



**Fresh Mango  
For Foodservice  
Distributors**

**Mango**  
.org

# Key Selling Opportunities For Fresh Mango



Here are some of the many questions that can open the door to suggestive selling opportunities.

## ARE THERE PARTS OF THE MENU THAT COULD USE A REFRESH?

Although we all like menus that are familiar, returning customers are hungry for new flavors. Changing up a menu with new items alongside the old, or with new flavor twists, keeps a successful menu fresh.

### Global Sharables

Small plates and appetizers are a great way to introduce new mango dishes on menus and feed the sharing culture. Think of it as flavor without a flight that differentiates menus and it's profitable.

- Mango Madness Sushi Roll
- Deep Fried Pickled Green Mango Spears with Tamari Sesame Dipping Sauce
- Bavette Steak with Yucca & Mango Chimichurri



### Salad Star

Customers looking for good-for-you menu items frequently choose salads, but menus with trend-forward salads help menus stand out, especially for to-go items. Fresh mango adds contrasting color, texture, and refreshing taste to side and entrée salads.

- Spicy Green Mango Noodle Salad with Smoked Fish & Thai Flavors
- Hawaiian Kahlua Pork Salad
- Mango Jicama Salad

### Fresh off the Grill

Grilling, charring and roasting add an unexpected complexity of flavor to savory and sweet menus. Mango holds its shape and adds a pop of color.



- Open Fire Grilled Pork & Mango Churrasco Style Skewer
- Fresh Mango & Lobster Arancini with Charred Mango-Tomato Dipping Sauce
- Caramelized Mango with Crispy Serrano Ham and Jumbo Shrimp

### Sweet Inspirations

Fresh mango desserts deliver on the sweet flavor profile most customers want at the end of a meal, not to mention the fruit's beautiful color.

- Mango Crème Brûlée
- Mango Caramel Corn Parfait with Mango Lebneh & Dragon Fruit Glaze
- Mango Mousse Trifle Cake



Scan for more culinary inspiration.



# Fresh Mango

## FOR FOODSERVICE DISTRIBUTORS



The mango, known for its eye-catching color and delicious tropical flavor, adds value to menus from breakfast to late night snacks. As nutritious as it is delicious, it's no wonder mango is one of the most popular fruits in the world. The year-round availability of fresh mango and its incredible versatility make it easy to plan daily, monthly and seasonal menu specials.



### **GROW YOUR FRESH PRODUCE CATEGORY SALES WITH FRESH MANGO**

These tips will help you introduce and reimagine fresh mangos to customers. As one of the world's most popular fruits, mangos help build order size and grow your fresh produce category sales.

If there's one tried-and-true rule that successful distributor sales reps have followed over the years, it's to always look for one more thing to add to the order. That's especially true if the new item is in a trendy product category, like fresh produce.

The key is to make produce suggestions in the context of growing a customer's business, such as building breakfast traffic, selling more desserts or adding variety to a sandwich or salad menu.

Today, experiential dining drives incremental sales. The instant flavor boost and visual appeal fresh mangos bring to the menu will help your customers see the menu fit. Mango adds value in ways that can help operators increase menu price points and create seasonal offerings that appeal to today's flavor hungry consumers.

Finally, this tropical fruit adds value to recipes across the menu, in hot and cold applications, from salads and sandwiches to beverages, appetizers, entrees and desserts.



## DOES THE RESTAURANT HAVE DAYPARTS WHERE TRAFFIC OR CHECK AVERAGES DON'T REACH THEIR POTENTIAL?

These challenges face every operator. Asking about it will almost always lead to some interest in new ideas.



### Breakfast and Brunch

Suggest a few eye-openers that add a fresh spin. The beautiful color and texture of fresh mango adds some “wow” to the plate, bowl and glass.

- Mango Scones with Mango Compote
- Mango, Ricotta & Prosciutto Galette
- Fresh Mango Oatmeal Congee



### Grab-and-Go

Onsite cafeterias, delis and restaurants build menus around grab-and-go and delivery items and need keep menus fresh. Fresh mango layers in exotic appeal, flavor, color and texture.

- Caribbean Mango Chutney Chicken Wrap
- Pulled Pork & Mango Summer Rolls with Carolina Mustard Sauce
- Mango Ginger Empanadas

### Lunch Specials

Lunch remains the mainstay for many operators and variety is critical. Mango keeps menus creative and flavorful.

- Grilled Mahi Mahi Sandwich with Mango Slaw
- Shrimp & Mango Gumbo
- Seared Ahi Tuna with Mango Slaw & Mango Jalapeño Jam



Scan here to keep the menu fresh, all year long.

### Entree Enhancers

Customers relish the complementary flavor, texture and color that mango salsa, slaw, sauce, and other condiments add to composed entrees and small plates.

- Pan Seared Cod with Mango Strawberry Pico de Gallo
- Pickled Green Mango Relish
- Grilled Red Snapper Filet with Mango Sriracha Butter and Mango Rice Madras
- Bavette Steak Yucca Mango Chimichurri





## ARE YOUR CUSTOMERS INTERESTED IN THE LATEST MENU TRENDS?

Many trends lead to fresh mango! Help operators turn consumer tastes and trends into menu opportunities.



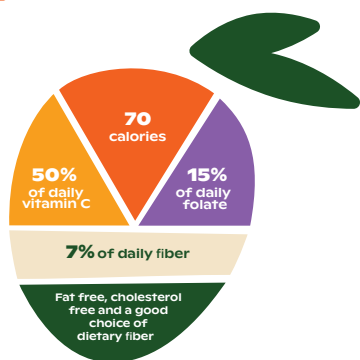
Scan for more menu trend stats!

- **80%** of consumers like or love mango
- **82%** of consumers would pay more for fresh mango when featured on the menu
- Mango on menus has grown by a third over the past decade, now found on nearly **40%** of all restaurant menus
- Mango is both a top-featured and top-growing fruit among the top fruits on restaurant menus

Source: Datassential

### Mango Nutrition

 **3/4 CUP EQUALS**



### Healthy Halo

Fresh fruit—like mangos—boosts the flavor of savory dishes and adds vivid color and the glow of good health across the menus, including plant-forward items that have been gaining in popularity.

- Grilled Eggplant Salad with Mango Sambal
- Vietnamese Green Mango Noodle Bowl with Beef
- Mango Cado Toast



Scan here to learn more nutrition information.

### Global Flavors

Global ingredients, traditions and techniques satisfy flavor-seeking restaurant patrons. Fresh mango bridges cultures, fusing stylish ingredients and flavor favorites from around the globe.

- Mango Shrimp Curry with Mango Cauliflower Rice
- Roasted Mango Salsa
- Mango Poke Bowl
- Fresh Mango & Lobster Arancini with Charred Mango-Tomato Dipping Sauce

### Mango Beverages

Bar specialists, mixologists, and bartenders shake, muddle, puree and infuse fresh fruit to add flavor and color to drink menus. An eye-catching fresh mango garnish is easily prepped in advance of service.



#### Cocktails

- Mango Moroccan Mimosa
- Mango Muchacho Margarita

#### Non-alc

- Smoked Mango Lemonade Mocktail
- Mango Island Cooler
- Mexican Mangonada



## HOW TO ENSURE PEAK MANGO FLAVOR, FRESHNESS AND RIPENESS

Pre-ripened whole mangos and fresh-cut mangos help operators manage available storage space and better control labor costs, as well as ensure that stocked mangos are recipe ready.



Scan here to learn more about our Ripe and Ready program.



### Temperatures Matter

Mangos are harvested at the mature green stage, when the Brix (sugar) level supports continued ripening off the tree.

NEVER store or transport whole mangos below 50° F. Treat them like bananas!



### Squeeze Gently to Judge Ripeness

- Don't judge mango ripeness by the color of its skin, which differs based on variety and location on the tree.
- Ripe mangos will give slightly when gently squeezed.
- Use mangos across the ripeness spectrum, from green and crisp to ripe and luscious.





## Tools and Resources

Visit [mango.org/foodservice](http://mango.org/foodservice) for fresh mango variety information, crop reports, supplier database, supply chain best practices (including handling and ripening protocols), Mango Bites e-newsletter sign-up and more! Designed to inform everyone along the supply chain from the farm to foodservice distributors and fresh-cut suppliers to get the most out of fresh mangos. Email [foodservice@mango.org](mailto:foodservice@mango.org) for further assistance.



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