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Every Purchase Has to Earn Its Place, and Purpose in Produce Provides an Answer

MIAMI, FL (August 3, 2026) — The mango is a fruit that's growing fast, but there's still plenty of untapped potential. According to The Packer's Fresh Trends 2026, 50% of shoppers bought a mango last year. The other half haven't made it a habit. Consumer education is key to catching more of those shoppers. With its Water For All mangos, Continental Fresh is bringing purpose to retail storytelling.

Giving Shoppers Confidence to Buy

Most produce education tries to teach people how to use the product, which is important. Traditional in-store tactics include ripeness guides, demonstrations, cross-merchandising and fresh-cut packs. Digital support via recipes and nutrition facts also helps to drive sales.

Education is essential for new consumers, but as mangos find their way into shopping routines, these tactics plateau. Telling shoppers what a mango is will always be part of produce merchandising, but don't forget why it matters.

Giving Shoppers a Reason to Care

Values provide an opportunity that's often overlooked. NielsenIQ reports that today's price volatility has consumers feeling "tapped out," and every purchase must earn its place. Consumers want products that will benefit themselves as well as the world around them. Today, every purchase is more intentional. Trust, personalization and alignment with consumer values can make a difference.

Purpose is promotable.

The Continental Fresh Water For All initiative is a simple program that makes it easy to appeal to values-driven shoppers. A portion of the proceeds from every Water For All product funds clean-water and sanitation projects for communities in Latin America. BLUE Missions, the company's longtime nonprofit partner, uses 100% of those program contributions to build gravity-driven aqueducts, ventilated latrines and other infrastructure. The program has connected more than 42,000 people with clean water so far, and more than 13,000 people have gained improved sanitation.



“We created the Water For All because it’s the right thing to do, but it’s also the right thing for today’s shoppers,” said Albert Perez, CEO of Continental Fresh. “Many stores that stock Water For All mangos don’t do additional promotion. It leaves a lot of shoppers in the dark about the impact they can make with a simple purchase. If we share the story, we can sell more fruit and provide clean water to more people.”

By providing one of life’s necessities, life improves. By promoting Water For All mangos, retailers can spur sales while sharing their commitment to doing making a better world.

Helping Retail Create a Better Shopping Experience

Expanding mango sales means increasing visibility, confidence and conversion. Continental Fresh created a downloadable retail tool kit to help grocery stores promote their Water For All mango and produce program. The tool kit includes:

Point-of-Sale Posters: High-resolution and ready-to-print, vibrant point-of-sale posters bring visibility to the mango display

Retail Fact sheet: A printable fact sheet provides details about the effort to improve lives in deserving Latin American communities.

Retailer-ready social content: Pre-written social media posts help retailers promote Water For All mangos to their followers.

Continental Fresh's free retail toolkit is available at continentalfresh.com/retail-toolkit. Retailers and buyers can reach out to the company through continentalfresh.com to discuss mango programs and Water For All support.

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About Continental Fresh LLC

Continental Fresh, LLC, is a grower, shipper and importer of fresh fruits and vegetables from Latin America, specializing in tropical produce for retail, foodservice and wholesale customers across the U.S. market. The company has connected dependable growers with reputable buyers and is backed by a team with more than 80 years of combined importing experience.

As a produce partner, Continental Fresh provides buyers with extensive import knowledge, regular forecasting and market updates, plus products that are delivered on time and in peak condition. As a company with a purpose, it works to do more. Through its Water For All label, a



portion of proceeds is donated BLUE Missions for clean water and sanitation projects in Latin America. One hundred percent of program contributions fund the material costs of gravity-fed aqueducts that connect every home with a working faucet. Learn more at about Continental Fresh and Water For All at www.continentalfresh.com.