

Sugar Mangos prepare for initial import season to the United States

Colombia's Sugar Mango Association is preparing for the first entry into the United States market, with arrivals beginning the second week of March.

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/EINPresswire.com/ -- Sugar Mangos prepare for their debut in the United States market next month

Colombia's Sugar Mango™ Association is preparing for the first entry into the United States market, with arrivals beginning the second week of March. Preparations for entry to the US market have been underway for several years. US consumers will get their first taste of this sweet, pocket-sized mango with a full marketing and social media campaign titled "We're Small, Sweet, and Easy to Eat."

These naturally grown "pocket mangos" easily fit in the palm of your hand, and are unique due to their ability to be eaten with their skin, making them an ideal treat for kids or anytime snacking.

Sweet Sugar Mangos have red and yellow, fragrant flesh with a sweet juicy taste and a brix level of 22. Unlike many other exotic mangos, sweet Sugar Mangos™ do not have a fibrous taste. These miniature mangos are grown naturally, non-GMO, and have a peak harvest season of April through August, with initial imports beginning in March.

Sugar Mangos™ are exclusively grown in Colombia's tropical Caribbean Coast, close to Santa Marta. The tropical trade winds and unique soil create an ideal microclimate for this specialty fruit, with an edible skin, much thinner than traditional mangos. The fruit is highlighted for its extreme popularity in the region, known generically as "Mango de Azucar."

Unlike the generic tree fruit, Sugar Mangos undergo a proprietary pre-harvest and cultivation



method, with an immediate cool chain, and a patented, food-safe wash applied post-harvest to condition the fruit well for travel and the best possible taste and shelf life. The Sugar Mango Association is the manager of the Sugar Mango trademarks at origin and globally.

The Association and program are open to qualified growers, distributors, exporters, and importers via license. The variety and brand are trademarked at origin in Colombia, as well as in various international markets, including the United States.

“As with other extremely successful branded fruit programs, Sugar Mangos™ is designed to deliver a special and unique taste experience to the consumer, and to allow growers, distributors, exporters, and importers all align in a more precise way to ensure a consistent and quality taste experience,” commented Nicolas Mairon, development director for Sugar Mangos brand and licensing programs.

“We have been working for several years with family farmers to prepare this product for export, and for the high expectations of consumers in the North American and European markets. Sugar Mango™ is lucky to count some of the top regional growers, exporters, and importers as part of our brand.”

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Nicolas Mairon

Sweet Sugar Mangos™ are offered commercially in 2 kilo (4.45 pound) cases, which hold between 17-22 mangos. Specially branded retail kits, POS signage, digital tools, and a social media campaign are all available to help merchandise and sell Sugar Mangos™ in store.

A limited quantity of 6,000-9,000 cases will be offered weekly in the United States for the initial seasons, with programs already being reserved by top grocers, distributors, and markets.

The exclusive importer of Sugar Mangos in the United States is Seasons Farm Fresh, Miami, FL.

For more information on licensing and distribution opportunities, please contact licensing@sugarmangos.com, or visit www.sugarmangos.com



Sweet Sugar Mangos in special limited edition retail box

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