

# Brothers Know How Things *Grow*



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**Ciruli Bros. unveils new websites, retailer resources for peak mango season**

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Ciruli Bros. has launched a [new website](#) to better communicate the company's offerings, availability and core values to its trading partners.



Chris Ciruli

“With a history of over 80 years, we wanted our web presence to communicate that Ciruli Brothers continues to operate by the same values that were instilled by our predecessors, and that our team’s dedication and commitment to service is unwavering,” said Chris Ciruli, chief operating officer of the Rio Rico, AZ-based company.

Ciruli Bros. has also debuted a new landing page in its Champagne mango domain, which aims to help buyers learn more about Ciruli’s quality program, including the various marketing resources available to them. With concurrent production across the states of Chiapas, Michoacán and Nayarit, Mexican mango production is peaking in May, making this a perfect time to inform trading partners of the many tools and resources available to them.

“We see tremendous opportunity for mango promotion through consumer education about the fruit’s superior attributes,” Ciruli added. “The new landing page gives buyers another venue to connect with us and access the tools we have available.”

Among the retailer resources are POS signage, merchandising ideas, best practices for handling, display bin wraps, and several images and graphics.

Ciruli Bros. expects promotable volume between May and June, with a new crop of Champagne

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mangos from Nayarit starting in mid-May through early July. The company will also feature Kent and Keitt mangos in its Mr. Mango, Super Mango and Señor Mango brands beginning in May and ending in September from northern Sinaloa.

To learn more about Ciruli Brothers' mango programs and marketing resources, visit [www.cirulibrothers.com](http://www.cirulibrothers.com) and [www.champagnemango.com/sweeter](http://www.champagnemango.com/sweeter).

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