1732% volume increase over prior year	West
Medium	January 6 to 12	\$1,000	Hot mango ad with nutrition messaging supported by secondary displays	yes			70% volume increase over prior year	Northeast
Medium	January to June 2017	\$350	Full page of mango education in this wholesaler's vendor produce manual, delivered to 300 store-level produce managers					Northeast
Medium	January 24 to 30	\$3,000	Nutrition promotion with retailer's dietitian feature 30-second TV spot, mango recipe in magazine, themed ad and secondary displays	yes			340% volume increase over prior year	Central
Medium	January 4 to 31	\$935	Weekend mango sampling events partnered with Tajin fruit spice in 10 stores, supported by mango ads and secondary displays	yes			18% volume increase over prior year	West

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	January 29 to February 4	\$2,000	"WOW" promotion including 4 weeks of mango ads and secondary displays	yes			255% volume increase over prior year	Northeast
Medium	February 15 to 28	\$3,000	Mango Mania event with case sales, hot pricing on bulk mangos, promotion of "Honey" mango name, supported by ads and secondary display	yes			89% volume increase over prior year	Central
Medium	January 4 to 31	\$1,500	TV appearance featuring mangos on local news by the retailer's Dietitian, supported by a series of ads and secondary displays	yes		yes	222% volume increase over prior year	Southeast
Medium	January to March	\$1,000	Series of 7 hot mango ads supported by secondary display	yes				Northeast
Medium	January 4 to 31	\$2,000	Series of 6 mango ads supported by secondary displays	yes			138% volume increase over prior year	Southeast
Medium	January 1 to February 22	\$3,000	Healthy New Year promotion with convention and organic mangos on ad and supported by secondary displays	yes		yes	251% volume increase over prior year	Central
Medium	March 8 to 28	\$1,500	Month-long promotion tied in with NCAA March Madness with 3 weeks of ads, huge displays, demo events, social media and a Mango Quinoa Salad plus Mango Glazed Chicken featured in the prepared foods department	yes		yes	161% volume increase over prior year	West
Medium	January 18 to 31	\$3,100	Sales contest supported by two weeks of mango ads and secondary displays	yes			39% volume increase over prior year	Southeast
Medium	February 1 to 21	\$3,000	Two weeks of hot ads supported by secondary displays	yes		yes	26% volume increase over prior year	West
Medium	January 6 to 12	\$2,000	Hot mango ad supported by secondary displays	yes			9% volume increase over prior year	Northeast
Medium	January 18 to 24	\$2,000	Fresh Start New Year promotion including mangos in several recipes on retailer's website and social media, supported by ads and secondary displays	yes			51% volume increase over prior year	West
Medium	January 18 to 24	\$2,000	Mangos included in the "Fresh For Less" promotion with ads, secondary displays and special call-out POS	yes		yes	201% volume increase over prior year	West
Medium	January 18 to 24	\$1,000	Mangos featured in the in-store flyer, retailer's website and supported by secondary displays	yes			213% volume increase over prior year	Southeast
Large	January 4 to 31	\$4,862	Weekend mango sampling events partnered with Tajin fruit spice in 52 stores, supported by mango ads and secondary displays	yes			40% volume decrease over prior year	West
Large	January 19 to 25	\$1,648	Demo events in 10 stores supported by a feature ad and secondary displays in all stores	yes			771% volume increase over prior year	Northeast
Large	February 26 to March 4	\$1,616	Mango and mango recipe tasting at Women's Health and Lifestyle Fair attended by 5000 consumers	yes				Central
Large	January 3 to 23	\$1,384	New Year promotion with a themed ad, secondary displays and digital promotion of how-to-cut link	yes			54% volume increase over prior year	Central
Large	March 15 to April 4	\$5,000	Honey mango promotion with custom signage and huge displays				88% volume increase over prior year	National
Very Large	February 3 to 9	\$2,961	Demo events in 14 stores supported by a feature ad and secondary displays in all stores	yes				Northeast
Very Large	March 17 and 18	\$10,000	Demo events in 65 stores from an under-performing area, supported by secondary displays			yes	42% volume increase over prior year	National
Very Large	April 12 to May 9	\$4,000	Digital coupon for Honey Mango supported by feature ads and secondary displays	yes				National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Very Large	April and May	\$4,200	Chef demo events in 105 stores partnering with a wine vendor					National
Very Large	January 1 to 28	\$5,000	Hot mango price with additional space and volume programmed at stores				161% volume increase over prior year	National
Very Large	February 1 to 14	\$2,000	Super Bowl push with in store special and secondary displays				87% volume increase over prior year	National
Small	April 30 to May 13	\$5,600	Mango bins supported by feature ads	yes			630% volume increase over prior year	Central
Small	May 3 to 9	\$1,500	Cinco de Mayo promotion with cross-promotion mango displays in seafood and alcohol departments, supported by recipes on website and displays plus a mango ad	yes			51% volume increase over prior year	West
Small	May 31 to June 27	\$1,500	Month-long promotions with ads or in store specials each week, featuring three mango recipes and huge displays	yes			69% volume increase over prior year	West
Small	April 30 to May 30	\$2,500	Mango bins supported by feature ads	yes			349% volume increase over prior year	Southeast
Small	May-June	\$33,545	First Come First Served mango bins for mango shippers who ordered and provided to retailers the NMB doesn't already fund					National
Small	April 26 to May 16	\$7,480	Mango bins placed at the store entrance supported by feature ads	yes			49% volume increase over prior year	Central
Small	May 17 to 30	\$2,345	Mango bins supported by feature ads	yes			58% volume increase over prior year	Central
Small	April 20 to May 24	\$2,097	Mango bins supported by feature ads, plus a case sale	yes				Central
Small	May 3 to 9	\$1,500	Month-long promotion with multiple huge displays in produce, the spice aisle and seafood department along with front of stores.	yes			46% volume increase over prior year	West
Small	May 13 to 19	\$1,415	Mango bins supported by feature ads	yes				Northeast
Small	April 21 to 28	\$640	Mango bins supported by feature ads	yes			1430% volume increase over prior year	Northeast
Small	April 30 to May 31	\$3,224	Mango bins with conventional and organic fruit in high profile positions, supported by feature ads	yes		yes	72% volume increase over prior year	Southeast
Small	May 31 to June 27	\$3,740	Ripe and ready promotion using mango bins supported by feature ads	yes			38% volume increase over prior year	Central
Small	June 7 to 27	\$2,000	Month-long promotion with ads each week, huge displays and social media with recipe, plus special 1-day sales to push even more volume	yes			40% volume increase over prior year	West
Medium	May 3 to 30	\$5,445	Mango bins supported by feature ads and social media promotions	yes			45% volume increase over prior year	West
Medium	May 3 to June 27	\$4,670	Mango bins supported by red and yellow mango BOGO ads and a contest with prizes for creativity and sales	yes			91% volume increase over prior year	West
Medium	June 7 to 13	\$1,190	Series of red and yellow mango BOGO ads and a contest with prizes for creativity and sales	yes			95% volume increase over prior year	West
Medium	May 3 to June 27	\$7,026	Mango bins supported by feature ads	yes			89% volume increase over prior year	West
Medium	May 3 to May 27	\$6,251	Mango bins supported by feature ads, plus mangos featured as the Kids Club Adventure Fruit of the Month, and a shrimp and mango stuffed avocado recipe featured on social media	yes			409% volume increase over prior year	West
Medium	April 26 to May 23	\$4,825	Mango bins supported by feature ads	yes			42% volume increase over prior year	Central

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	May 15 to 28	\$2,420	Display contest in partnership with Bush's Black Beans, featuring NMB POS materials, Mango University and huge displays					National
Medium	May 7 to 20	\$5,806	Mango bins supported by feature ads	yes			177% volume increase over prior year	Northeast
Medium	May 31 to June 2	\$5,500	Mangos featured at produce expo with three classroom style presentations plus a booth on the expo floor					Central
Medium	April 26 to May 2	\$7,000	Build a Better Basket who and fresh cut mango promotion including ads, recipe in social media and custom signage	yes	yes		8% volume increase over prior year	Central
Medium	May 3 to 30	\$3,802	Mango bins supported by feature ads	yes			462% volume increase over prior year	Southeast
Medium	April 27 to May 3	\$3,120	Mango bins supported by feature ads	yes				Northeast
Medium	June 16 to 23	\$500	Mango ad supported by a section on mangos in the produce manager bulletin	yes				Northeast
Medium	June 11 to 24	\$8,295	Mango bins supported by feature ads	yes			50% volume increase over prior year	Central
Medium	May 3 to 9	\$2,000	Sales and display contest using mango salsa and guacamole recipes on displays and website, supported by a mango ad	yes			42% volume increase over prior year	West
Medium	May 3 to 30	\$3,895	Mango Bins supported by in store specials and case sales, plus passive demos and social media support	yes			23% volume increase over prior year	West
Medium	May 3 to June 27	\$4,732	Mango bins placed at the store entrance supported by feature ads and cross promotions in the meat and seafood departments	yes			320% volume increase over prior year	West
Medium	April 27 to May 3	\$1,384	Mango bins supported by feature ads	yes				Northeast
Medium	April 23 to 29	\$5,135	Mango bins supported by feature ads	yes			3% volume increase over prior year, 60% increase in honey mango volume	Northeast
Medium	May 14 to 20	\$3,120	Mango bins supported by feature ads	yes			95% volume increase over prior year	Northeast
Large	March 26 to May 15	\$3,832	Weekend mango sampling events partnered with Tajin fruit spice in 41 stores, supported by mango ads and secondary displays	yes			126% volume increase over prior year	West
Large	April 4 to May 9	\$5,000	Ripe mango promotion with custom signage, front of store displays and demo events supported by ads	yes			55% volume increase over prior year	Central
Large	April 29 to May 5	\$9,320	Mango bins supported by feature ads	yes				Northeast
Very Large	April 28 to May 4	\$21,160	Mango bins supported by feature ads	yes			125% volume increase over prior year	Northeast
Very Large	June to December	\$500	Full page of mango education in this wholesaler's vendor produce manual, delivered to 300 store-level produce managers					Northeast
Very Large	April to June	\$1,000	Nationwide distribution of "In Season" magazine with a full-page page about mangos in both the English and Spanish versions					National
Very Large	June 9 and 10	\$10,000	Demo events in 50 stores from an under-performing area, supported by secondary displays				24% volume increase over prior year	National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Very Large	June 15 to 21	\$6,000	Three days of mango demo events in all stores, supported by a mango feature ad, recipe on website and secondary displays	yes			28% volume increase over prior year	Southeast
Very Large	April 30 to May 27	\$9,245	Mango bins placed in high visibility areas				27% volume increase over prior year	National
Small	June 27 to July 31	\$1,000	Fresh cut mangos promoted with a "Mango Summertime Smoothie" in a blog post and in the produce department's "Chop Shop" via mobile displays		yes	yes	143% volume increase over prior year	West
Small	September 1 to 30	\$1,500	Ad challenge with ads or in store specials all month compared to none the prior year, supported by mango recipes in the summer magazine and social media plus cross promotional displays with Tajin throughout the stores	yes			28% volume increase over prior year	West
Small	August 23 to September 5	\$1,500	Mango Spectacular promotion with huge custom signage over huge mango displays and a sales contest			yes	294% volume increase over prior year	Central
Small	August 11 to 17	\$1,500	Mango ad featuring the mango.org logo supported by increased display space	yes			334% volume increase over prior year	Northeast
Small	August 22 to September 4	\$1,500	End of Mexican season mango promotion with increased display space and a 3-day Hot Buy sale	yes			200% volume increase over prior year	Central
Small	July 11 to 24	\$1,400	Sales contest featuring organic mangos with custom signage			yes	270% volume increase over prior year	Southeast
Small	August 1 to 31	\$4,500	Mangos featured as a Back To School produce ad with custom signage, ad or in store specials all month and increased display space	yes			111% volume increase over prior year	West
Small	July 12 to 25	\$3,000	Sales and display contest supported by huge displays and mango ads	yes				Central
Small	July 15 to 31	\$1,500	Sales contest supported by a feature ad	yes			37% volume increase over prior year	Northeast
Small	July 21 to 29	\$1,500	Mango ad supported by increase display space plus a mango recipe on Facebook and flyer	yes				Northeast
Small	September 8 to 14	\$1,500	Fresh cut mango ad with increased shelf space and social media promotion	yes	yes		109% volume increase over prior year	Northeast
Small	August 11 to 17	\$2,000	Mango ad featuring the mango.org logo supported by increased display space	yes			282% volume increase over prior year	Northeast
Various	July	\$11,530	Mango Mania national display contest with POS kits to shipped to 3909 stores and 184 entries received, for a record-breaking year				83% volume increase over prior year	National
Small	July 1 to 31	\$1,500	Sales contest supported by hot buy pricing, with increased display space and multiple sizes offered	yes			40% volume increase over prior year	West
Small	September 15 to 17	\$500	Mango demo events in 20 stores plus increased display space in all stores					Northeast
Small	July 14 to 20	\$1,500	Fresh cut mango ad with usage ideas	yes	yes		45% volume increase over prior year	Northeast
Small	August 16 to 30	\$1,500	Huge mango displays with XL Keitt supported by a series of adS	yes			496% volume increase over prior year	Central
Various	Various through Q3	\$0	Partnered demo events funded by Tajin in exchange for inclusion in the NMB's Mango Mania Display Contest					West
Small	August 9 to 29	\$3,000	Fresh cut and whole mango promotion featuring ripened XL Keitt mangos with POS and increased display space	yes	yes		101% volume increase over prior year	Central

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	September 3 to 6	\$8,000	"Knowledge Based Selling" event with mangos feature at the front of produce, demos in all stores, sales goals for department managers and mango education included in the produce manager bulletin				62% volume increase over prior year	Northeast
Medium	July 7 to 20	\$2,500	Two weeks of mango ads supported by increased display space	yes			6% volume increase over prior year	Northeast
Medium	August 3 to 30	\$2,000	Mango recipes promoted via social media supported by increased display space and ads, plus talking point and merchandising ideas sent to produce department managers	yes			50% volume increase over prior year	West
Medium	July 5 to August 1	\$3,000	Grilling promotion featuring fresh cut mango plus mango-veggie kabobs in both the fresh cut fruit and the meat displays, supported by a feature ad and secondary display	yes	yes		136% volume increase over prior year	West
Medium	August 1 to 31	\$3,000	"Fire Up The Grill" promotion with recipes at the mango display plus secondary display in the meat department, supported by social media and a series of hot buy ads	yes			103% volume increase over prior year	West
Medium	June 28 to August 1	\$4,000	Mango Mania sales and display contest with POS, custom signage, special pricing and coupon sale	yes			57% volume increase over prior year	Central
Medium	July 1 to 31	\$3,000	Multiple varieties on ad or in store special all month, hot pricing and increased display space	yes			677% volume increase over prior year	West
Medium	July	\$6,000	Secondary displays supported by hot price case sales				21% volume increase over prior year	National
Medium	August 1 to 31	\$4,000	Green mango push with displays throughout the store supported by ads and in store specials	yes			32% volume increase over prior year	West
Medium	July 5 to August 1	\$4,000	Month-long sales contest with high profile displays, custom signage and ad support	yes			25% volume increase over prior year	Southeast
Medium	June 28 to August 1	\$8,500	Month-long mango push with big displays of both honey and round mangos in multiple sizes and as support the entire month	yes			17% volume increase over prior year	Central
Medium	August 23 to September 12	\$1,500	Ad challenge with weekly ads and increased display space	yes			42% volume increase over prior year	Southeast
Medium	August 18 to 24	\$2,000	Huge mango ad with how-to-cut graphics supported by increased display space	yes			11% volume increase over prior year	Northeast
Medium	July 5 to 25	\$2,500	Three weeks of aggressive ad pricing supported by multiple displays in produce, plus recipe and mango call-outs on social media	yes			31% volume increase over prior year	West
Medium	September 6 to 26	\$3,500	Green mango push with multiple displays with recipe cards, mango recipes featured on website home page, social media support and a series of ads	yes			49% volume increase over prior year	West
Medium	July 12 to August 1	\$2,000	Case sale promotion supported by recipes at the display, recipes featured on website, and a usage idea in the ad	yes			65% volume increase over prior year	West
Medium	July 13 to 19	\$1,500	Mango ad and secondary displays in support of the Mango Mania Display Contest	yes			178% volume increase over prior year	Northeast
Medium	July 1 to August 31	\$2,000	Mangos feature in Healthy Bites program, including recipe, how to cut and mango fun facts in the magazine plus weekly feature ads and increased display space	yes				Northeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	July 3 to 30	\$1,500	Volume challenge to beat last July's month-long mango push, supported by multiple displays throughout the store, aggressive pricing, ads, plus mango recipes online and in stores	yes			16% volume increase over prior year	West
Large	July 1 to 31	\$5,500	"Surf and Sunshine" promotion with healthy lifestyle and breakfast recipes at the display, custom signagesocial media and ads	yes			142% volume increase over prior year	West
Large	July 28 to August 1	\$2,100	Month-long promotion centered around the Mango Mania display contest with POS, increased display space and mango ads	yes			128% volume increase over prior year	Southeast
Large	September 17 to 23	\$3,000	Fresh cut mango ad for 8 oz container	yes	yes		29% volume increase over prior year	Northeast
Large	July 12 to 25	\$9,000	Huge mango displays with whole conventional and organic multi-variety assortments plus fresh cut mango in multiple cups and bowls		yes	yes	88% volume increase over prior year	National
Very Large	August 1 to 31	\$3,550	Quarter page ad in consumer magazine with how to cut graphics supported by two ads and increased displays	yes				Northeast
Very Large	July 2 to 29	\$4,000	Month-long mango push stores involved in NMB display contest plus a Mango 101 presentation at the wholesaler's food show					Central
Very Large	July 1 to September 30	\$3,000	Ad challenge with 7 ads compared to 2 in the prior year, plus honey mango description in the ads and increased display space	yes			200% volume increase over prior year	Northeast
Very Large	september 6 to October 3	\$4,000	Fall into mangos promotion with increased display space and hot pricing	yes			77% volume increase over prior year	Southeast
Very Large	August 16 to September 10	\$10,000	Demo events in 251 stores designed to educate and drive mango awareness, supported by increased display space and ads	yes				National
Very Large	August 3 to 30	\$6,000	Ad challenge with ads all month for convention and organic mangos, supported by increased display space and educational flyer sent to produce department managers	yes		yes	113% volume increase over prior year	Southeast
Very Large	July 2	\$14,400	Partnered demos with Tajin supported by end cap secondary displays and special pricing				10% volume increase over prior year	National
Very Large	August 2 to September 18	\$6,000	Late season mango push with ads and increased displays in all banners culminating in a one-week mango spectacular at 500 stores	yes			914% volume increase over prior year	Southeast
Very Large	July 20 to 23	\$29,954	Partnered demo events with mango, peaches and ice cream in 218 stores with mango education handouts and oversized front of department mango displays				41% volume increase over prior year	National
Very Large	June 29 to July 8	\$6,992	Partnered demo events with mango and Tajin in 76 stores with mango education handouts and oversized front of department mango displays				4% volume increase over prior year	National
Small	October 11 to 24	\$1,500	Mango Poke Bown promotion with special signage at the mango display and the deli foods counter, plus a blog post and feature ad	yes			38% volume increase over prior year	West

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	December 6 to 19	\$1,500	Mango ad challenge with two ads in December (none in 2016) supported by secondary displays in stores	yes			69% volume increase over prior year	West
Small	November 30 to December 8	\$2,000	Holiday mango promotion with ads in all banners and secondary displays in stores	yes			123% volume increase over prior year	Central
Small	December 13 to 26	\$1,500	Fresh cut mango promotion with special in-store pricing and increased display space		yes		617% volume increase over prior year	Southeast
Small	December 6 to 22	\$1,500	Christmast mango display contest featuring huge displays, social media promotion and mango feature ads	yes				Central
Small	November 15 to December 12	\$2,000	Pick & Prep fresh cut mango promotion with additional space allocation and feature ad support	yes	yes		28% volume increase over prior year	southeast
Small	October 25 to November 14	\$1,500	Conventional and organic mango promotion including special signage, secondary displays and ad support	yes		yes	12% volume increase over prior year	Southeast
Small	October 18 to 23	\$1,500	Halloween mango promotion for extra-large mangos, supported by secondary displays and in-store special pricing				15% volume increase over prior year	Central
Small	December 6 to 13	\$1,500	Pre-holiday push for large mangos supported by a feature ad and secondary display space	yes			10% volume increase over prior year	Central
Small	October 1 to 21	\$1,000	Mango demos in 36 stores supported by increased display space and a hot price					Northeast
Small	December	\$2,000	Mango ad challenge with ads for two weeks in December (none in 2016), supported by secondary displays in stores	yes			96% volume increase over prior year	Northeast
Small	October 11 to 17	\$1,500	Incremental mango ad in October supported by secondary displays in stores and a mango recipe on the retailer's website	yes			39% volume increase over prior year	West
Small	October 1 to November 30	\$1,500	Mangos featured with a recipe and mango.org logo in retailer's consumer magazine, supported by secondary displays in stores					Northeast
Small	November 29 to January 2	\$2,000	Mango ad challenge with ads every week in December, supported by secondary displays in stores	yes			63% volume increase over prior year	West
Medium	September 26 to October 30	\$2,500	Blogger promotion for organic mangos with a smoothie recipe featured on website and social media, supported by a feature ad and secondary display space	yes		yes	69% volume increase over prior year	West
Medium	December 27 to January 2	\$3,000	Sales contest for organic mangos, supported by a feature ad and secondary displays	yes		yes	95% volume increase over prior year	West
Medium	December	\$1,000	December ad challenge for the retailer to run 3 ads in 2017, supported by nutrition info and mango.org logo in the ad plus secondary displays in stores	yes			36% volume increase over prior year	Northeast
Medium	November 29 to December 5	\$1,500	Holiday entertaining mango promotion with the retailer's foodie spokesperson, including a recipe video on website and facebook, recipe card and secondary displays in store, plus a hot price ad	yes			244% volume increase over prior year	West
Medium	December 1 to 8	\$1,000	Hot ad with nutrition tag and mango.org logo, supported by secondary displays in stores	yes			40% volume increase over prior year	Northeast
Medium	December 13 to 26	\$4,000	Holiday mango promotion with a mango feature ad and secondary displays	yes			2% volume decrease from prior year	Southeast

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Medium	December 13 to 19	\$1,500	Fresh cut mango promotion with special in-store pricing on 16 oz mangos	yes	yes		36% volume increase over prior year	Southeast
Medium	October 11 to 24	\$2,500	Hot mango ad supported by secondary displays	yes			256% volume increase over prior year	Central
Medium	November 1 to 7	\$2,500	Mango ad challenge with incremental ads in all banners, supported by secondary displays in stores	yes			14% volume increase over prior year	Central
Medium	November 24 to December 12	\$2,500	Fresh cut mango featured in a feature ad	yes	yes		135% volume increase over prior year	Southeast
Medium	October 4 to 17	\$3,000	Fall mango push of whole and fresh cut mangos, supported by secondary displays and mango feature ads	yes	yes		49% volume increase over prior year	Southeast
Medium	November 29 to January 2	\$1,500	Four weeks of mango feature ads supported by multiple displays adjacent to seasonal produce items in stores and a mango recipe featured on the retailer's website	yes			35% volume increase over prior year	West
Medium	November 30 to December 6 and December 21 to 27	\$1,000	December ad challenge for the retailer to run 2 ads in 2017 (non were run in 2016), supported by secondary displays in stores	yes			219% volume increase over prior year	Northeast
Medium	December	\$1,500	December ad challenge for the retailer to run 3 ads in 2017, supported by nutrition info in the ad and secondary displays in stores	yes			30% volume increase over prior year	Northeast
Large	November 29 to January 2	\$3,000	Fresh cut mango promoted in holiday party platters, plus a mango/pomegranate mix for holiday cocktails, promoted via social media		yes		71% volume increase over prior year	West
Large	November 23 to 29	\$3,000	Mangos promoted in the feature ad as "Dietitian Pick" with citrus during Thanksgiving week, supported by secondary displays in stores	yes			9% volume increase over prior year	Northeast
Large	September 10 to November 4	\$2,000	Health and wellness promotion including promotion on website, secondary displays and ads	yes				Northeast
Very Large	November 29 to December 5	\$3,000	Mangos featured as "Produce Pick Of The Week" with mango.org logo in the ad and secondary displays in stores	yes			36% volume increase over prior year	National
Very Large	October 29 to December 2	\$1,500	Month-long fresh cut promotion with special pricing		yes			Central
Very Large	December 1 to 17	\$34,800	Hispanic-focused demo and education promotion with POS, recipes, custom signage and sampling events in 137 stores	yes				National
Very Large	December 7 to 26	\$4,000	Month-long mango promotion with custom signage at mango displays, secondary displays and two weeks of feature ads	yes			82% volume increase over prior year	Southeast
Very Large	November 25 and 26	\$24,481	Partnered demo events with Avocados from Mexico in 256 stores					National
Very Large	December 14 to 24	\$31,390	Partnered demo events with Avocados from Mexico in 334 stores					National
Very Large	December 28 to January 2	\$10,902	Partnered demo events with Avocados from Mexico in 57 stores					National
Q4 Market Response Promotions								
Small	November 29 to December 26	\$3,000	Month-long sales contest supported by four weeks of ads and huge displays with NMB POS	yes			436% volume increase over prior year	Central

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Small	November 29 to January 2	\$1,500	Three weeks of ads with mango.org logo plus special "Barn Burner" signs and secondary displays in stores	yes			18% volume increase over prior year	Southeast
Small	December 6 to 19	\$1,500	Two weeks of hot ad pricing on extra large mangos supported by secondary displays in stores	yes			38% volume increase over prior year	West
Small	November 22 to December 19	\$1,500	Mango recipes featured on the retailer's website, supported by two weeks of ads and secondary displays in stores	yes			73% volume increase over prior year	West
Small	December 6 to 12	\$3,000	Extra large mango ads in all banners supported by secondary displays in stores	yes			14% volume increase over prior year	Central
Medium	December 20 to January 2	\$1,500	Market response push with two weeks of ads and secondary displays with McCormick spices to promote a chutney recipe on the retailer's website, supported by secondary display and case sales in stores	yes		yes	238% volum increase over prior year	West
Medium	November 29 to December 12	\$3,000	Mango truckload promotion and contest with ads and secondary displays	yes			1349% volume increase over prior year	Central
Medium	December	\$3,000	Hot price in store on mango cases, supported by huge displays				76% volume increase over prior year	National
Medium	November 27 to December 22	\$3,000	"Wow" Promotion with 3 weeks of hot price ads with the mango.org logo and secondary displays in stores	yes			29% volume increase over prior year	Northeast
Medium	December 6 to January 2	\$3,000	Three weeks of front page ads supported by secondary displays in stores	yes				Central
Medium	December 6 to 12	\$1,500	Hot price mango ad supported by huge displays in stores	yes			86% volume increase over prior year	Central
Medium	November 26 to December 30	\$3,000	Three weeks of hot price mango ads supported by secondary displays in stores	yes			11% volume increase over prior year	Central
Medium	December 3 to 16	\$3,000	Holiday mango sales contest with hot in-store pricing and secondary displays				14% volume increase over prior year	Southeast
Medium	December 6 to 12	\$2,500	Holiday mango recipe promotion with recipe on website and in store, supported by a mango feature ad and secondary displays in stores	yes		yes	35% volume increase over prior year	West
Medium	November 16 to December 29	\$3,000	Ad challenge for the retailer to increase from 2 ads in 2016 to 4 ads during this period in 2017, supported by secondary displays in stores	yes			45% volume increase over prior year	Northeast
Very Large	December 1 to 7	\$5,000	Mango sampling events in 30 stores supported by 5 weeks of ads and secondary displays in stores	yes			8% volume increase over prior year	Northeast
Very Large	November 27 to December 22	\$3,000	Wholesaler sent bulletins to all store groups and independents encouraging them to promote mangos	yes			25% volume increase over prior year	Northeast
Very Large	December 15 and 16	\$7,500	Mango sampling events in 75 stores with retailer matching funds to double the number of events we would have had			yes	38% volume increase over prior year	National
Very Large	December 6 to 26	\$10,000	Mango demos in 83 stores supported by a series of mango ads and secondary display across multiple banners	yes		yes		National

Chain Size	Promotion Dates	Promotion Investment	Promotion Elements	Ad Included?	Fresh-Cut Included?	Organic Included?	Results	Region
Results Recap - All Regions			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.	Chain Size Legend				
Total Promotion Investment	\$764,292	Small		0 - 100 stores				
Total Number of Stores Impacted	58,176	Medium		101 - 300 stores				
Cost Per Store	\$13.14	Large		301 - 500 stores				
Total Number of Demo Events	6,109	Very Large		501+ stores				
% increase in mango volume due to NMB funded promotions	59%							
Results Recap - Northeast Region								
Total Promotion Investment	\$135,857							
Total Number of Stores Impacted	12,005							
Cost Per Store	\$11.32							
Total Number of Demo Events	302							
Results Recap - Central Region								
Total Promotion Investment	\$126,082							
Total Number of Stores Impacted	10,943							
Cost Per Store	\$11.52							
Total Number of Demo Events	195							
Results Recap - West Region								
Total Promotion Investment	\$130,368							
Total Number of Stores Impacted	7,526							
Cost Per Store	\$17.32							
Total Number of Demo Events	457							
Results Recap - Southeast Region								
Total Promotion Investment	\$72,626							
Total Number of Stores Impacted	7,839							
Cost Per Store	\$9.26							
Total Number of Demo Events	3,336							
Results Recap - National Retailers								
Total Promotion Investment	\$299,359							
Total Number of Stores Impacted	19,863							
Cost Per Store	\$15.07							
Total Number of Demo Events	1,819							



National Mango Board 2017 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	Mi Pueblo	Superior Grocers
Albertsons/Safeway, all divisions	Food City/K-VA-T	Mitchell Grocery	Supervalu, some divisions
Aldi	Food Lion	Northgate Supermarkets	Target/SuperTarget
Associated Wholesale Grocers (AWG)	Food Maxx	Piggly Wiggly Alabama	The Fresh Market
Bashas'	Giant Eagle	Price Chopper	Tops Markets
Bi-Lo	Hannaford Brothers	Price Rite	Unified Grocers
Big Y	Harris Teeter	Publix	Vallarta
BJ's Wholesale Clubs	Harvey's	Raley's	Wakefern/Shoprite
Bozutto's	H-E-B	Redner's Markets	Walmart
Bristol Farms	Hy-Vee	Restaurant Depot/Jetero	Wegman's
Brookshire Grocery Company	Ingles	Roche Brothers	Weis Markets
Cardenas Markets	Key Foods	Roundy's/Mariano's	Whole Foods
Central Market	King Kullen	Rouse's	WinCo Foods
Costco	King's Supermarkets	Sam's Club	Winn Dixie
Cub Foods	Krasdale	Save Mart	
D'Agostino's	Kroger, all divisions	Schnucks	
DeCA Commissaries	Lowes Foods/MDI	Sedano's	
Earth Fare	Lowes Markets	Shoppers Food & Pharmacy	
El Super	Lund's and Byerly's	Smart & Final	
Fairway	Marc's	Spartan/Nash Finch	
Fareway Stores	Market Basket	Sprouts	
Farm Fresh	Meijer	Stater Brothers	