



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

Treat Your Selfie to Something Healthy
Drive mango sales January and February 2018

Orlando, Fla (December 15, 2017) – In preparation for a healthy start of the new year, the National Mango Board (NMB) will kick off its new Mango Selfie program in January. This Q1 program will connect with shoppers at the retail level by capturing their #mangoselfie on Instagram for the opportunity to win prizes. The program includes a strong retail component with an incentive for store level associates.

The objective of the “Treat Your Selfie to Something Healthy” promotion is to drive mango sales through the beginning of the year when consumers are most excited about healthy food choices. The promotion is expected to create a high level of engagement with retailers to promote mangos during the non-traditional times of the year. Retailers are encouraged to increase their display space for mangos, build big beautiful and eye-catching presentations, and use POS materials to educate shoppers about mango how-to’s and nutritional value.



“This consumer sweepstakes is a great opportunity for retailers to engage with shoppers and have fun selling mangos,” stated Valda Coryat, Director of Marketing at the NMB. “Mango, traditionally seen as a summer item, is enjoying significant uplift in volumes and sales during the non-traditional times of the year, therefore it is important for retailers to promote mangos year-round. This promotion will help put mangos front and center while both shoppers and retailers win some great incentives.”



Retailers who wish to participate in the Mango Selfie program should visit mango.org/SelfieRetail to get more information and order POS kits for their stores. The kit includes the promotion flyer with the official rules, along with a selection of POS materials, including the program header card, education and nutrition information. Mango suppliers can help by telling their retailers about the contest and ordering POS kits for them at mango.org/SelfieRetail.

About the National Mango Board

The [National Mango Board](http://mango.org) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at mango.org.