



**Mango**.org

# RETAIL TOOLKIT





# MAKE MANGO YOUR NEW ADVANTAGE

**Shoppers are buying, retailers are winning and this toolkit shares why.**

At the National Mango Board, we know a powerful produce plan matters to your shoppers and your business. That is why we created this toolkit to give you clear, confident knowledge about mangos and all the ways this joyful fruit delivers value.

This kit equips you to turn mango into a true sales driver with clear strategies, smart insights and ready-to-use ideas that grow basket size, lift the produce category and deepen shopper connection.

**In Summer 2025, Mango rocketed into the Top 10 Fruits<sup>1</sup> for a reason. Demand is strong, momentum is building and the opportunity is now.**



**Check out [Mango.org](https://mango.org) for more Retail Toolkit support.**

Source: 1. Nielsen Discover



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# SATISFYING YOUR PRODUCE NEEDS

Get to know the National Mango Board and learn how shoppers think about mango.

## IN THIS SECTION

- Introduction**
- Shopper Insights**
- Market Research**
- Shopper Education**



# WHO WE ARE

Started in 2005, the National Mango Board (NMB) is a research and promotion commodity board dedicated to the world's most versatile superfruit and its health benefits.

[LEARN MORE](#)



## OUR MISSION

To increase the consumption of mango in the U.S., working as a united industry.



## WE'RE HERE FOR YOU

We also support the mango industry, supply chain and retailers, providing research, education, resources and guidance, ensuring that the joy of mangos flows seamlessly from farm to retail to table.

**National Mango Board Members:** Chris Ciruli, Tom Argyros, Jose Angel Crespo, Luis C. Cintron, Helena Medeiros, Rod Chamberlain, Karla Palafox, Francisco Villegas, Mary Velasquez, Albert Perez, Sofia Wong, Umi Martin, Edwin Zaparolli, Jiovani Cuevara, and Luis Orrantia. Not Pictured: Rodrigo Diaz, Daniel J. Ibarra, and Victoria Aguirre

**SATISFYING YOUR PRODUCE NEEDS - INTRODUCTION**



# THE PRODUCE AISLE ALIGNING WITH TRENDS

Coordinate messaging, ads and retail experiences to give confidence and guide shoppers from belief to basket.

## **STAY TOP OF MIND**

Fruits and veggies *\*should\** be a staple, and 75% of people agree they're key to a healthy life.

### **THE OPPORTUNITY:**

**Messaging should focus on helping consumers take the first step – removing friction, offering inspiration and positioning mangos as a smart and easy choice in the moment.**

## **FOOD IS MEDICINE: A GROWING PREFERENCE**

60% of Americans would rather change their diet than rely on medication.

### **THE OPPORTUNITY:**

**Frame mangos as a great addition to a balanced diet—targeting shoppers who are planning proactive health strategies.**

## **TRUST THE DOCS**

1 in 4 Americans have been prescribed a health-related diet, and 58% are sticking with it.

### **THE OPPORTUNITY:**

**Americans rely on healthcare providers as their most trusted source of nutrition information. Partner with dietitians and reinforce messaging with credible, science-backed education.**

## **THE GLP-1 EFFECT**

15% of Americans have used GLP-1 drugs (like Ozempic), which often reduce cravings.

### **THE OPPORTUNITY:**

**Market mangos as a satisfying and convenient option and as a fiber-friendly resource.**

# THE KING OF FRUITS

## 6 JUICY THINGS TO KNOW ABOUT THE WORLD OF MANGOS

1



The mango is revered as the “King of Fruits” due to its exceptional nutritional value, immense popularity and rich cultural history originating in India over 5,000 years ago.

2



The mango is a symbol of love in India. Fun fact: the mango shape also inspired the paisley pattern in India centuries ago. In some Indian languages, the paisley pattern is even called “mango.”

3



One serving\* of sliced mango is only 70 calories – sweet without the guilt.

\*Serving size = 3/4 cup

4



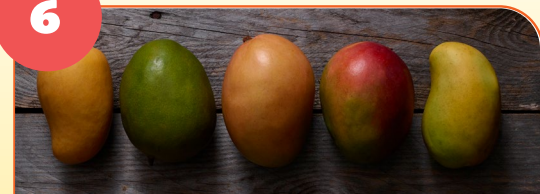
Mangos pack a serious punch with 20+ vitamins and minerals hiding all that sunshine inside.

5



A basket of mangos is a universal sign of friendship, especially in India but really anywhere happiness is welcome.

6



There are over 1,000 varieties of mango worldwide. Most of the mangos sold in the U.S. are one of 6 varieties: Tommy Atkins, Haden, Kent, Keitt, Honey and Mingolo.

# MANGOS WITH CHARACTER

Green hues, freckles and the occasional bump are not flaws. They're beauty marks. These mangos are often the tastiest ones because they're allowed to ripen fully and develop higher sugar content, resulting in richer, sweeter flavor.



**A LITTLE TEXTURE ON THE OUTSIDE CAN MEAN BIGGER TASTE ON THE INSIDE.**



**LOOK FOR MANGOS THAT GIVE SLIGHTLY WHEN PRESSED, A SIGN THEY ARE DELICIOUSLY SWEET. FOR ATAULFO, LIGHT WRINKLING IS ACTUALLY A GOOD INDICATOR.**



**A CHANGE IN COLOR DOES NOT ALWAYS EQUAL RIPENESS. GREEN-SKINNED MANGOS CAN BE FULLY MATURE, SWEET AND DELICIOUS.**



**THINK OF MANGOS AS A PERFECTLY IMPERFECT FRUIT THAT DELIVERS WHERE IT MATTERS MOST: TASTE AND NUTRITION.**



# SATISFYING THE SKYROCKETING DEMAND

## MANGO CONSUMPTION HAS NEARLY DOUBLED SINCE 2005

Since the National Mango Board was established in 2005, mango consumption has nearly doubled from 1.9 lbs per person to 3.5 lbs per person annually.<sup>1</sup>



Source: 1. USDA\_ERS (2005–2023) & NMB (2024–2025)

# A TOP 10 PART OF YOUR PRODUCE PLAN

**IN 2025, THE FRESH MANGO CATEGORY BECAME  
A TOP 10 FRUIT IN THE US<sup>1</sup>**

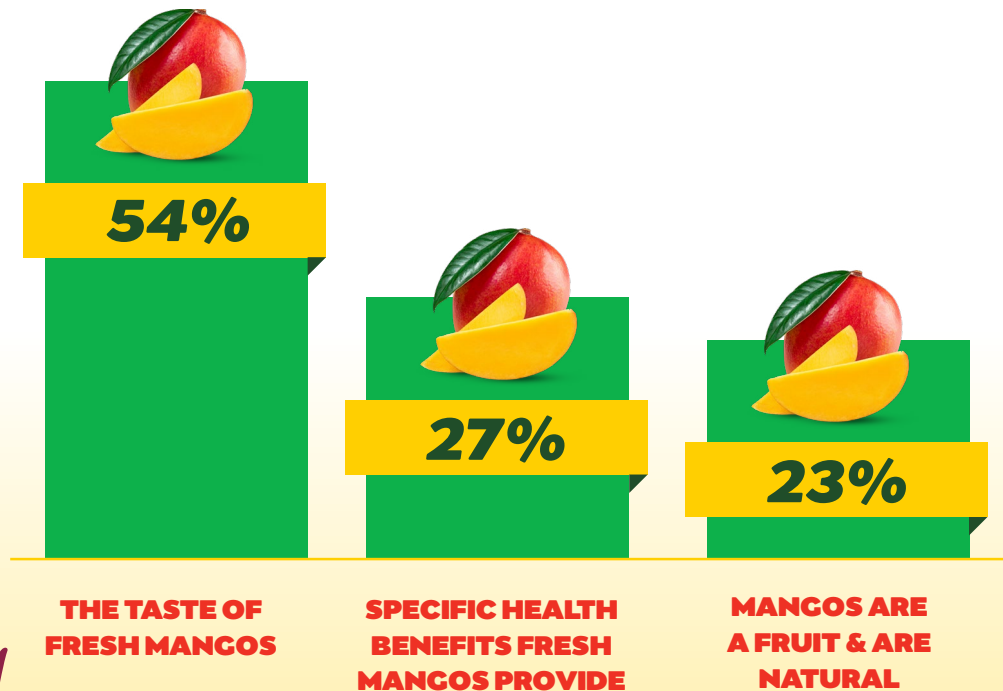
**RANKINGS BASED ON UNITS SOLD PER STORE PER WEEK**



Source: 1. Nielsen NIQ 52 weeks ending 12/27/25

# SHOPPERS CRAVE MANGO

Consumers say mangos' truly distinct flavor is a key driver to purchase, along with health benefits.



**THE TASTE OF FRESH MANGOS**

**SPECIFIC HEALTH BENEFITS FRESH MANGOS PROVIDE**

**MANGOS ARE A FRUIT & ARE NATURAL**

**TASTE = MANGOS' TOP DRIVER AMONG CURRENT USERS**

General consumers see mangos' truly distinct flavor as a key driver in current consumption.

Sources: AAU Study 2025

# SHOPPERS ARE LOOKING FOR NUTRITIONAL BENEFITS

## The mango nutritional benefits that shoppers care about most are:

- ▶ With 20+ vitamins and minerals, mangos are naturally invigorating<sup>1</sup>
- ▶ The combination of fiber and natural sugar in mangos may help regulate blood sugar<sup>1</sup>
- ▶ With natural carbs and fiber all part of their package, mangos provide fuel without the crash<sup>1</sup>
- ▶ Mangos improve diet quality and support aging well<sup>1</sup>
- ▶ **One serving of mango has:**
  - 7% of your daily fiber (2g) which helps slow absorption of sugars<sup>1</sup>
  - 8% of your daily vitamin B6 which helps maintain normal blood sugar<sup>1</sup>
  - Only 70 calories in a single serving (3/4 cup), supporting weight management. No saturated fats, sodium or cholesterol<sup>1</sup>

[LEARN MORE](#)

Learn more at our [Nutritional Program Materials page](#).

Sources: 1. USDA Nutrients Database, 2. U.S. Department of Agriculture, Agricultural Research Service. 2016. USDA National Nutrient Database for Standard Reference, Release 28. USDA #09176 Mangos, raw.

**SATISFYING YOUR PRODUCE NEEDS – SHOPPER INSIGHTS**

## Nutrition Facts

3/4 Cup Piece  
(124g)

Serving Size

Amount per Serving

**Calories** **70**

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0g	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 1.1mg	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 0.137mg	15%
Manganese 0.078mg	4%
Selenium 0.7mcg	2%
Pantothenic Acid 0.244mg	4%
Choline 9.4mg	2%

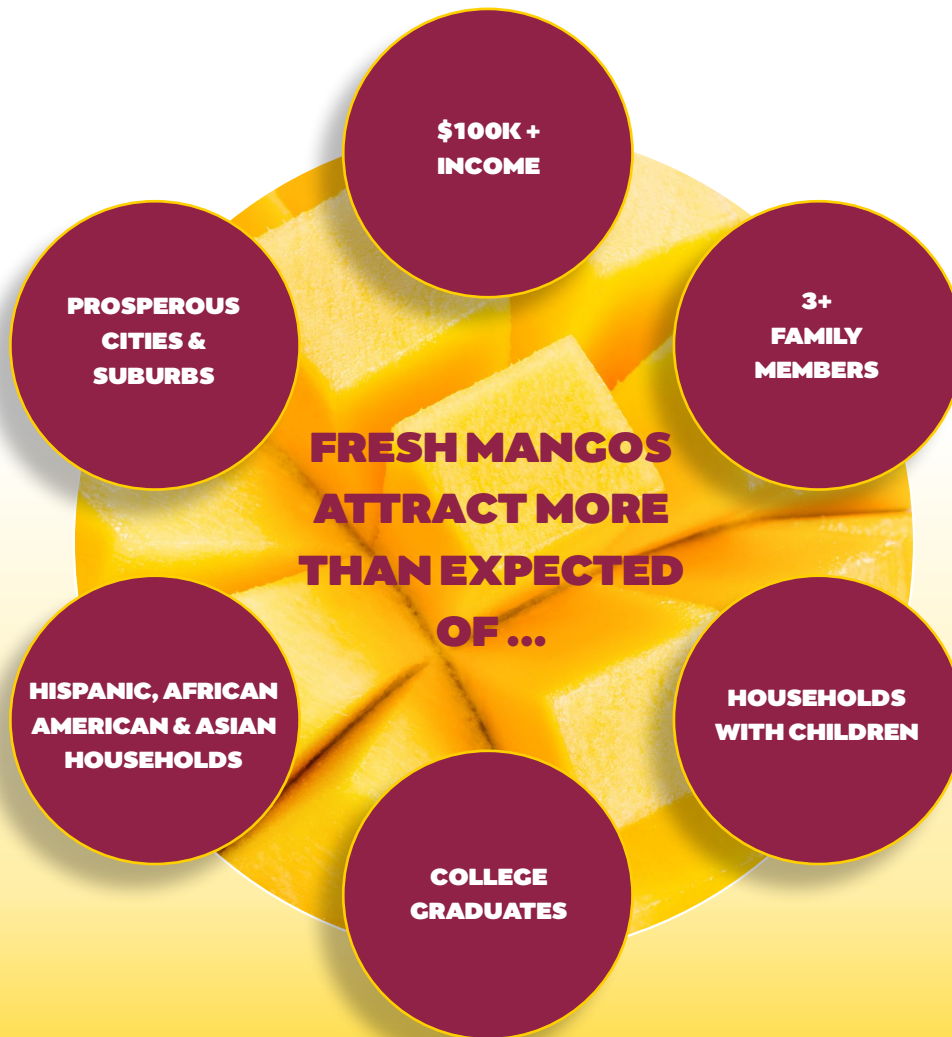
\*The Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**EXCELLENT SOURCE  
OF VITAMIN C<sup>2</sup>**

**GOOD SOURCE  
OF FOLATE<sup>2</sup>**

**GOOD SOURCE  
OF COPPER<sup>2</sup>**

# THE MANGO SHOPPER



## MANGO SHOPPERS SPEND MORE

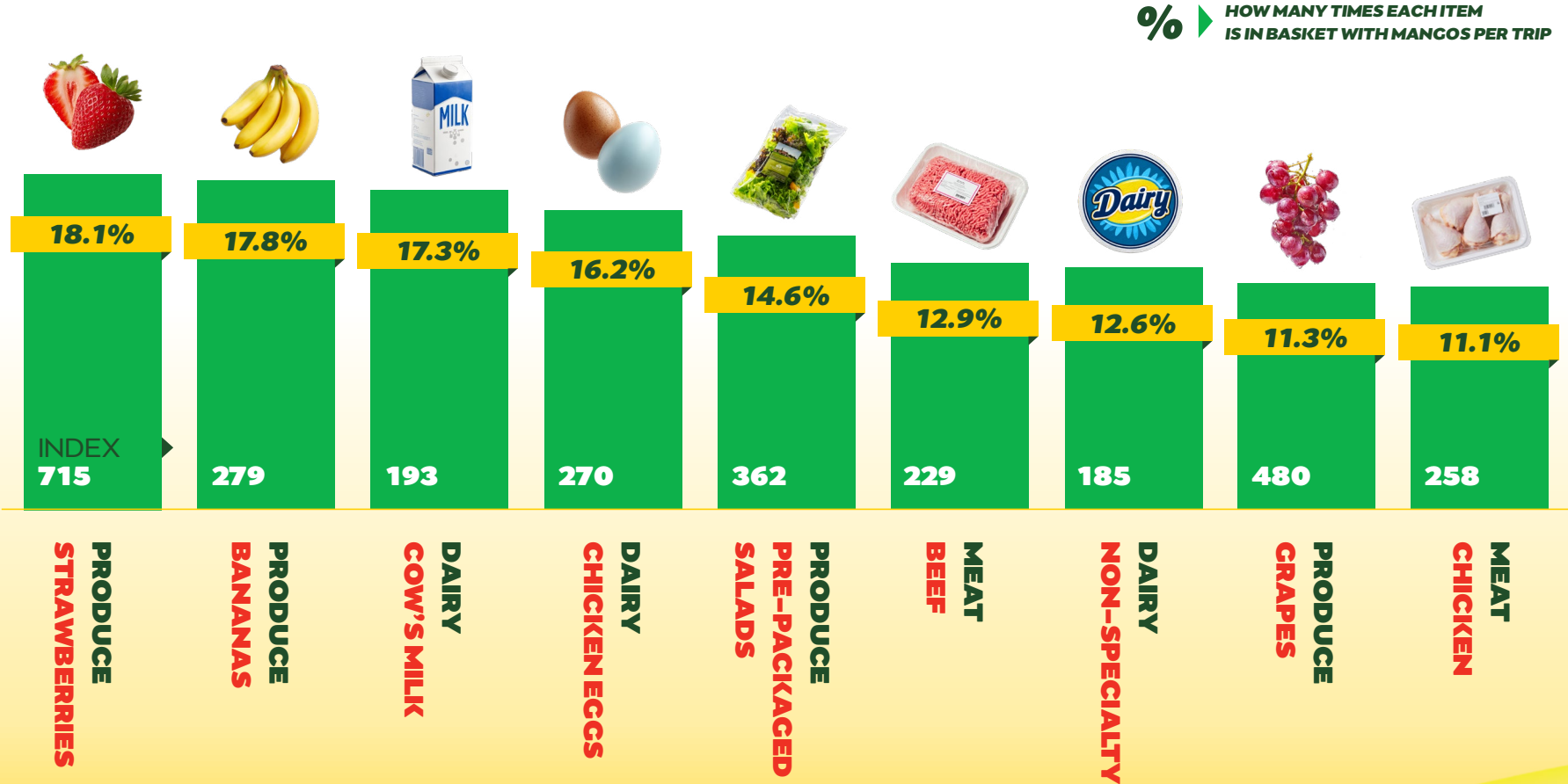
When mangos are in a shopper's basket (per trip), the dollar ring is 76% higher than when they're not.



Source: 1. 2025 Nielsen U.S. Household Panel Study, 52 weeks ending 10/4/25

# BASKET BOOSTERS

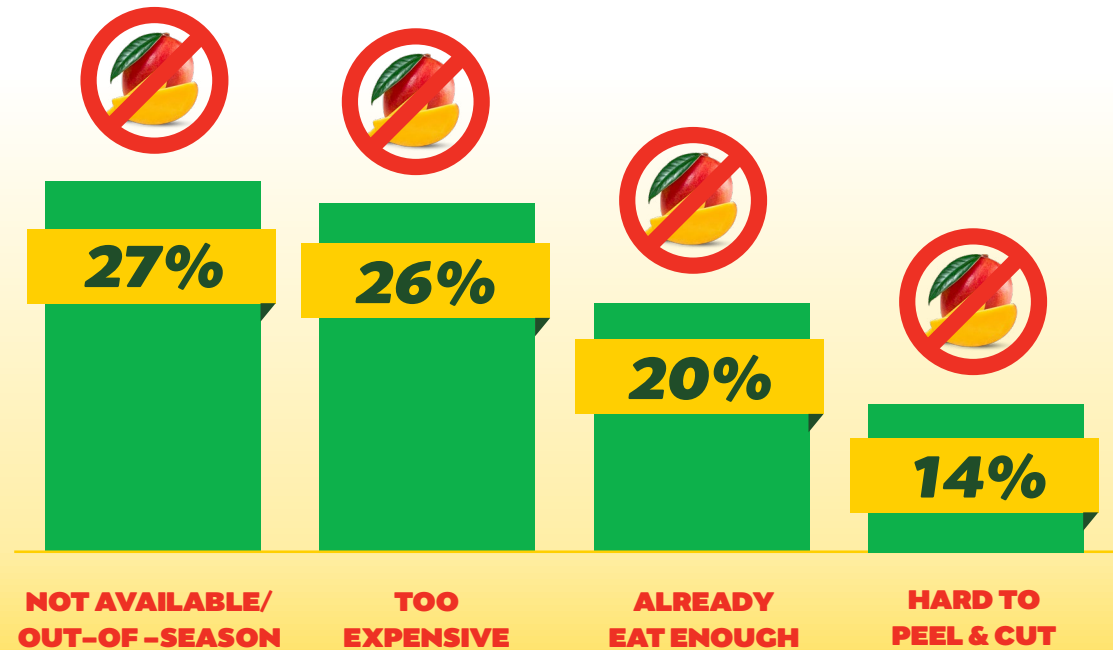
Mango trips most often include everyday essentials such as strawberries, bananas, milk and eggs<sup>1</sup> — opening up powerful partnership opportunities.



**NIQ** Source: 1. NIQ TSV Homescan Panel On Demand, Syndicated, Total US | Total Outlets 52 W/E 10/04/2025  
© 2025 Nielsen Consumer LLC. All Rights Reserved.

# TOP SHOPPER BARRIERS TO PURCHASING MANGOS

Increased messaging and awareness of mango availability and nutritional benefits can directly improve the value mangos provide and also give reasons for increased consumption.



Source: Mango.org, AAU Study 2025

**SATISFYING YOUR PRODUCE NEEDS - MARKET RESEARCH**



# EDUCATION IS THE KEY TO DRIVING FUTURE PURCHASES

## THREE PILLARS:

### HOW-TOS



HOW TO CHOOSE

HOW TO CUT

### EDUCATION



RIPENING

VARIETIES

NUTRITION

### VERSATILITY



RECIPES

HOW TO USE

SATISFYING YOUR PRODUCE NEEDS – SHOPPER EDUCATION

# HOW-TOS

Some shoppers are still discovering the best ways to select, ripen, store and serve mango. That creates a powerful opportunity.

By sharing simple, effective mango techniques, you build confidence, spark curiosity and encourage shoppers to enjoy mango more often. And we have the tools.

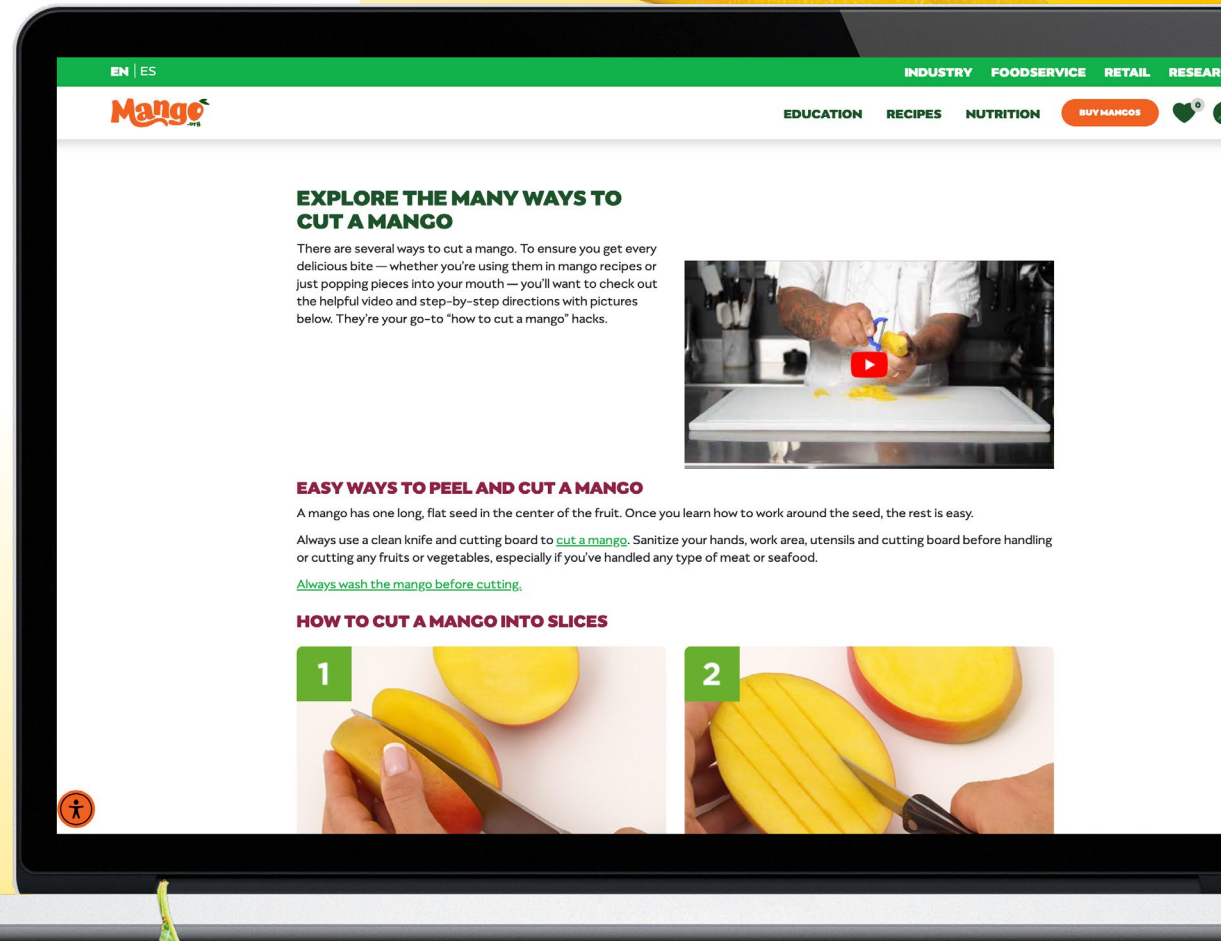
**How to cut and how to choose mangos are top pages** on our website! Teaching shoppers how to pick and prepare mangos empowers them to shop with confidence.

For more on  
**HOW TO CHOOSE:**

LEARN MORE

For more on  
**HOW TO CUT:**

LEARN MORE



# HOW TO CHOOSE A MANGO

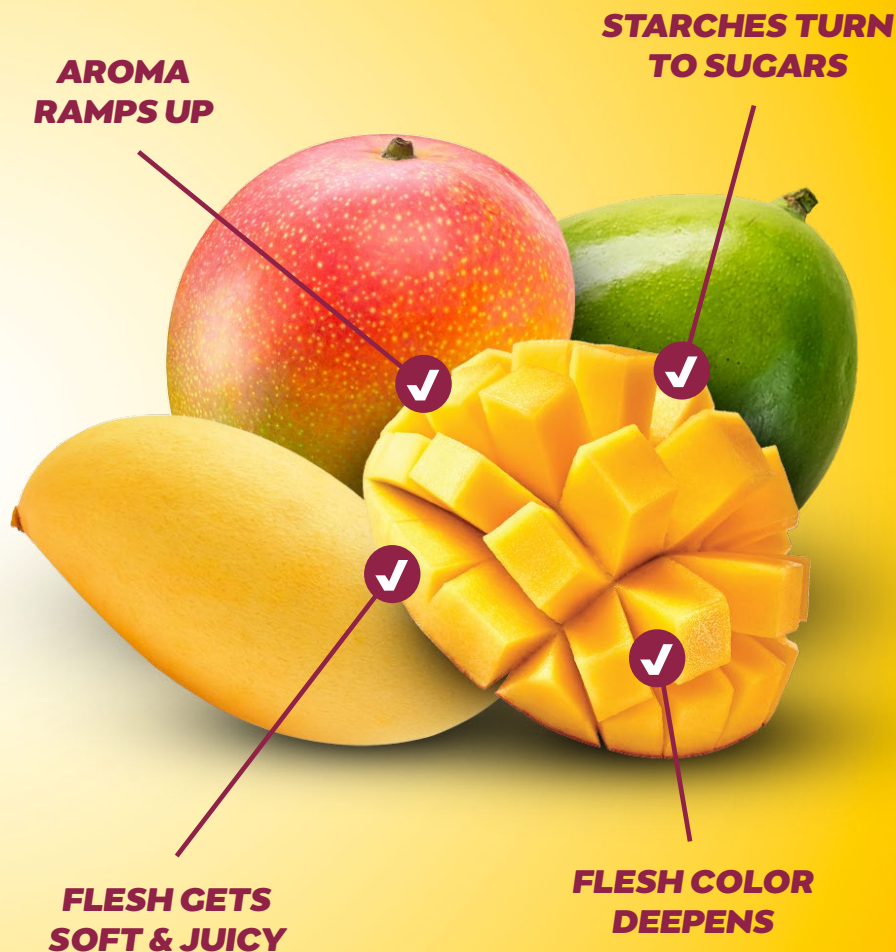
Watch our quick video and take note of these three tips to tell shoppers:

WATCH VIDEO

- 1** Look for mangos that **give slightly when pressed**, a sign they are deliciously sweet. For Ataulfo, **light wrinkling** is actually a good indicator.
- 2** **Squeeze the mango gently.** 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.
- 3** Remember that **mangos can be enjoyed at all levels of ripeness.** Mango flavor ranges from sour-tart for unripe mangos, to naturally sweet for ripe mangos.

## PRO TIP

Mangos ripen from the seed outward.  
Watch for these signs:



# HOW TO CUT LIKE A MANGO PRO

There are many ways to cut a mango. Below is a popular method to help you with your fresh-cut applications in your stores.



- 1** Turn the mango on its side.  
Cut off the stem



- 2** Position the mango stem-side down:  
• Use a knife to cut away the skin  
• You can also use a vegetable peeler



- 3** Slowly cut along the side of the center seed—removing the cheeks on both sides



- 4** For mango spears, cut each cheek into even slices



- 5** For diced mango, cut slices into even cubes



- 6** Position seed flat and slice off remaining mango

# MANGO VERSATILITY SO MANY USAGE OCCASIONS

Mangos are one of the most versatile fruits that naturally fit into shopper meal plans. Staying aligned with shoppers' lists helps you meet expectations and drive growth as shoppers look for mango every time they shop.

Trending recipes are featuring mango more than ever. We will share the top four recipes shoppers are searching for, and our team is always ready with the latest ideas to keep your program fresh and relevant.





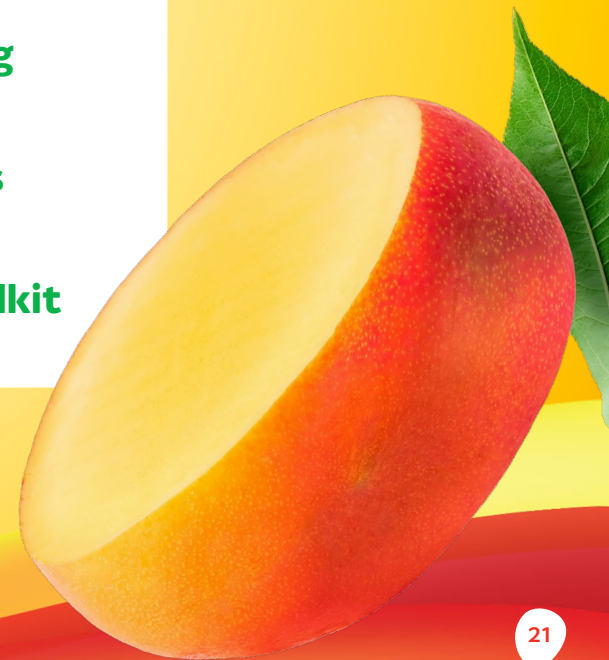
# RESOURCES FOR PRODUCE PROS

Turning your retail team into mango experts with must-know mango details.

## IN THIS SECTION

**Variety & Availability**  
**Research Tools**  
**Crop Reports**  
**Receiving & Storage**  
**Ripening Information**

**Stocking & Handling**  
**Maturity Guides**  
**Ripeness Indicators**  
**Fresh Cut**  
**Retail Dietitian Toolkit**



# AVAILABLE YEAR-ROUND IN THE US

Mangos are grown year-round in tropical and subtropical climates all around the world which means you can get mangos any time of year in the US.



## DIFFERENT VARIETIES PEAK AT DIFFERENT TIMES

ensuring steady mango supply  
throughout the year.



# YEAR-ROUND AVAILABILITY

Mangos are grown year-round in climates all around the world. Different mango varieties peak at different times, ensuring steady availability throughout the year.

## VARIETIES & AVAILABILITY



### HONEY(ATAULFO)

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



### HADEN

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.



### KEITT

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



### KENT

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.



### TOMMY ATKINS

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.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



PEAK AVAILABILITY

SOME AVAILABILITY

LOW VOLUME

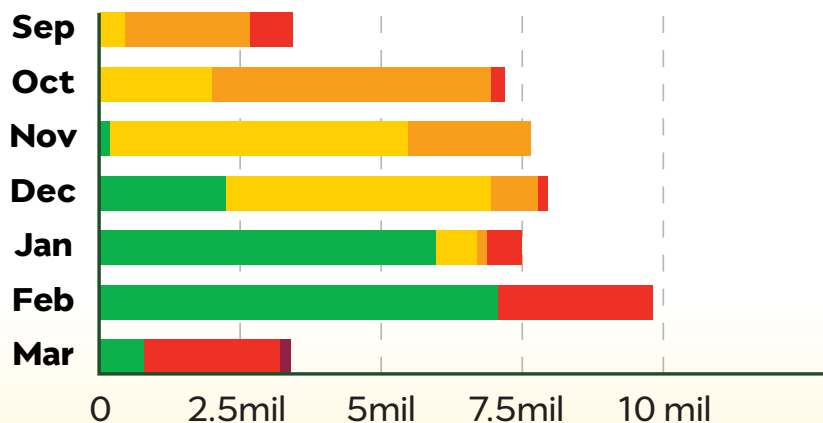
Check out [Mango.org](http://Mango.org) for info on additional mango varieties.

# AVAILABILITY BY COUNTRY



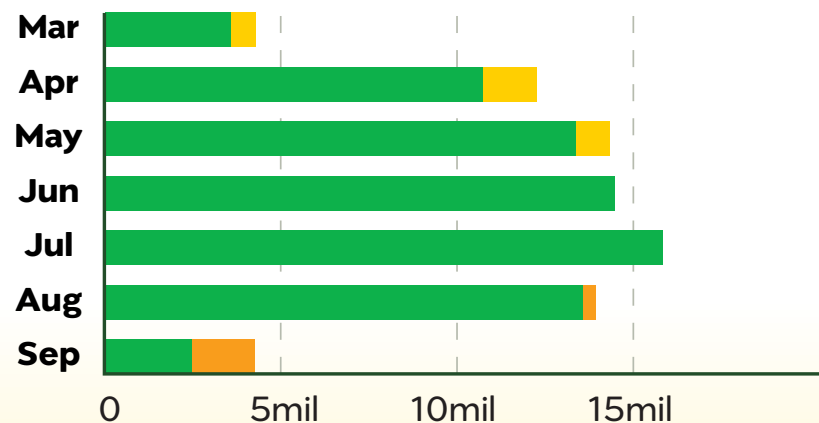
## FALL/WINTER

● Peru ● Ecuador ● Brazil ● Mexico ● Guatemala



## SPRING/SUMMER

● Mexico ● Guatemala ● Brazil



PEAK AVAILABILITY

SOME AVAILABILITY

LOW VOLUME

	PEAK AVAILABILITY	SOME AVAILABILITY	LOW VOLUME
<b>TOMMY ATKINS &amp; KENT</b>	1.5 million boxes or more/week	Between 250 thousand and 1.5 million boxes/week	Less than 250 thousand boxes/week
<b>HONEY (ATAULFO) &amp; KEITT</b>	650 thousand boxes or more/week	Between 50 and 650 thousand boxes/week	Less than 50 thousand boxes/week
<b>HADEN</b>	100 thousand boxes or more/week	Between 30 and 100 thousand boxes/week	Less than 30 thousand boxes/week

Sources: National Mango Board, AGEXPORT (Guatemala), ANEM (Haiti), EMEX and MANGOZ (Mexico), VALEXPOR (Brazil), APEM (Peru) and Fundación Mango del Ecuador (Ecuador) – Shipping data\*\*  
Volume represents a 4-year average (2019–2022)



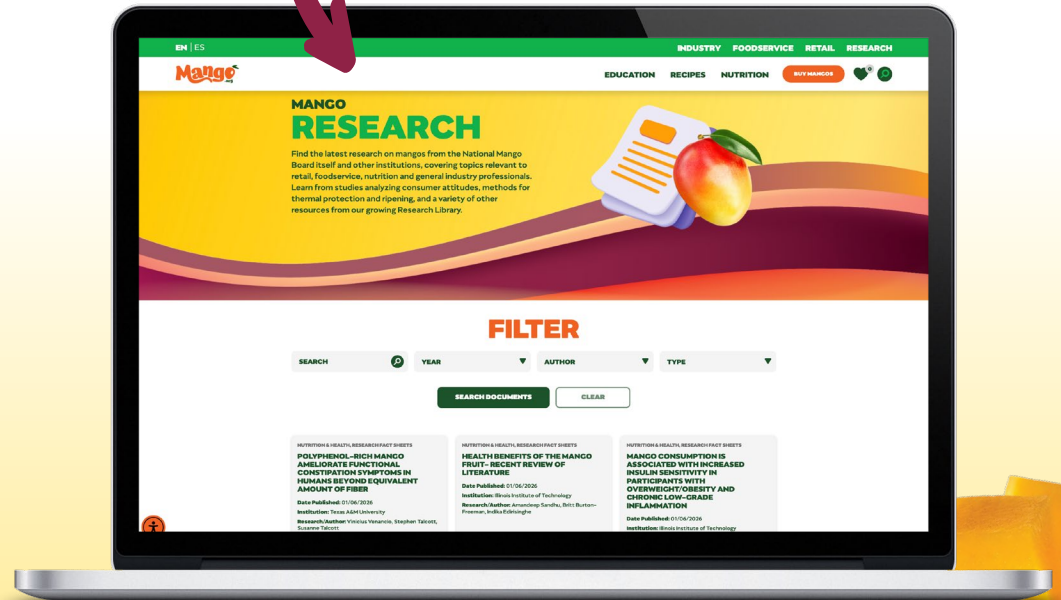
# RESEARCH AVAILABLE FOR YOU

The National Mango Board offers the freshest market insights, which can help you pivot to current trends for bigger sales—ours are updated weekly. Explore all of our research tools here.

LEARN MORE



FREE READY-TO-USE MERCHANDISE - RESEARCH TOOLS



# GET THE MANGO CROP REPORT

We gather reports from around the world to tell you when, where and how much the market is producing year-round. The weekly report includes:

- ✓ SHIPPING PROJECTIONS
- ✓ VOLUME SHIPPED
- ✓ VOLUME ARRIVED IN THE U.S.
- ✓ VARIETIES SHIPPING FROM EACH COUNTRY
- ✓ RECENT PRICING INFORMATION

LEARN MORE

### MEXICO (IRRADIATED), ECUADOR AND PERU CROP INFORMATION

Week	Week Ending	Total Shipping Projections in Boxes, 2025-2026
37	9/13/25	11,400
38	9/20/25	45,600
39	9/27/25	159,000
40	10/4/25	370,500
41	10/11/25	541,500
42	10/18/25	807,100
43	10/25/25	1,132,000
44	11/1/25	1,680,000
45	11/8/25	1,420,000
46	11/15/25	1,395,700
47	11/22/25	1,264,820
48	11/29/25	1,292,968
49	12/6/25	1,578,859
50	12/13/25	1,608,431
51	12/20/25	1,490,991
52	12/27/25	1,862,86
1	1/3/26	1,752,8
2	1/10/26	2,267,9
3	1/17/26	2,599,1
4	1/24/26	2,194,7
5	1/31/26	2,032,
6	2/7/26	1,754,
7	2/14/26	1,417,
8	2/21/26	1,08,
9	2/28/26	729,
10	3/7/26	51,
11	3/14/26	37,
12	3/21/26	21,
13	3/28/26	1,
14	4/4/26	1,
15	4/11/26	1,
16	Total	

Please note:  
Boxes are 6.5 lbs (4 kg).  
Dates are week-ending  
Source: FME  
Dates are week-ending  
from Brazil and Peru.

## MANGO CROP REPORT

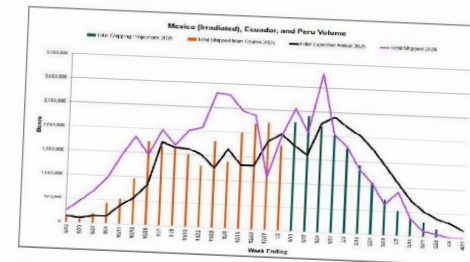
UPDATED ON JANUARY 8<sup>TH</sup> 2026

Please refresh your browser to download the most current report

The National Mango Board (NMB) publishes the Mango Crop Report on a regular basis using information from industry organizations and other sources in an effort to provide the best available information on shipment, projections, actual arrivals, variety and size availability, and other figures considered useful to the U.S. mango market. Although this information is updated regularly, changes can occur due to numerous factors at any given moment in time. Accordingly, the Mango Crop Report should only be used as a guide.

### SUMMARY: Mexico (Irradiated), Ecuador and Peru

- EXPORTING REGIONS:** Ecuador ended its season. Mexico (Irradiated) and Peru, are currently harvesting and/or packing.
- VARIETIES:** The main mango varieties shipped to the U.S. market are: Kent (89%) and Tommy Atkins (9%). There is also limited supply of Ataulfo and Keitt. See page 3.
- SIZES:** (Ataulfo/Honey: Large = size 16 and larger, Small = size 18 and smaller. Round mangos: Extra Large = 7 and larger, Large = sizes 8 and 10, Small = 12 and smaller.)
- RECENT VOLUMES:** Total mango volume shipped on week ending 01/03/2026 was approximately 1,767,838 boxes.
  - Mexico (Irradiated):** Volume shipped was approximately 74,903 boxes for a total of 74,903 boxes for the season.
  - Ecuador:** Volume shipped was approximately 234,710 boxes for a total of 13,947,182 boxes for the season.
  - Peru:** Volume shipped was approximately 1,458,225 boxes for a total of 6,672,942 boxes for the season.
- FUTURE VOLUMES:** Overall mango volume shipped from week 2 (1/10/2026) to week 5 (01/31/2026) is expected to be about 11% lower YOY, with arrivals expected from week 2 to 6. Ecuador season is expected to be about 5% lower YOY. The 2025 Peruvian season is expected to be about 25% lower YOY.



Please note: U.S. entry ports report incoming volume on different schedules; some report daily and some weekly. This causes discrepancies between the volume shipped from the source and the volume arrived at the U.S. entry ports in any given week.

Projections are adjusted throughout the season as new information is received.  
Mango Crop Report Updated January 8<sup>th</sup>, 2026



# RECEIVING & STORAGE

Helping shoppers recognize ripeness and showcasing smart storage and display tips make mangos easier to buy and easier to add to basket.



## DELIVERED IN 8.8 LB CARTONS

- Designed for protection and air flow
- Amount per box varies by mango size & variety

## CHECK LABEL FOR PRODUCT DETAIL

- Variety
- Size
- Country of origin
- Special treatment

## KEEP MANGOS AWAY FROM ETHYLENE

- Mangos are ethylene sensitive. Keep them away from ethylene producers like bananas and apples, which will cause mangos to ripen faster

## STORE WHOLE MANGOS AT ROOM TEMPERATURE

- Do not store below 50°F – 54°F. Check maturity guide for how to store each variety
- Temperatures below 50°F can negatively impact quality



Download educational signage for use in your stores

[DOWNLOAD](#)

# RIPENING INFORMATION

The following shows how ripe and ready-to-eat mangos can lead to increased retail sales.

[LEARN MORE](#)

## RIPENING INFORMATION

Ripening information has transformed the mango industry by significantly boosting consumer satisfaction, increasing acceptance from 39% to 87% and driving higher sales.

## RECEIVING AND QUALITY ASSESSMENT

Successful mango ripening depends on harvesting mature fruit and using key indicators like firmness, sugar levels and flesh color—guided by standardized tools such as the five-stage maturity scale—to ensure optimal flavor and quality.

## MANGO EXPECTATIONS AT RECEIVING

Mangos are harvested when mature but not yet ripe. Store immediately upon receiving  $\approx 50^{\circ}\text{F}$  to  $54^{\circ}\text{F}$  ( $10^{\circ}\text{C}$  to  $12.2^{\circ}\text{C}$ ) depending on the variety. Mangos should be continuously evaluated for quality and ripening potential to ensure they develop proper flavor and meet expectations.

## THE RIPENING PROCESS

Ethylene-based ripening systems, when used as directed, safely and effectively accelerate mango ripening when combined with proper handling conditions and clear supply chain coordination on fruit maturity and ripening goals.

## IDEAL MANGO RIPENING CONDITIONS

Mango ripening typically follows a four to five-day cycle requiring controlled temperature, high humidity, regulated ethylene levels and proper ventilation to maintain low carbon dioxide and ensure optimal fruit quality. For more details, please check the Ripening Guide Series.

## RIPENING IMPLEMENTATION

Successful ripe mangos in stores rely on proper display conditions, staff training, careful handling, frequent restocking and clear “ready-to-eat” messaging to boost customer satisfaction, education and repeat sales.

Source: Mango.org

# STOCKING & HANDLING

The following guidelines will help your mangos stand out and ensure that they are fresh and enticing for shoppers.



## HANDLE EACH PIECE GENTLY

Mangos can bruise easily, and bruising reduces both shelf life and visual appeal.



## ROTATE STOCK REGULARLY

Do this throughout the day so the most attractive fruit faces outward and remove any damaged pieces right away to protect the rest of the display.



## HIGHLIGHT ANY SEASONAL VARIETIES

This will help educate shoppers about different mangos and drive urgency to purchase.



## EDUCATE YOUR TEAM

Share with your employees about ripening maturities by variety.

# GET YOUR FREE MANGO MATURITY GUIDE

Each mango variety can have a slightly different ripening process. Click the links below to get the maturity guides for the most popular mango varieties:



[KENT RIPENING GUIDE](#)



[TOMMY ATKINS RIPENING GUIDE](#)



[HONEY \(ATAULFO\) RIPENING GUIDE](#)



[KEITT RIPENING GUIDE](#)

Check out the full ripening guide series here:

[LEARN MORE](#)



FREE READY-TO-USE MERCHANDISE - MATURITY GUIDES



# FLAVOR & RIPENESS

Different varieties show different signs when ripe. Use these indicators to help detect ripeness.

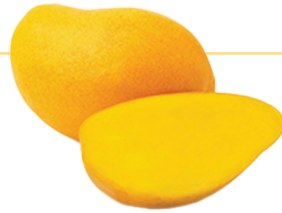
LEARN MORE



## TOMMY ATKINS

**FLAVOR:** Tart with sweet notes

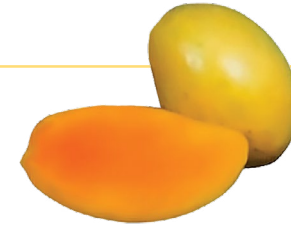
**WHEN RIPE:** This mango may not provide any visual cues. Squeeze gently to judge ripeness.



## HONEY (ATAULFO)

**FLAVOR:** Sweet & sour with notes of tropical fruit

**WHEN RIPE:** Skin turns a deep golden color and small wrinkles appear when fully ripe.



## MINGOLO

**FLAVOR:** Rich tropical flavor with distinct peachy notes

**WHEN RIPE:** Skin turns to a deep golden color. Squeeze gently to judge ripeness.



## HADEN

**FLAVOR:** Sweet & sour with hints of bitter tropical aftertaste

**WHEN RIPE:** Green areas of the mango will start to turn yellow.



## KEITT

**FLAVOR:** Sweet & fruity

**WHEN RIPE:** Skin stays green even when ripe. Squeeze gently to judge ripeness.



## KENT

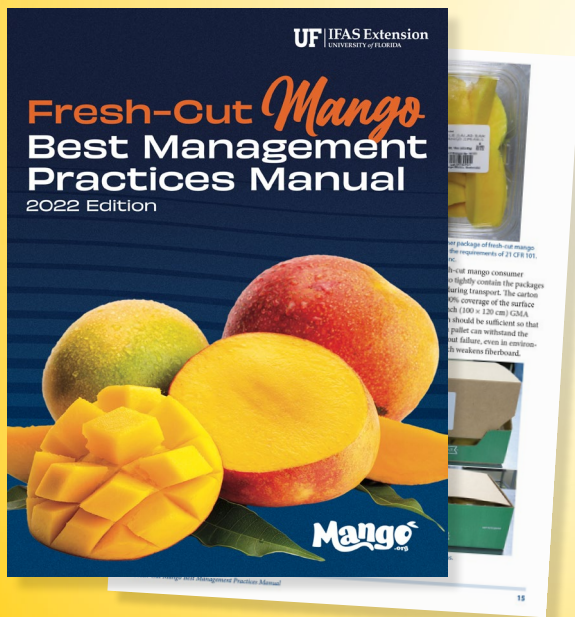
**FLAVOR:** Sweet with hints of sour notes

**WHEN RIPE:** Yellow undertones or dots cover more of the mango.

# FRESH CUT RESOURCES

A recent study found that 20% of current users mentioned “hard to peel and cut” or being “too messy and sticky” as potential hurdles to eating mangos more frequently.<sup>1</sup>

**The Fresh-Cut Mango Manual is your go-to guide for valuable mango insights and best practices—everything from quality and handling to storage and processing.**



**For more on fresh-cut mangos:**

[CLICK HERE](#)

Source: 1. Mango.org, AAU Study 2025

**TIPS FOR PRODUCE PROS – FRESH CUT**

# FRESH CUT APPLICATIONS

**CHEEKS**



**READY FOR RECIPES**

**SPEARS**



**PERFECT FOR SNACKING**

**DICES**



**EASY TO MIX OR ADD ON**

**SPIRALS**



**GREAT FOR SALADS & MORE**

**FRUIT MIXES**



**PAIRS WELL WITH OTHER FRUITS**

**SALSAS**

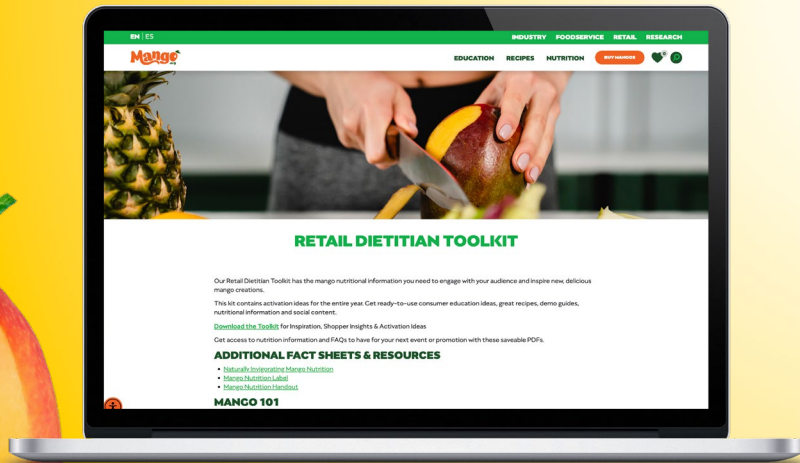


**ELEVATES PARTIES & GATHERINGS**

# RETAIL DIETITIAN TOOLKIT

Our 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.



Get the retail dietitian toolkit now:

DOWNLOAD

TIPS FOR PRODUCE PROS - FRESH CUT

NATIONAL MANGO BOARD

# RETAIL DIETITIAN NUTRITION TOOLKIT

Mango<sup>®</sup>  
.org



# HOW TO PROMOTE MANGOS

Get valuable tools to promote mangos through your in-store, digital and ecommerce platforms

## IN THIS SECTION

**Unplanned Purchases**  
**2026 Retail Calendar**  
**Promoting In Store**  
**Mango Merchandising**

**Mango Signage In Store**  
**Ordering Point of Sale**  
**Our Promotions**



# UNPLANNED PURCHASES

Impulse buys start in store. The mango story closes the sale. In-store shopping drives unplanned purchases for several key benefits, including touch, smell and instant availability:

## KEY BENEFITS:



**Hands-on experience**  
(Especially for produce)



**No grocery delivery fees**



**In-store deals & discounts**



**Items ready to take home right away**

Source: Path2Purchase

**FREE READY-TO-USE MERCHANDISE - UNPLANNED PURCHASES**



# SUPPORTING MANGOS YEAR-ROUND

Mangos are extremely versatile and relevant year-round for different holidays and social events. If interested in running a mango promotion at your stores, contact the National Mango Board's retail team to collaborate.

## 2026 RETAIL PROMOTION CALENDAR OVERVIEW

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>U.S. HOLIDAYS</b>	NEW YEAR	VALENTINE'S DAY HEART HEALTH MONTH		EASTER	MOTHER'S DAY MEMORIAL DAY	FATHER'S DAY	INDEPENDENCE DAY		LABOR DAY	HALLOWEEN	THANKSGIVING	CHRISTMAS NEW YEAR'S EVE
<b>CULTURAL HOLIDAYS</b>		CHINESE NEW YEAR Asian			CINCO DE MAYO Hispanic	JUNETEENTH African American			HISPANIC HERITAGE MONTH		DIAS DE LOS MUERTOS Hispanic	DIWALI Indian/Asian
<b>SOCIAL EVENTS</b>		BIG GAME	NATIONAL NUTRITION MONTH MARCH MADNESS College Basketball			WORLD GAMES 2026	BACK TO SCHOOL NATIONAL MANGO DAY July 22		NFL FOOTBALL SEASON BEGINS Tailgating Season			
	Q1		Q2			Q3			Q4			

# TASTE THE JOY OF MANGOS ALL YEAR LONG

Bring seasonal flavors to every occasion with these tasty mango recipes.

[ALL RECIPES](#)



**JANUARY**  
**MANGO CHICKEN CURRY**



**FEBRUARY**  
**MANGO KING CAKE TWIST**



**MARCH**  
**MANGO LASSI**



**APRIL**  
**MANGO SPINACH SALAD**



**MAY**  
**MANGONADA**



**JUNE**  
**MANGO SALSA**



**JULY**  
**MANGO BUBBLE TEA**



**AUGUST**  
**MANGO PEACH SMOOTHIE**



**SEPTEMBER**  
**MANGO CHILI**



**OCTOBER**  
**MANGO PUMPKIN PIE MASHUP**



**NOVEMBER**  
**MANGO CRANBERRY CHUTNEY**



**DECEMBER**  
**MANGO WHISKEY SMASH**

# PROMOTING MANGOS IN YOUR STORE

We are always striving to drive traffic to your store by providing the tools you need!

## DISPLAYS, CONTESTS + OTHER POS MATERIALS

- Retailer incentive contests to help drive volume.
- Support consumption by featuring mangos on retailer promotional vehicles.



## SAMPLING ACTIVATION

A great way to get shoppers to try mangos and demonstrate how to cut them. Win-win!



## CROSS MERCHANDISE

Partnering with related products and produce will attract new audiences and inspire usage.



## RETAIL DIETITIAN PROMOTIONS

Inspire new shoppers by supporting dietitians with:

- Education Tips
- Mango-tastic recipes
- Demo Guides
- Nutritional Info
- Social Content



## TRADE ADS: PHYSICAL AND DIGITAL

Increase awareness and purchases online through digital promotional support.



# MASTER THE ART OF MANGO MERCHANDISING

We have a wide range of exciting point-of-sale tools and displays for whole mangos to fit every retailer and space, including traffic-driving seasonal campaigns, consumer education and nutritional materials.

## ALWAYS-ON MERCHANDISING BIN

Bright, educational and built to boost sales year-round:

- Fully shoppable, both ADA and USDA compliant
- Can be customized with seasonal/promotional header cards
- Made of sturdy materials
- Can be set up in minutes

[Click here to see all our exciting merchandising materials.](#)

EXPLORE NOW



### 40%

Our vibrant mango displays drive an average **40% lift in volume**

SOURCE: National Mango Board, 2025



### 2X

Stores with secondary displays have a significantly higher increase in volume than those with only one

SOURCE: CP Category Partners, 2025



### 73%

of consumers wish brands made their in-store shopping experience more immersive and engaging

SOURCE: Harris Polls, 2025



### 76%

say that physical retail experiences help them connect more deeply with brands

SOURCE: Harris Polls, 2025

# MANGO SIGNAGE IN STORE

Our wide range of mango point-of-sale materials can be tailor-made to fit your needs—creating high impact purchase opportunities year-round.

EXPLORE NOW



**PUT OUR POINT OF SALE TO WORK FOR YOU**

- HIGH-IMPACT / READY-TO-USE
- MUST-KNOW MANGO EDUCATION
- ALWAYS-ON & SEASONAL PROGRAMS
- ENGLISH & SPANISH AVAILABLE
- CUSTOMIZABLE FOR ANY STORE



Campaign shown is not final and subject to change.

**FREE READY-TO-USE MERCHANDISE - RETAILER RESOURCES**

# ORDER YOUR READY-TO-USE FREE POINT-OF-SALE MATERIALS

Created to help educate your shoppers and drive purchase during peak sales occasions.

Order OR download any of these year-round assets for immediate\* use in your store.

ORDER NOW

## IRON MAN POSTERS

High visibility signage. Ideal for wall placement or for insert into stanchion sign displays.



18" x 24"

## SHELF SIGNAGE\*

Place in produce or around complementary products in other aisles. Best for high-traffic areas like entrances and checkouts.

\*Range of Sizes



11" x 7"



5" x 3"



3.5" x 2.5"

## RECIPE CARDS

Place these in the produce section to inspire impulse buys for complementary products.



11" x 7"

## QR CODES

Use these to sweeten up (add to) your store's digital communications with mango recipes, how-tos and more.



Sizes Vary

\*Always-on assets available now. Upcoming campaign assets will be available closer to the campaign timeframe. Check with your retail account manager for details.

FREE READY-TO-USE MERCHANDISE - RETAILER RESOURCES

# WE'RE BIG ON PROMOTING OUR PROMOTIONS

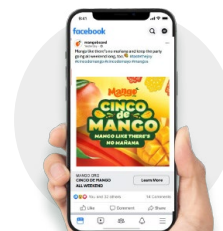
Modern shoppers are omnichannel—engaging with many touchpoints on their path to purchase. We meet shoppers where they are, connecting at every stop along the way.



**WEBSITE**



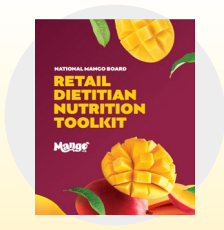
**DIGITAL**



**ORGANIC/  
PAID SOCIAL**



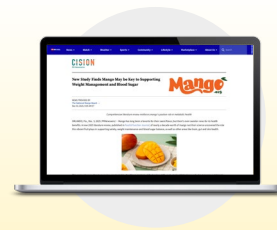
**INFLUENCER  
COLLABORATIONS**



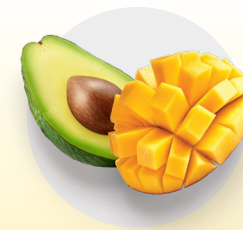
**NUTRITION/  
HEALTHCARE**



**ECOMMERCE**



**PUBLIC  
RELATIONS**



**PRODUCT  
PARTNERSHIPS**



**CHEF  
PARTNERSHIPS**



**FOODSERVICE  
PROFESSIONALS**



# FREQUENTLY-ASKED QUESTIONS



# FREQUENTLY ASKED

Below are some of the most-asked mango questions from shoppers.



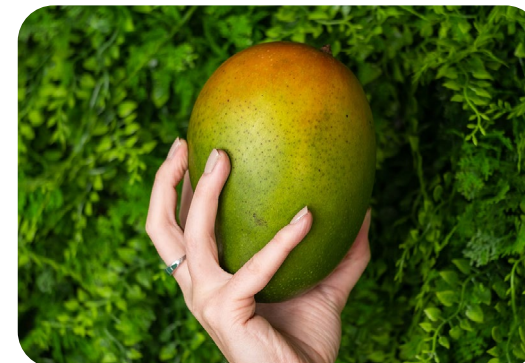
**Q.** Can you freeze mangos?  
For how long?

**A.** Cut or pureed, you can freeze ripe mangos for up to six months in an airtight container.



**Q.** Can you eat the skin of a mango?

**A.** Yes, it's edible and is enjoyed by many cultures. However, they can be tough, bitter and may cause allergic reactions. Washing before consumption is advised.



**Q.** Does one mango equal one serving of fruit?

**A.** The USDA states that 3/4 cup of mango pieces equals one serving.

## MORE QUESTIONS?

Explore more questions online and don't hesitate to ask us any of your own.

[LEARN MORE](#)



## CONTACT US

**Your retail team at the National Mango Board is here to provide everything you need to run an amazing mango program with total confidence.**

### GET RESOURCES

**Get nutrition tips, insights and other helpful resources, all backed by the latest mango science and research.**

### CONTACT US

**Have a mango question, or just not finding the resource you're looking for? We're here to help.**

**PLEASE REACH OUT TO YOUR RETAIL ACCOUNT MANAGER TO DISCUSS YOUR SPECIFIC NEEDS.**





# TASTE THE JOY

Thank you for helping the National Mango Board to spread the joy  
of fresh mangos to your shoppers.

3319 Maguire Blvd. Ste. 129 Orlando, FL 32803  
407-629-7318

Follow us @mangoboard  