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Albertsons named 2021 Mango Retailer of the Year

The National Mango Board announced Albertsons Cos. as its recipient of the 2021 Mango Retailer of the Year award.

The Mango Retailer of the Year award identifies retailers that go above and beyond to offer strong consistent support to the mango industry and deliver outstanding mango promotion results. Albertsons was selected from more than 100 retailers who partner with the NMB across the United States. The Boise, ID-based retailer has excelled in creating unique and timely mango promotions and displays, incorporating fresh cut and whole mangos.

The NMB presented the award in Boise, ID, to Vince Maggio, national director of produce and floral. Also present from Albertsons Cos. were Jerry Callahan, GVP produce/floral; Rich Mendonsa, vice president produce/floral replenishment and planning; Kent Frazee, produce sales manager intermountain division.

"Thank you for our award and for all that you do for Albertsons Companies. The National Mango Board is a phenomenal partner for Albertsons and we never would have gotten where we are today without your dedication and continued support," said Maggio.

Albertsons and its regional divisions are a consistent leader both regionally and nationally in mango volume sold per store per week. Besides promoting multiple mango varieties, a key to their success has been presenting consumers with a quality, consistent ripe and ready to eat mango.

"We are proud to call Albertsons Companies a partner and our 2021 Mango Retailer of the Year," said NMB Executive Director Manuel Michel. "They have regularly utilized and reinforced mango messaging through both print and digital, touching millions of potential mango consumers in their markets."

Photo: Tammy Wiard and Tim Beerup of NMB flank Vince Maggio, Jerry Callahan, Rich Mendonsa and Kent Frazee of Albertsons.

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