



2013 FOODSERVICE MENU RESEARCH

The National Mango Board conducts menu mention research to track the growth of mangos in foodservice and to provide insight regarding mango trends.

In 2014, the National Mango Board purchased Mango MenuTrends Report from Datassential. Datassential tracks menus from 4,800 restaurants including national chains, regional chains, and independents. The data is based on the May 2012 to April 2013 time period and was compared to 2008 data. Please note that not all mango menu mentions use fresh mango. Mango menu mentions include fresh mango, frozen mango, chopped mango, sliced mango, mango puree, mango juice, mango flavorings and other forms of mango. The final report is available upon request. For details, please email info@mango.org.

Key insights include:

- Mangos are the 9th most common fruit on menus (15.4% of menus) and the 6th fastest growing fruit (+1.9 pts.).
- Mango menu penetration was 15.4% in 2013, a 14.1% increase in penetration since 2008.
- Mango menu penetration was greatest among independents (18.2%) in 2013, a +10.3% increase in penetration from 2008 (+1.7 pts.).
- Mango menu penetration is greatest on “all day menus” at 12.4% in 2013, an increase of +18.1% vs. 2008 (+1.9 pts.).
- The most common applications for mango occurred on entrees (11.8%) in 2013, a 16.8% increase in penetration from 2008 (+1.7 pts.).
- Most offered mango menu items are Mexican entrees (5.5%), center-of-plate fish (5.4%) and salad entrees (4.6%).
- The most common types of cuisine associated with mango were Indian (82.4%), followed by Caribbean (40.6%), Mixed Ethnicity (36.6%), and Thai (33.2%).
- Mango beverage menu penetration tallied 20.1% in 2013, an increase of +17.5% (+3.0 pts.) from 2008.
- Mango beverage menu penetration was strongest among chains (36.1%) in 2013, a +82.3% increase in penetration from 2008 (+16.3 pts.).
- The most common uses for mango in beverages were blended beverages (32.2%), followed by margaritas (20.8%), mixed alcoholic beverages (17.9%), and martinis (11.5%).
- Mango dessert menu penetration reached 9.2%, a +13.6% increase in penetration from 2008 (+1.1 pts.).
- The most common uses for mango in desserts was frozen treats (11.5%), ethnic desserts (5.2%), pudding/gelatin (4.4%), fruit desserts (4.4%), and beverages (4.3%).