



NATIONAL MANGO BOARD

RETAIL DIETITIAN NUTRITION TOOLKIT

Mango
.org





ABOUT THIS TOOLKIT

Mango is one of the most popular fruits in the world, but there's still so much U.S. shoppers have to discover about their delicious flavor and naturally invigorating health and wellness benefits.

This retail dietitian toolkit helps you share the naturally invigorating benefits of mango. Inside, you'll find mango nutrition facts, recipes, merchandising ideas and ready-to-use content to inspire basket-building.

From turnkey activations and department integrations to demos and media segments, this toolkit supports your year-round promotions.

We hope you taste the joy of mango – and don't forget to connect with the National Mango Board for more resources and inspiration.



National Mango Board

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The National Mango Board is supported by assessments from domestic and imported mangos. The board's mission is to increase consumption of fresh mangos in the U.S. by inspiring consumers to discover the culture, flavor, nutrition and versatility of mangos.



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THE JOY OF FRESH MANGO

Discover why mango is so beloved
around the world and what makes it
the *King of Fruits*

IN THIS SECTION

Why Mango is the “King of Fruits”

Fast Mango Facts

Shopper Insights & Attitudes



MANGO: THE KING OF FRUITS

MANGO IS KNOWN AS THE KING OF FRUITS.

Mango is one of the most beloved fruits in the world. Native to India and Southeast Asia – where they've been cultivated for over 5,000 years – mango is now a fast-growing favorite in American households.

For centuries, mango has symbolized life, love and happiness.

Buddhist monks once cultivated mangos as sacred trees, and legend holds that Buddha meditated in the calm of mango groves. Every part of the mango – pulp, peel, seed, leaves and bark – has long been valued for its flavor and wellness properties.

Today, mango continues to inspire with its vibrant taste, versatility and feel-good nutrition.



Mango is always in season, thanks to six main varieties grown across the U.S. and the world.

From smoothies to salsas, salads to grain bowls and even straight off the peel, there are endless ways to enjoy mango's tropical flavor all year long.



**THE PAISLEY
PATTERN THAT
ORIGINATED IN INDIA
IS BASED ON THE
SHAPE OF A MANGO**



**MANGO IS THE
NATIONAL
FRUIT OF INDIA,
PAKISTAN AND
THE PHILIPPINES**



**1 IN 4
AMERICANS HAVE
ORIGINS IN COUNTRIES
WHERE MANGO IS A
HERITAGE FRUIT**

DID YOU KNOW?

FAST FACTS ABOUT MANGO



There are 500+ varieties of mango around the world.

Most of the mangos sold in the U.S. are one of 6 varieties: Tommy Atkins, Haden, Kent, Keitt, Honey and Francis.



One serving* of mango contains just 70 calories and over 20 important vitamins and minerals.

Mango is an excellent source of Vitamin C (50% DV) and a good source of folate (15% DV) and copper (15% DV), and has healthy fiber, bioactives and antioxidants.



Mango is in season all year long, hitting its peak in the summer.

Most mangos sold in the U.S. come from Mexico, Peru, Ecuador, Brazil and Guatemala.



Mango (*Mangifera indica* L.) is classified as a stone fruit or drupe.

The mango belongs to a family of flowering plants known as Anacardiaceae, which also includes cashews, pistachios and sumac.

*Serving size = 3/4 cup DV = % Daily Value

Source: USDA National Nutrient Database for Standard Reference



MANGO MINDSET

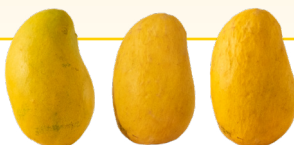
SHOPPER INSIGHTS & ATTITUDES

Mango lovers are all in. They buy often, grab more than one, and keep coming back – making them a ripe audience for fresh ideas, nutrition tips, and easy ways to enjoy mango every day. It's also a chance to connect with new shoppers and help them discover what mango fans already know.

Mango consumers eat them frequently and plan out their purchase, meaning inspiration can start before they get to the store and reinforced as they shop.

8 IN 10

(79%) PLAN THEIR MANGO PURCHASES



TWO-THIRDS

(66%) BUY 3 OR MORE MANGOS AT A TIME



45%

NEARLY HALF

PURCHASE MANGO YEAR-ROUND

9 IN 10



(89%) MANGO CONSUMERS PICK THEIR OWN MANGOS IN-STORE



TOP 3 FAVORITE WAYS TO ENJOY FRESH MANGO

1

A SNACK ON THEIR OWN

2

IN A SMOOTHIE OR BLENDED DRINK

3

AS A SNACK WITH OTHER FOODS



MANGOS ARE MOST OFTEN EATEN IN THE MORNING OR IN THE AFTERNOON BETWEEN MEALS

NEARLY HALF

(48%) OF MANGO CONSUMERS BUY MANGOS ONCE A WEEK OR MORE



Source: National Mango Board Audience Awareness & Usage (AAU) and Segmentation Study, June 2025. Survey of 2,000 U.S. adults.



MANGO 101

Learn the basics about this
anything-but-basic fruit

IN THIS SECTION

Varieties & Availability

Ripeness: How to Choose Your Mango

Demos: How to Cut Your Mango



MEET YOUR MANGO

VARIETIES AND AVAILABILITY

Any time of year, you'll likely find one of six mango varieties in store. Each offers a distinct flavor and texture, so explore different types, ripeness levels and seasons to experience them all.

TOMMY ATKINS

Blushing and gently sweet

This mango offers small, subtle hints of tropical fruit and citrus aroma. The flavor is more tart than sweet, and fibers throughout the flesh add an exciting texture to each bite.

PEAK AVAILABILITY: Mar–Jul

COLOR: Dark red blush, with green and orange–yellow accents

FUN FACT: Originally from Florida, it's the most widely grown commercial variety.



HONEY

Blushing and gently sweet

Like the name suggests, this particular mango is a brilliant vibrant yellow, offering a tropical, peachy aroma and a sweet and sour flavor experience.

PEAK AVAILABILITY: Mar–Jun

COLOR: Vibrant yellow

FUN FACT: Also known as Ataulfo, Yellow or Champagne mango



KENT

Juicy, sweet and rich

This mango is juicy, sweet and boasts an enticing tropical aroma. Its gorgeous dark green skin protects bright yellow flesh, making it the perfect colorful addition to any plate.

PEAK AVAILABILITY: Dec–Feb, Jun–Aug

COLOR: Dark green with a dark red blush

FUN FACT: Ideal for juicing and drying



KEITT

A sweet and fruity green machine

These green blushing beauties are as sweet as can be! Each bite is firm, juicy and better than the last.

PEAK AVAILABILITY: Jul–Sep

COLOR: Dark to medium green with an occasional pink blush

FUN FACT: Skin stays green when ripe



FRANCIS

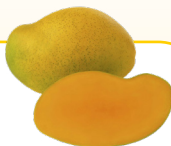
The triple threat: rich, spicy, sweet

Carrying a dreamy aroma of peaches, Francis mangos offer a sweet, fruity explosion of flavor with every bite.

PEAK AVAILABILITY: Apr–Jun

COLOR: Bright yellow with green overtones

FUN FACT: A special gem grown only in Haiti



HADEN

Big red tropical boldness

This vibrant canvas of bright red, green and yellow opens to reveal a tantalizing mix of sweet, sour and just a hint of bitter tropical bliss.

PEAK AVAILABILITY: Mar–May

COLOR: Bright red with green and yellow tones and small white dots

FUN FACT: Green turns to yellow as it ripens



HOW TO CHOOSE

JUDGING MANGO RIPENESS

Six major varieties of mango are available at different times of the year, and each has a slightly different look, so color isn't the best guide to ripeness. Pick it up instead!



GIVE IT A GENTLE SQUEEZE

A ripe mango will give slightly. A medium-ripe mango will be somewhat firm, and an unripe mango will be very firm to the touch.

SMIFF THE SWEETNESS

A ripe mango will sometimes have a fruity aroma at its stem. When considering how to choose a fresh mango, this is one of the most enjoyable ways!

COMPARE TO OTHER STONE FRUITS

Use your experience with produce such as peaches and avocados to help you easily choose a mango, since they also become softer as they ripen.

IN A HURRY?
TO SPEED UP
RIPENING, PLACE
MANGO IN A
PAPER BAG.

MANGO CAN BE ENJOYED AT ALL LEVELS OF RIPENESS!

Mango flavor ranges from sour-tart for unripe mango (great for crunchy salads or pickling) to naturally sweet for ripe mango (soft and creamy).



HOW TO STORE YOUR RIPE MANGO

Once ripe, store mango in the refrigerator to slow further ripening – it'll keep for up to five days.

Peeled and cubed mango can be refrigerated in an airtight container for a few days or frozen for up to six months.



HOW TO CUT

EASY PEEL & CUT DEMO INSTRUCTIONS

A mango has one long, flat seed in the center of the fruit. Once you learn how to work around the seed, the rest is easy.

Always use a clean knife and cutting board to cut a mango. Sanitize your hands, work area, utensils and cutting board before handling or cutting any fruits or vegetables, especially if you've handled any type of meat or seafood.

HOW TO CUT A MANGO INTO SLICES



1
Slice each side just past the seed, about 1/4 inch from the center.



2
Slice the flesh without breaking the skin.



3
Scoop out chunks with a large spoon and enjoy!

HOW TO CUT A MANGO USING A MANGO SPLITTER



1
Stand the mango stem-end down on a cutting board. Align the Mango Splitter with the widest part of the fruit and center it over the top.



2
Firmly push down to separate the mango flesh from the seed.



3
Use the "Slice and Scoop" method to cut the mango into cubes or slices and separate the flesh from the skin.

VIDEO:
HOW TO CUT A MANGO

mango.org/how-to-cut-a-mango



HOW TO CUT

EASY PEEL & CUT DEMO INSTRUCTIONS

MORE WAYS TO PEEL A MANGO



WITH A GLASS — this works well for a fully ripe mango



WITH A LARGE SPOON — this works well for a fully ripe mango



WITH A PEELER — this works best for firmer mango that is unripe or just about ripe.



WITH A KNIFE — this works best for firmer mango that is unripe or medium ripe and require extra care when handling.





NATURALLY INVIGORATING: HEALTH & WELLNESS BENEFITS

All the delicious, feel-good ways fresh
mango fuels your health

IN THIS SECTION

Nutrition & Wellness Fact Sheet

Mango Mythbusters

Nutrition Facts





THE NATURALLY INVIGORATING MANGO

Mango, the King of Fruits, delivers a joyful burst of flavor and natural nutrition. Its sweet, tropical taste fuels energy, vitality and well-being—making it a delicious, feel-good addition to any snack or meal.

SUSTAINING ENERGY: FUEL FOR EVERY DAY

Mango is a delicious source of natural sugars and fiber—a combo that slows digestion and supports a steady, balanced release of energy. That means no sudden spikes or crashes – just invigorating, feel-good fuel.

ONE SERVING* OF MANGO HAS:

Naturally
sweet, no
added sugar

7% of your daily fiber
(2g) which helps slow
absorption of sugars

8% of your daily vitamin B6 which helps
maintain normal blood sugar

LONGEVITY AND VITALITY: HELPS HEART HEALTH

Nutrient-dense fruits play a meaningful role in supporting cardiovascular and metabolic health, and fresh mango is a nutrient-dense powerhouse.

Mango is a source of nutrients like fiber and vitamin C, which may support blood sugar control, weight management and overall wellness.

ONE SERVING OF MANGO CONTAINS:

More than
20 vitamins,
minerals and
antioxidants

Only 70 calories, supporting
weight management

No saturated fats,
sodium or cholesterol

WELLNESS AND MOOD: GUT HEALTH FROM THE INSIDE OUT

Your gut does more than digest food – it shapes how you feel, think and live. And mango supports it all with a naturally invigorating combination of fiber, hydration and bioactives (like antioxidants) that nurture your microbiome.

ONE SERVING OF MANGO INCLUDES:

83% water,
making them
a natural
source of
hydrating fluid

High in antioxidant
vitamin C (50% DV)

Prebiotic fiber and
polyphenols, which may help
support a healthy gut

*Serving size = ¾ cup DV = % Daily Value
Source: USDA National Nutrient Database for Standard Reference



Mango is more than a sweet treat—it's a vibrant source of nourishing nutrients that support whole body wellness.

One serving* of mango contains just 70 calories and over 20 important vitamins and minerals. It's an excellent source of vitamin C, a good source of folate and copper and is a source of healthy fiber, bioactives and antioxidants.

SKIN HEALTH

Mango has key nutrients that help maintain a glowing complexion and support tissue repair.

Vitamin A (8% DV): essential for healthy skin, eyes and cell regeneration

Vitamin E (8% DV): antioxidant that supports skin cell health

Polyphenols like beta-carotene, lutein, flavonoids and mangiferin may offer skin and cells antioxidant and anti-inflammatory benefits¹

Hydration with 83% water content

IMMUNE HEALTH

No matter the season, nutrients in mango offer everyday support for your immune system.

Vitamin C (50% DV): immune-supporting nutrient that also aids in iron absorption and collagen formation

Vitamin B6 (8% DV): plays a role in immune regulation and energy metabolism

Copper (15% DV): helps maintain immune defenses and supports red blood cell production

BRAIN HEALTH

Mango's nutrient makeup helps support brain health and offers cognitive benefits.

Vitamin B6 (8% DV): supports brain and nerve development, and it helps the body use sugars – the brain's preferred source of fuel

Vitamin C (50% DV): supports healthy cognitive and neurologic function

BODY BENEFITS

From top to toe, mango has nutrients that support overall wellness.

Carbohydrates: natural source of glucose, fructose and sucrose for quick, clean-burning energy

Fiber (2g per serving / 7% DV): helps you feel fuller longer, supports digestive regularity and contributes to stable blood sugar

Folate (15% DV): good source of folate supports cardiovascular and DNA health, especially important during periods of growth and pregnancy

Vitamin C (50%): important for wound healing and oral health

*Serving size = 3/4 cup DV = % Daily Value

Source: USDA National Nutrient Database for Standard Reference

NATURALLY INVIGORATING: HEALTH & WELLNESS BENEFITS

¹ Burton-Freeman BM, Sandhu AK, Edirisinghe I. Mangos and their bioactive components: adding variety to the fruit plate for health. Food Funct. 2017 Sep 20;8(9):3010–3032. doi: 10.1039/c7fo00190h. PMID: 28612853.

MANGO MYTHBUSTERS



BLOOD SUGAR MANAGEMENT & DIABETES

Mango provides natural sugars for quick, nourishing energy – plus 2g of fiber per serving (7% DV), a nutrient most Americans need more of, especially for normal blood sugar management.

Emerging research suggests mango may play a role in blood sugar management, particularly among people with overweight or obesity. One recent study found that eating two cups of fresh mango daily may help lower insulin levels and improve insulin sensitivity in adults with chronic low-grade inflammation.¹

CARBOHYDRATES & WEIGHT MANAGEMENT



Concerns about sugar have caused some to question fruit's role in a healthy diet – especially for weight management. But the natural sugars in whole fruits like mango come with fiber, water and nutrients that slow digestion and support steady energy.

As interest in metabolic health rises, understanding fruit's role is key. **Mango may support weight maintenance and overall well-being.**^{1,2}

FRUIT & BALANCED DIET



Most Americans fall short on whole fruit intake, but research shows that some mango eaters tend to have better overall diet quality and higher nutrient intake—especially among older adults and women of childbearing age, two groups often at risk for nutrient gaps.³

Mango offers a simple, delicious way to nourish the heart, body and mind with every bite.

References:

- 1 Pett, K. D., et al. (2025). Mango Consumption Is Associated with Increased Insulin Sensitivity in Participants with Overweight/Obesity and Chronic Low-Grade Inflammation. *Nutrients*, 17(3), 490. <https://doi.org/10.3390/nu17030490>
- 2 Evans, S. F., et al. (2014). Mango supplementation improves blood glucose in obese individuals. *Nutrition and Metabolic Insights*, 7. <https://doi.org/10.4137/NMI.S17028>
- 3 Fulgoni, K., & Fulgoni, V. L., III. (2024). Mango Consumption Was Associated with Higher Nutrient Intake and Diet Quality in Women of Childbearing Age and Older Adults. *Nutrients*, 16(2), 303. <https://doi.org/10.3390/nu16020303>

Serving size = ¾ cup, DV = % Daily Value

Source: USDA National Nutrient Database for Standard Reference

BY THE NUMBERS

MANGO NUTRITION FACTS LABEL



**EXCELLENT
SOURCE OF
VITAMIN C**



**GOOD
SOURCE OF
FOLATE**



**GOOD
SOURCE OF
COPPER**



Nutrition Facts

3/4 cup pieces
(124g)

Serving Size

Amount per serving

Calories **70**

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 0g 0%

Total Carbohydrate 19g 7%

Dietary Fiber 2g 7%

Total Sugars 17g

Includes 0g Added Sugars 0%

Protein 1g 2%

Vitamin D 0mcg 0%

Calcium 14mg 2%

Iron 0.2mg 2%

Potassium 208mg 4%

Vitamin A 67mcg RAE 8%

Vitamin C 45mg 50%

Vitamin E 1.11mg 8%

Vitamin K 5.2mcg 4%

Thiamin 0.035mg 2%

Riboflavin 0.047mg 4%

Niacin 0.828mg 6%

Vitamin B6 0.147mg 8%

Folate 53mcg 15%

Vitamin B12 0mcg 0%

Phosphorus 17mg 2%

Magnesium 12mg 2%

Zinc 0.11mg 2%

Copper 0.137 mg 15%

Manganese 0.078 mg 4%

Selenium 0.7 mcg 2%

Pantothenic Acid 0.244 mg 4%


Choline 9.4 mg 2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Source:
U.S. Department of Agriculture, Agricultural Research Service. 2016.
USDA National Nutrient Database for Standard Reference, Release
28. USDA #09176 Mangos, raw.

NATURALLY INVIGORATING: HEALTH & WELLNESS BENEFITS





BEYOND THE PRODUCE AISLE

Mango is delicious on its own, and even better with shoppers' favorite foods

IN THIS SECTION

12 Ways to Naturally Invigorate Your Meals with Mango

DEPARTMENT INTEGRATIONS:

**Produce • Meat & Seafood • Dairy
Bakery • Pantry • Prepared Foods**

IDEA INSPIRATION

6 EVERYDAY WAYS TO ENJOY MANGO



BREAKFAST & BRUNCH

Mango Yogurt and
Granola Bowl

Mango Berry
Breakfast Crisp



SMOOTHIES & JUICES

Easy Mango Smoothie Bowl
with Toppings

Mango Agua Fresca



LIGHT BITES

Mango Bruschetta
Tropical Mango Guacamole



HANDHELDS

Mango Chicken
Lettuce Wraps

Baja Fish Tacos with
Mango Salsa



SWEET & SAVORY SALADS

Mango Jicama Salad

Grilled Mango & Goat
Cheese Salad



ON THEIR OWN

Diced, Sliced or Cubed

With Flavors like
Tajin or Chamoy

A LIBRARY OF HEALTHY MANGO
RECIPES CAN BE FOUND AT
mango.org/recipes



IDEA INSPIRATION

6 CULINARY CREATIONS WITH MANGO



MEATS & POULTRY

Mango Pork Adobo
Mango Habanero Wings



SEAFOOD

Mango Shrimp Ceviche
Spiced Salmon with
Mango Avocado Salad



HOT & COLD SOUPS

Quick and Nourishing
Mango Carrot Soup
Fresh Mango Gazpacho



SAUCES, JAMS AND CONDIMENTS

Mango Habanero Salsa
Pickled Green Mango Relish



BAKED GOODS

Raspberry Mango Muffins
Easy Mango Pie



HEALTHY TREATS & DESSERTS

3-Ingredient Mango Sorbet
Vegan No-Bake Mango
Cheesecake Bites

A LIBRARY OF HEALTHY MANGO
RECIPES CAN BE FOUND AT
mango.org/recipes



DEPARTMENT INSPIRATION

NUTRITIOUS PAIRING WITH PRODUCTS ACROSS AISLES

PRODUCE



Mango is a natural standout in the produce aisle – not just for its vibrant color, but for its versatility. Encourage shoppers to explore fruit and vegetable pairings that elevate both flavor and nutrition.

PAIRING IDEAS:

Mango + avocado
for tropical guacamole or fresh salsa

Mango + citrus
for a bright fruit salad

Mango + leafy greens
for refreshing, fiber-rich salads

Mango + peppers or cucumbers
for sweet-and-savory snack boards

MEAT & SEAFOOD



Fresh mango brings a burst of flavor to proteins, acting as a natural tenderizer and sweet-savory accent. It's a go-to for marinades, toppings or sides that add balance to grilled or roasted meats.

PAIRING IDEAS:

Mango salsa
over grilled chicken or fish

Mango marinade
for pork or turkey

Mango chunks in shrimp skewers or ceviche

Mango + chili or lime
for a bold topping on tacos or bowls

DAIRY



Mango pairs well with creamy textures and tangy dairy products, offering a flavorful contrast that elevates everyday staples. Highlight pairings that work for breakfast, snacks or smoothies.

PAIRING IDEAS:

Mango + Greek yogurt or cottage cheese

Mango slices with cheese cubes
on snack trays or boards

Mango + kefir
or drinkable yogurts for a tropical twist

Mango + cream cheese
on toast or bagels

DEPARTMENT INSPIRATION

NUTRITIOUS PAIRING WITH PRODUCTS ACROSS AISLES

BAKERY



The natural sweetness and texture of mango complements baked goods and bread-based meals. Feature ideas that inspire simple upgrades or creative combinations.

PAIRING IDEAS:

Mango + whole grain toast or muffins

Mango chutney paired with artisan breads or naan

Mango in breakfast wraps or croissant sandwiches

Mango slices on waffles or pancakes

PANTRY



From grains and legumes to spices and sauces, pantry staples are a great way to showcase mango's adaptability in savory or global-inspired dishes.

PAIRING IDEAS:

Mango + quinoa, couscous, or brown rice for grain bowls

Mango + coconut milk in curry-style dishes

Mango + beans in plant-forward salads or wraps

Mango + shelf-stable dressings or salsas for easy meal upgrades

PREPARED FOODS



Fresh mango can enhance store-made items with color, nutrition and craveable flavor. Use it to cross-merchandise grab-and-go meals, salad bars or globally inspired items.

PAIRING IDEAS:

Mango in pre-packed salads or grain bowls

Mango salsa offered alongside rotisserie chicken

Mango as a topping for deli-prepared tacos or wraps

Mango smoothies or parfaits in the cold case



MANGO RETAIL PROMOTIONS

Inspire shoppers at store and at home
to add more naturally invigorating fresh
mango to their baskets.

IN THIS SECTION

Health & Lifestyle Inspiration

PLANT-BASED WELLNESS

SEASONAL CELEBRATIONS

EVERYDAY HEALTH & DIETS

GLOBAL FLAVORS & USES

Sample Quarterly Promotion Calendar





HEALTH & LIFESTYLE INSPIRATION

FRESH WAYS TO KEEP MANGO RELEVANT YEAR-ROUND

Fresh mango is more than a summertime favorite – it's a vibrant, nutrient-dense fruit that aligns with diverse shopper interests and store campaigns.

Naturally invigorating and full of goodness, mango aligns with today's health-forward lifestyles and flavor trends. This section offers timely themes with ready-to-use ideas for demos, recipes, store content and media outreach – making it easy to bring mango-forward moments to life.

EXPLORE HOW MANGO CONNECTS TO:



PLANT-BASED WELLNESS

– Supporting health through plant-based eating and nutrient-dense choices

SEASONAL CELEBRATIONS

– Celebrating cultural holidays and everyday occasions



EVERYDAY WELLNESS & DIETARY PATTERNS

– Aligning with balanced, feel-good eating habits



GLOBAL FLAVORS & USES

– Inviting shoppers to discover mango in international dishes and cultural traditions



Whether it's a simple recipe swap or a full-store campaign, mango offers fresh inspiration that meets the moment—and helps inspire healthier, more flavorful choices.



PLANT-BASED WELLNESS

SUPPORTING HEALTH THROUGH PLANT-BASED EATING AND NUTRIENT-DENSE CHOICES

Consumers are embracing plant-based foods as a practical path to better health and wellness. From heart health to energy and sustainability, plant-forward choices are becoming everyday decisions for a wide range of shoppers.

Fresh fruit like mango have a key role in plant-based eating. With vibrant flavor and feel-good nutrition, mango is a naturally invigorating choice for a variety of wellness goals.

Always in season and easy to use, mango helps shoppers add more color to the plate, whether they're going fully plant-based or simply eating more produce.

PLANT-BASED WELLNESS MOMENTS

JANUARY

Veganuary

Celebrate plant-based curiosity with mango

National Oatmeal Month

Add mango's natural sweetness and nutrients to heart healthy oats

National Healthy Weight Week

Mango is just 70 calories per serving with 20+ vitamins and minerals

APRIL

Earth Day / Earth Month

Fruit like mango are a sustainable, plant-based food option

National Soy Foods Month

Accompany plant-based proteins like tofu with naturally sweet mango

World Health Day

Plant-based diets rich in nutrients that mango provides support health goals

JULY

National Picnic Day

Enjoy fresh fruit like mango as a sweet treat in a picnic out in nature

Mango Day

A natural celebration of this sweet and versatile fruit

National Avocado Day

Mango's stone fruit cousin, avocado, makes the perfect summer pairing

OCTOBER

National Vegetarian Month

Celebrate all things plant-based by adding bright and delicious mango

World Vegetarian Day

Celebrate global veggie flavors and inspiration featuring mango

National Dessert Day

Enjoy healthier plant-based desserts using mango as a natural sweetener

FEBRUARY

American Heart Month

Nutrient-dense mango is fat-free, sodium-free and cholesterol free

National Snack Food Month

Swap in plant-based naturally sweet mango for processed snacks

Cancer Prevention Month

Plant-based diets and nutrients help reduce the risk of some cancers

MAY

National Salsa Month

Add mango to salsas, perfectly pairing with produce like tomato, onion and herbs

National Salad Month

Mango brightens up any salad – whether sweet and ripe or crunchy and green

National High Blood Pressure Education Month

The nutrients in mango may support cardiometabolic / heart health

AUGUST

National Wellness Month

Mango is a nutrient powerhouse that supports any wellness goal

National Sandwich Month

Pair mango with plant-based breads and veggies for nourishing handheld meals

National Watermelon Day

Mango and watermelon are the ideal juicy-sweet summer fruit pair

NOVEMBER

American Diabetes Month

The natural carbohydrates and fiber in mango may help sustain energy

Thanksgiving/Friendsgiving

Use mango in sweet and savory plant-based dishes for a touch of wellness

World Vegan Day

Versatile mango play an important role in vegan diets, from sweet to savory

MARCH

National Nutrition Month

Enjoy the benefits of whole fruit, like mango, as part of better nutrition

Colorectal Cancer Awareness Month

Fiber, found in fruits like mango, may reduce risk of colorectal cancer

National Pack Your Lunch Day

Fresh fruits make a healthy, nourishing addition to sweet or savory lunches

JUNE

National Mango Month

A natural celebration of this sweet and versatile fruit

National Fresh Fruit and Vegetables Month

Mango is the perfect pair to countless fresh fruit and veggie dishes

National Smoothie Day

Mango adds natural, tropical sweetness and nutrients to any smoothie

SEPTEMBER

National Fruits & Veggies Month

Fresh mango adds bright flavor to other fresh and packaged fruits and veggies

National Cholesterol Education Month

Plant-based foods, like mango, are naturally cholesterol free

World Heart Day

Mango contains nutrients and fiber that support heart health

DECEMBER

Holiday Gatherings

Use mango in sweet and savory plant-based dishes for a touch of wellness

National Gazpacho Day

Make plant-based soups by adding mango for natural sweetness

New Year's Eve

Start your resolutions early and deliciously with mango treats

PLANT-BASED ACTIVATION IDEAS



IN-STORE SAMPLING STATION:

“MANGO YOUR MEAL”

Set up a themed sampling station with mango recipes that add color and nutrition to everyday meals. Include quick cards with meal prep tips and health highlights like fiber, vitamin C and natural sweetness.

BONUS: Offer a QR code linking to your store’s recipe hub or mango blog post.



BLOG OR NEWSLETTER FEATURE:

“PLANT-POWERED PICKS WITH [YOUR NAME, RDN]”

Create a short editorial or blog post featuring seasonal plant-based swaps with mango in the spotlight. Include nutrition tips, a recipe like Mango Chickpea Salad and a “Shop This Recipe” link to drive product discovery.

BONUS: Include a downloadable PDF or shopping list.



PR/MEDIA SEGMENT:

“FEEL-GOOD FUEL FOR FALL” OR “NATURALLY SWEET, PLANT-BASED SNACKS”

Pitch a lifestyle segment to local TV on better-for-you plant-based eating, featuring mango. Highlight how they elevate snacks, lunches and holiday appetizers with flavor and nutrition.

TALKING POINTS: Nutrient benefits (see previous section); tips for choosing and cutting mango.

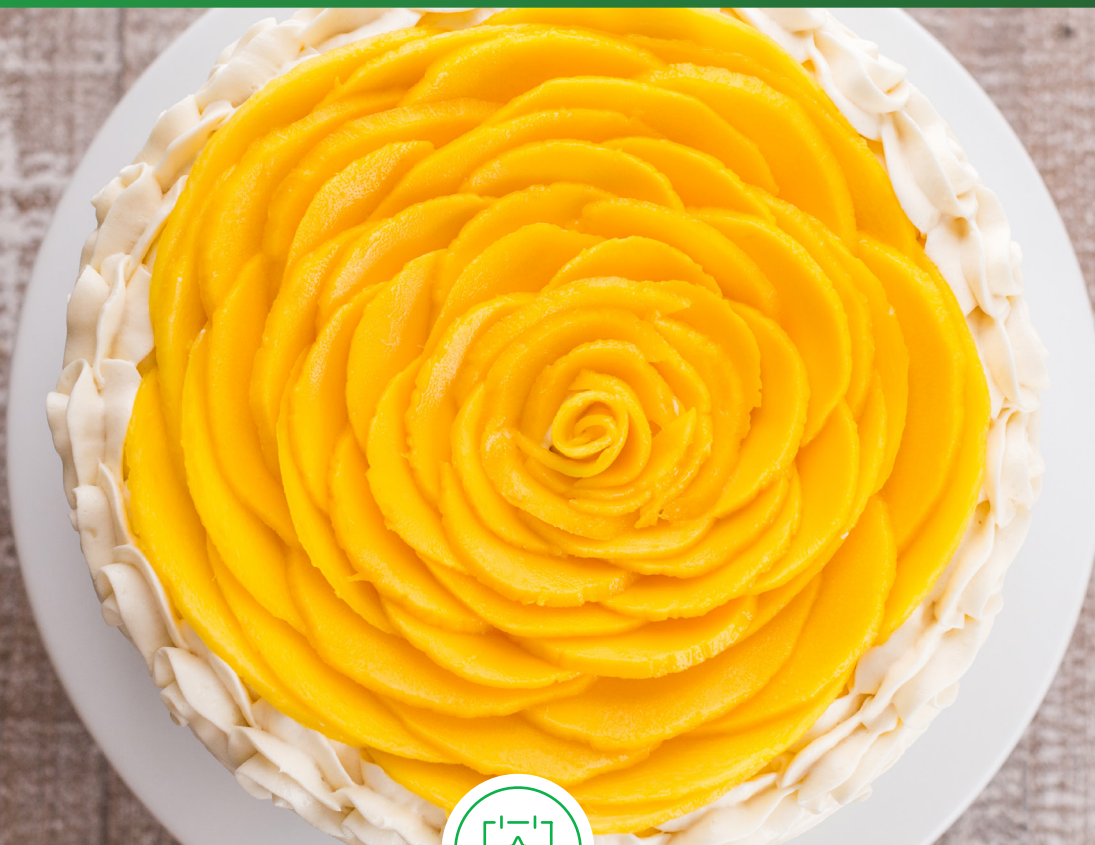


SOCIAL MEDIA DEMO:

“3 WAYS WITH FRESH MANGO”

Show viewers three easy ways to use mango, like smoothie, savory salad and salsa. Frame it as a fast, flexible way to add more plants to everyday meals.

SCRIPT TIP: Reinforce key plant-based nutrition messages and share tips on selecting and storing fresh mango.



SEASONAL CELEBRATIONS

FROM CULTURAL HOLIDAYS TO ANNUAL OCCASIONS WORTH CELEBRATING

Year-round, shoppers seek food that offers more than nutrition – something to gather around, celebrate and connect with tradition. With vibrant flavor and visual appeal, mango naturally invigorates these moments.

From holiday spreads to everyday celebrations, mango adds color, freshness and a feel-good boost to any occasion.

YOU'LL FIND INSPIRATION FOR:

Cultural & Religious Holidays – From Lunar New Year to Diwali to Ramadan

Seasonal Events & Gatherings – Think summer barbecues, spring refreshes and fall feasts

Everyday Celebrations – Birthdays, brunches, family meals and lunchbox wins



SEASONAL CELEBRATION MOMENTS

JANUARY

Lunar New Year (varies)

Cherished in Asian cuisines, mango symbolizes sweetness, vitality and abundance

New Year, New You / Resolutions

Fuel healthy habits with naturally sweet, nutrient-dense mango

Dry January

Refresh with mango mocktails and hydration-friendly, feel-good tropical flavor

APRIL

Easter

Brighten your table with fresh mango in springtime salads, sides and sweets

Passover

Naturally sweet and versatile, fresh mango can be enjoyed in kosher-for-Passover meals

Spring Break (varies)

Fresh cubed or sliced mango is a fun, portable snack for kids enjoying their break

JULY

July 4th / Independence Day

Add tropical flair to your cookout with fresh mango sides and salsas

Mango Day

Celebrate mango's seasonal popularity with recipes that show off its flavor and versatility

OCTOBER

Halloween

Orange mango is a healthy treat, especially with cut with spooky cookie cutters

Diwali (varies)

Mango adds sweetness and vibrancy to Diwali sweets and traditional dishes

Fall Tailgating

Serve mango salsa or grilled mango skewers for a refreshing twist on tailgating snacks

FEBRUARY

Valentine's Day

Share the love with a heart-cut fresh mango (instructions included)

Big Football Game Sunday

Score big with mango salsa, mango-marinated wings or better-for-you dips

Ramadan (varies)

Beloved in many Muslim cultures, mango nourishes Suhoor and Iftar meals

MAY

Cinco de Mayo

Make it *Cinco de Mango* with zesty salsas and festive flavor

Mother's Day

Brighten brunch or dessert with fresh mango for mom

Memorial Day

Kick off summer with mango BBQ sides, slaws and sunny flavors

AUGUST

Back to School

Pack sweet, nutritious mango slices for lunchboxes or after-school snacks

Summer Outings / Grilling

Mango adds juicy sweetness to grilled dishes, sauces, and marinades

NOVEMBER

Thanksgiving / Friendsgiving

Brighten your feast with mango chutney and sides, marinated turkey and festive desserts

Dia de los Muertos

Honor the day with mango in traditional pan de muerto or vibrant fruit salads

MARCH

Pi Day

A perfect day to celebrate with a fresh mango pie

St. Patrick's Day

Green (unripe) mango is versatile, vibrant, crunchy and naturally lucky

First Day of Spring

Fresh mango brings sunshine, flavor and seasonal renewal to every plate

JUNE

Father's Day

Fire up the grill—mango shines in marinades, salsas and summer sides

Pride Month

Celebrate with bold, colorful recipes—mango brings joy to every plate

First Day of Summer

Mango's peak season means fresh, juicy flavor all summer long

SEPTEMBER

Labor Day

End summer with fresh mango in salads, salsas, and grilled treats

Rosh Hashanah

Celebrate the new year with sweet mango dishes symbolizing abundance and renewal

DECEMBER

Winter Holidays (Christmas, Hanukkah, Kwanzaa)

Celebrate with mango in festive desserts, drinks and holiday sides

Seasonal Entertaining

Mango brings vibrant flavor to holiday platters, cocktails and sweet treats

SEASONAL CELEBRATION ACTIVATION IDEAS



IN-STORE SAMPLING STATION:

“MANGO MOMENTS”

Set up an interactive tasting station with seasonal mango recipes like salsa, chutney and desserts. Tie samples to cultural holidays – such as mango lassi for Diwali or mango sweet rolls for Christmas.

BONUS: Use festive signage featuring health benefits and recipe cards for easy shopper takeaways.



SOCIAL MEDIA CAMPAIGN:

“TASTE THE JOY OF MANGO”

Run a month-long campaign featuring mango recipes for cultural and seasonal celebrations. Use hashtags like #TasteTheJoy or #MangoMoments to spark user-generated holiday content.

BONUS: Offer a prize for the most creative mango recipe to boost engagement and build holiday excitement.



HEALTHY HOLIDAY RECIPE GUIDE:

“MANGO MAKES IT BETTER”

Create a holiday recipe guide for your website or newsletter featuring healthier twists on festive classics with fresh mango – like Mango-Glazed Turkey, Mango Stuffing or Mango Sorbet.

BONUS: Highlight mango's health benefits and nutrient density by showing how it elevates holiday meals without compromising on flavor.



SEASONAL CELEBRATION COOKING DEMOS:

MANGO IN EVERY HOLIDAY DISH

Host cooking demos to showcase mango's versatility in holiday dishes like Mango Cranberry Sauce for Thanksgiving, Mango Salsa for summer BBQs and Mango-Lime Drinks for New Year's Eve.

BONUS: Offer samples and recipe cards that show how mango enhances seasonal flavors and invigorates every celebration.

SEASONAL CELEBRATION: HOW TO CUT A MANGO ROSE FOR A LOVED ONE



LOVE MANGO? SHARE A MANGO ROSE

Valentine's Day or any day, this mango rose is a sweet way to impress. It's colorful, delicious and easy to make with our simple step-by-step guide.

VIDEO:
[How to make a
mango rose](#)



Slice the mango
into thirds



Scoop out fruit
using a spoon



Slice into super thin,
even pieces



Layer strips into a
snake-like staggered
shape and curl tightly



Add mint leaves for a
pop of green and enjoy!



EVERYDAY WELLNESS & DIETARY PATTERNS

ALIGNING WITH BALANCED, NATURALLY INVIGORATING EATING HABITS

Today's approach to wellness is all about balance – choosing nourishing, whole foods that fit your lifestyle. With natural sweetness and feel-good nutrition, fresh mango complements a wide range of dietary choices.

From breakfast to dinner, fruits like mango add both nourishment and joy to any meal.

Versatile Eating Habits – Mango complements a wide range of eating styles, from paleo to Mediterranean to flexitarian.

Everyday Health Needs – Mango supports balanced blood sugar, gut health, heart health and weight management with fiber, antioxidants and natural sweetness.

Family-Friendly & Kid-Approved – Mango is a tasty, nutritious snack that appeals to kids and adults alike, perfect for busy families.

EVERYDAY WELLNESS & DIETARY PATTERNS

VERSATILE EATING HABITS

Mango suits a range of eating styles, from plant-based to flexitarian. Naturally sweet and versatile, they bring flavor and balance to meals, snacks and desserts.

SAMPLE POPULAR DIETS

MEDITERRANEAN DIET: Focuses on plant-based foods, healthy fats and whole grains

Mango brings natural sweetness, vibrant color and a nutrient boost to Mediterranean-style dishes like salads and grain bowls.

TRY: Grilled Swordfish and Grilled Mango Salad

FLEXITARIAN EATING: A flexible, plant-forward approach with occasional meat

Mango offers a nutrient-dense, plant-based boost to flexitarian meals and pair well with both plant-forward dishes and occasional meats.

TRY: Mango + Spicy Tofu Bowls

PALEO DIET: Centers on unprocessed, whole foods from ancient diets

Whole, unprocessed mango is a naturally sweet fit for the paleo diet – supporting clean eating with flavor, fiber, and antioxidants.

TRY: Quick and Nourishing Mango Carrot Soup

LOW-GLYCEMIC DIET: Focuses on foods that help stabilize blood sugar levels

Mango has a low glycemic index (51–56), and their mix of natural carbs and fiber may help slow sugar absorption to support balanced blood sugar.

TRY: Spinach Salad with Mango Vinaigrette

ACTIVATION IDEAS



MANGO MEAL PLAN CHALLENGE

Launch a 7-Day Mango Meal Plan Challenge in-store or online, encouraging shoppers to add fresh mango to meals all week. Share recipe cards, dietary tips and invite posts using a hashtag like #MangoMeals.

BONUS: Offer a discount or prize for those who complete the challenge and share their meals.



MANGO-INSPIRED RECIPE WALL

Create a Mango Recipe Wall in the produce section with easy, flexible recipes showing how mango fits into different diets like Mediterranean bowls, paleo snacks and flexitarian salads.

BONUS: Add QR codes linking to detailed recipes and nutrition tips online. Repurpose content in store flyers or newsletters for added reach.

Serving size = ¾ cup, DV = % Daily Value

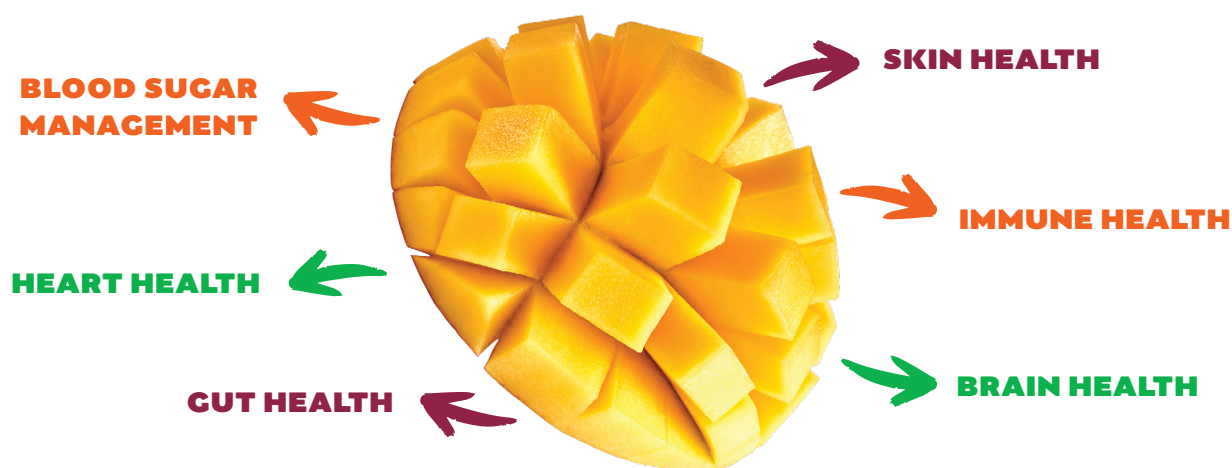
Source: USDA National Nutrient Database for Standard Reference

EVERYDAY WELLNESS & DIETARY PATTERNS

EVERYDAY HEALTH NEEDS

More than just a delicious fruit, the nutrients in mango help support a range of health needs. With natural nutrients, sweetness and fiber, it may aid digestion, blood sugar balance, heart health and weight management. Mango offers a flavorful, nutrient-dense way to support wellness everyday.

THE NUTRIENTS IN MANGO HELP SUPPORT OVERALL BODY WELLNESS, IN PARTICULAR:



For more details, jump to the Nutrition Fact Sheet on page 17

ACTIVATION IDEAS



HEALTHY LIVING MANGO TASTING STATION

Set up an in-store Mango Tasting Station featuring fresh, frozen and smoothie samples. Highlight mango's health benefits and offer recipe cards and wellness tips to take home.

BONUS: Offer discounts on mangos and related products (e.g., yogurt, seeds) to encourage trial.



MANGO & WELLNESS WEBINAR SERIES

Host a Mango & Wellness Webinar Series with a registered dietitian or wellness expert highlighting mango health and wellness benefits. Include live Q&A, meal-planning tips and easy recipes.

BONUS: Partner with influencers or health professionals to encourage social media shares using a hashtag like #MangoForWellness.

EVERYDAY WELLNESS & DIETARY PATTERNS

FAMILY-FRIENDLY & KID-APPROVED



Naturally sweet and nutritious, mango is a kid-friendly favorite with essential nutrients for growing bodies. Whether as a snack, lunchbox add-in or fun recipe ingredient, mango makes healthy eating easy and enjoyable for the whole family.



ACTIVATION IDEAS



MANGO SNACK PACKS FOR FAMILIES

Create Mango Snack Packs with precut mango and kid-friendly pairings like yogurt or granola. Use eye-catching produce displays to highlight mango as a healthy, delicious snack for all ages.

BONUS: Offer a family-focused recipe card with ideas for using mango in lunchboxes, after-school snacks and family meals.



KID-FRIENDLY MANGO RECIPE CONTEST

Launch a Kid-Friendly Mango Recipe Contest in-store or on social media, inviting families to share creative mango meals or snacks. Feature winning entries online and offer prizes like free mangos or a family cooking class.

BONUS: Partner with schools or community groups to spread the word and encourage participation.



GLOBAL FLAVORS & USES

INVITING SHOPPERS TO DISCOVER MANGO IN INTERNATIONAL DISHES AND CULTURAL TRADITIONS

Mango is not only a beloved tropical fruit – it's a global staple. From Asia to Latin America, it adds vibrant flavor, color and nutrition to dishes like salsas, curries and desserts, bringing exciting tastes to the everyday table.

YOU'LL FIND INSPIRATION FOR:

International Dishes – Discover how mango shines in curries, salsas, salads and desserts from across the globe.

Cultural Traditions – Explore how mango plays a role in various cultural celebrations and holiday meals.

New Flavor Combinations – Use mango to introduce unique flavor profiles, from spicy to sweet, to your meals.

GLOBAL FLAVOR SAMPLE MOMENTS

FEBRUARY



MARDIS GRAS:

Celebrate French, Creole and New Orleans culture and cuisine

TRY IT WITH MANGO:

Shrimp & Mango Gumbo

MAY



ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH:

Celebrate the diverse flavors of AAPI cultural cuisines

TRY IT WITH MANGO:

Mango Sushi Roll

SEPTEMBER



HISPANIC HERITAGE MONTH:

Celebrate the flavors and culinary traditions of Hispanic and Spanish culture

TRY IT WITH MANGO:

Mango Habanero Shrimp Aguachile

OCTOBER



ITALIAN-AMERICAN HERITAGE MONTH:

Celebrate the traditions and flavors of Italian American culture and cuisine

TRY IT WITH MANGO:

Mango Caprese Salad

GLOBAL FLAVOR ACTIVATION IDEAS



GLOBAL FLAVOR TASTING TOUR

Host an in-store Global Flavor Tasting Tour with mango dishes from various cultures – like Mango Salsa, Lassi, and Curry. Share recipe cards, health benefits and cultural insights tied to each dish.

BONUS: Add QR codes to recipe cards linking to blogs or websites with deeper cultural and culinary context.



“MANGO AROUND THE WORLD” VIRTUAL COOKING CLASSES

Host a virtual cooking series with a guest chef or dietitian showcasing mango in global dishes – like Mango Pad Thai or Mango Tacos – via social media or webinar.

BONUS: Invite participants to cook along and share photos using a hashtag like #MangoAroundTheWorld for a chance to win mango-themed prizes.



FLAVORFUL CELEBRATIONS FEATURE

Partner with a local chef and pitch a “Mango and Global Ingredients” feature to local TV or food writers. Highlight how mango pairs with spices and staples like curry, chili and coconut milk to elevate dishes for cultural holidays, such as Mango-Curry Chicken for Diwali or Mango Salsa for Cinco de Mayo.

BONUS: Share recipes and vibrant photos using ingredients from across the store. Pitch to local lifestyle and food media to show how mango brings bold flavor to holiday meals with easy-to-find ingredients.



MANGO AND CULTURAL CELEBRATION POP-UP EVENTS

Partner with local cultural groups or chefs to host pop-up events featuring traditional mango dishes – like Mango Indian Street Food or Latin American Tapas. Offer samples and take-home recipe cards.

BONUS: Use the event to highlight mango’s cultural significance and share its health benefits with shoppers.

SAMPLE QUARTERLY PROMOTION CALENDAR

Q1 (JAN-MAR)



PLANT-BASED WELLNESS

Veganuary

January

Celebrate plant-based curiosity with mango



SEASONAL CELEBRATION

Valentine's Day

February

Share the love with a heart-cut fresh mango (instructions included)



EVERYDAY HEALTH & DIETS

Heart Health

February

Share heart-healthy recipes that support cardiovascular health



GLOBAL FLAVORS & USES

Holi

March

Mango is celebrated in Indian culture; celebrate the flavors and bright colors of spring during Holi

Q2 (APR-JUN)



PLANT-BASED WELLNESS

National Smoothie Day

June

Mango adds natural, tropical sweetness and nutrients to any smoothie



SEASONAL CELEBRATION

Cinco de Mayo

May

Make it Cinco de Mayo with zesty salsas and festive flavor



EVERYDAY HEALTH & DIETS

Blood Sugar Management

Spring

Spring forward with the sustained energy that mango may support with fiber and natural sugars



GLOBAL FLAVORS & USES

Asian American and Pacific Islander Heritage Month

May

Mango is highly popular within AAPI cultural cuisines; celebrate the diverse flavors of AAPI flavors with mango

Q3 (JUL-SEP)



PLANT-BASED WELLNESS

Mango Day

July

A natural celebration of this sweet and versatile fruit



SEASONAL CELEBRATION

Back to School

August

Pack sweet, nutritious mango slices for lunchboxes or after-school snacks



EVERYDAY HEALTH & DIETS

Skin Health

Summer

Don't just rely on sunscreen: nutrients in mango help support skin health from the inside out



GLOBAL FLAVORS & USES

Hispanic Heritage Month:

September

Mangos are grown all across Latin America; celebrate the flavors and culinary traditions of Hispanic and Spanish culture

Q4 (OCT-DEC)



PLANT-BASED WELLNESS

American Diabetes Month

November

Mango's natural combo of carbohydrates and fiber may help sustain blood sugar and energy



SEASONAL CELEBRATION

Thanksgiving / Friendsgiving

November

Brighten your feast with mango chutney and sides, marinated turkey and festive desserts



EVERYDAY HEALTH & DIETS

Immune Health

Winter

Mango is an excellent source of Vitamin C (each serving has 50% DV)



GLOBAL FLAVORS & USES

Italian-American Heritage Month

October

Ingredients in traditional Italian-American dishes, like tomatoes, pastas, and cheeses, pair well with mango

ADDITIONAL MANGO RESOURCES

Need more mango magic for you or your shoppers?
Look no further

IN THIS SECTION

Additional Available Resources



ADDITIONAL RESOURCES

AVAILABLE FACT SHEETS

Visit mango.org or contact us for more nutrition resources, blog posts, recipes and more.



NATURALLY INVIGORATING MANGOS

Mango, the King of Fruits, delivers a joyful burst of flavor and natural nutrition. Its sweet, tropical taste fuels energy, vitality and well-being—making it a delicious, feel-good addition to any snack or meal.

SUSTAINING ENERGY: FUEL FOR EVERY DAY

Mango is a delicious source of natural sugars and fiber—so much so that it's considered a "superfruit" for its ability to sustain energy and support a steady, balanced release of energy. That means no sudden spikes or crashes—just invigorating, feel-good fuel.

ONE SERVING* OF MANGO HAS:

- Naturally sweet, no added sugar
- 7% of your daily fiber (1g) which helps slow absorption of sugars
- 8% of your daily vitamin B6, which helps maintain normal blood sugar

LONGEVITY AND VITALITY: HELPS HEART HEALTH

Nutrient-dense fruits play meaningful roles in supporting cardiovascular and metabolic health, and fresh mango is a nutrient-dense powerhouse. It's high in potassium, fiber and vitamin C, which may support blood sugar control, weight management, and overall wellness.


WELLNESS AND MOOD: CUT HEALTH FROM THE INSIDE OUT

Your gut does more than digest food—it shapes how you feel, think, and live. And mango supports a healthy, naturally invigorating combination of fiber hydration, and bioactive (like antioxidants) that nurture your microbiome.


ONE SERVING OF MANGO CONTAINS:

- Only 70 calories, supporting weight management
- More than 20 vitamins, minerals, and antioxidants
- No saturated fats, sodium, or cholesterol

*Serving size: 1 cup, 20% to 25% Daily Value. Source: USDA National Nutrient Database



MANCO NUTRITION FACTS LABEL BY THE NUMBERS



EXCELLENT SOURCE OF VITAMIN C

GOOD SOURCE OF FOLATE

GOOD SOURCE OF COPPER

Nutrition Facts	
Serving Size 1 cup (154g)	
Amount per serving	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0g	0%
Total Carbohydrate 14g	7%
Dietary Fiber 1g	2%
Total Sugars 12g	24%
Includes 1g Added Sugars	2%
Protein 1g	2%
Vitamin D 0mg	0%
Calcium 14mg	3%
Iron 1.2mg	2%
Potassium 250mg	4%
Vitamin A 1000IU	20%
Vitamin C 60mg	120%
Vitamin E 1.5mg	3%
Vitamin K 1.5mg	3%
Folate 100mcg	25%
Sodium 0mg	0%
Total Cholesterol 0mg	0%
Total Fat 0g	0%
Total Sugars 12g	24%
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Vitamin A 1000IU	20%
Vitamin C 60mg	120%
Vitamin E 1.5mg	3%
Vitamin K 1.5mg	3%
Folate 100mcg	25%
Sodium 0mg	0%
Total Cholesterol 0mg	0%
Total Fat 0g	0%
Total Sugars 12g	24%
Dietary Fiber 1g	2%
Total Carbohydrate 14g	7%
Protein 1g	2%
Vitamin D 0mg	0%
Calcium 14mg	3%
Iron 1.2mg	2%
Potassium 250mg	4%
Vitamin A 1000IU	20%
Vitamin C 60mg	120%
Vitamin E 1.5mg	3%
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