



AXIA
COGNITIVE™

ENGINEERED HYDRATION. COGNITIVE CLARITY. BEHAVIOURAL FREEDOM.

THE
MANGO

FROM JAMAICA TO LONDON™



NATURE'S COLOURS. NATURE'S BALANCE.

STABILITAS ANTE LUCIDITATEM



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THE MANGO

FROM JAMAICA TO LONDON

PART 1

ORIGINS: A FRUIT THAT TRAVELLED THE WORLD

The mango has a story that begins thousands of miles from where many of us enjoy it today.

From ancient orchards in South Asia to the sunny hillsides of Jamaica, and now to markets and kitchens in London – this is a fruit shaped by history, people and place.



JAMAICA

Mango trees thrive in Jamaica's warm climate and rich soil, producing fruit that is loved for its aroma, flavour and vibrant colour.

ANCIENT ROOTS. A GLOBAL JOURNEY.

The mango (*Mangifera indica*) is native to South Asia, where it has been cultivated for over 4,000 years.

From India and Myanmar, it spread along ancient trade routes to Persia, East Africa and the Arabian Peninsula. Portuguese traders carried it to West Africa and the Caribbean in the 16th century.

One fruit. Many journeys.
Countless stories.



THE CARIBBEAN CONNECTION

By the 1800s, mangoes were well established across the Caribbean. Jamaica's climate – with plenty of sunshine and seasonal rains – proved perfect for growing exceptional varieties.

JAMAICAN VARIETIES: CULTIVATED. CHERISHED. CELEBRATED.

Jamaica is home to a wonderful range of mango varieties, each with its own character, colour and flavour.

EAST INDIAN

The most common variety in Jamaica. Large, golden-yellow with a hint of red, juicy, sweet and aromatic.



JULIE

Small to medium in size with beautiful yellow skin. Sweet, fragrant and fiberless when fully ripe – a true seasonal treat.



BOMBAY

Oval-shaped with green skin that turns yellow when ripe. Firm, rich and flavourful with a smooth texture.



MORE THAN A FRUIT

In Jamaica, mango season is more than a time of plenty – it's a time of memories. From roadside stalls to backyard trees, of family, culture and celebration.



A LEGACY OF TRADE

From ancient orchards to modern markets, the mango's journey is one of adaptation, resilience and connection.



GLOBAL TODAY. LOCAL ALWAYS.

From the orchards of Jamaica to the shelves of London, the mango continues to nourish, inspire and connect us around the world.



ANCIENT ORIGINS. TROPICAL ROOTS. GLOBAL JOURNEY.

The story of the mango has crossed oceans and centuries to be part of our everyday lives.



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PART 2

INSIDE THE MANGO SWEETNESS WITH SUBSTANCE

The mango is celebrated for its sweetness. But beneath that sweetness lies a surprisingly complex nutritional profile — water, fibre, vitamins, carotenoids and an array of naturally occurring plant compounds. This is where mango becomes more than simply a tropical treat.

💧 DID YOU KNOW?

Fresh mango is approximately **80%** water by weight. Hydration doesn't only come from the glass. Some of it comes from the plate.



NATURALLY HYDRATING

Fresh mango is predominantly water — approximately 80% by weight.

That does not make mango a replacement for drinking water, but it does mean that whole mango contributes fluid alongside carbohydrates, fibre and micronutrients.



THE QUESTION OF SUGAR

Mango is naturally sweet, and as the fruit ripens its carbohydrate composition changes.

But eating whole mango is very different from consuming an equivalent amount of sugar in isolation.

**Sweet? Yes.
Just sugar? No.**



FIBRE – THE QUIETER NUTRIENT

Mango provides dietary fibre, including both soluble and insoluble fractions.

Fibre supports normal bowel function and provides substrate that can be utilised by parts of the gut microbial community.

**Whole fruit. More fibre.
More advantage.**



VITAMIN C

Mango is a source of vitamin C, which contributes to normal immune-system function, collagen formation and protection of cells from oxidative stress.

Levels vary by variety, maturity, growing conditions and storage.



THE COLOUR TELLS A STORY

Mango's yellow-orange flesh contains carotenoids, including beta-carotene.

Beta-carotene can be converted into vitamin A, which contributes to normal vision, immune function and maintenance of normal skin and mucous membranes.

Colour can be chemistry made visible.



POLYPHENOLS

Mango contains numerous phytochemicals, including polyphenols such as mangiferin, found in different parts of the mango plant.

Research continues into mango polyphenols and their biological activity, although their presence should not be confused with evidence that mango itself prevents or treats disease.

Whole foods contain far more chemistry than their calorie count suggests.



WHOLE FRUIT OR JUICE?

Both begin with mango. Nutritionally, however, they are not equivalent.

Whole fruit retains its natural fibre structure and usually requires more chewing and time to consume.

Juicing can reduce or remove fibre and makes it easier to consume the sugars from several pieces of fruit relatively quickly.

For everyday nutrition, whole mango has the stronger nutritional proposition.



FROM SWEETNESS TO SUBSTANCE

- Water
- Fibre
- Vitamin C
- Carotenoids
- Polyphenols
- Naturally occurring sugars

The mango does not need to escape its sweetness to be nutritious. Its nutritional story exists alongside it.



GROWN BY NATURE. SHAPED BY PEOPLE.

Jamaica's climate, soils and seasons help produce mangoes with exceptional aroma, flavour and colour.

From flowering to fruiting, nature sets the stage. Careful cultivation brings the mango to life.



A LEGACY OF TRADE & CULTURE

From ancient trade routes to Caribbean shores, mangoes have connected continents and cultures for centuries.

They carry stories of journey, exchange and shared heritage.



GLOBAL TODAY. LOCAL ALWAYS.

From the orchards of Jamaica to homes and kitchens in London, the mango continues to nourish, inspire and bring people together.

**A global fruit.
A local connection.**



SWEETNESS WITH SUBSTANCE.

Sometimes the sweetest foods have more to say than sugar alone.



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THE MANGO

FROM JAMAICA TO LONDON



PART 3

FROM TREE TO TABLE THE JOURNEY MATTERS

A mango does not stop changing when it leaves the tree. Harvesting, ripening, temperature, storage and time all influence the fruit that eventually reaches our plate. From the warmth of a Jamaican orchard to a London kitchen, the journey matters.



DID YOU KNOW?

Mangoes can travel thousands of miles from tree to table. Careful handling and temperature management help ensure that the mango you enjoy retains its flavour, aroma and quality.



HARVESTED BEFORE IT IS READY?

Mangoes intended for distant markets are often harvested when physiologically mature but still firm.

This allows the fruit to withstand handling and transportation while continuing its natural ripening after harvest.

Pick too early and flavour may be compromised. Leave it too long and the fruit may become too soft to travel well.

Timing is everything.



WHAT HAPPENS DURING RIPENING?

Ripening transforms the mango. Firm flesh softens. Acidity generally falls. Aroma becomes more pronounced, while starches and other carbohydrates change as the characteristic sweetness of ripe mango develops.

Pigments change too, although skin colour alone is not always a reliable indication of ripeness.

Ripening is not simply ageing. It is transformation.



THE AROMA OF RIPENESS

One of the pleasures of mango is something nutrition labels cannot capture — its fragrance.

As mango ripens, numerous volatile aromatic compounds contribute to its distinctive tropical aroma.

Different varieties develop different aromatic profiles.

Two ripe mangoes can look similar yet smell and taste remarkably different.



THE JOURNEY

For mangoes travelling internationally, temperature management becomes important.

The supply chain must balance two objectives: slowing deterioration sufficiently for the fruit to travel while allowing it to develop the texture, aroma and flavour consumers expect.

Each stage can influence the final fruit.



JAMAICA TO LONDON

Thousands of miles may separate a mango tree in Jamaica from a fruit bowl in London.

But food connects places. The mango carries with it agriculture, climate, trade, migration and culture — a tropical fruit becoming part of everyday life far beyond the environment in which it grew.

Distance changes the journey. It does not erase the origin.



HOW DO YOU KNOW WHEN IT'S RIPE?

Do not judge a mango by colour alone. Depending on the variety, a ripe mango may remain partly green.

Instead, consider several clues together:

- A slight softness when gently pressed.
- A characteristic fruity aroma around the stem.
- A fuller, less rigid feel as the flesh ripens.

Avoid squeezing repeatedly — ripe mangoes bruise easily.



ONCE IT REACHES YOUR KITCHEN

A firm mango can generally continue ripening at room temperature. Once ripe, refrigeration can help slow further softening and deterioration. Cut mango should be refrigerated and handled as a fresh, perishable food. Sometimes the simplest approach is best:

Buy firm. Ripen patiently. Eat at its best.



MORE THAN MILES

Tree.
Harvest.
Ripening.
Transport.
Market.
Kitchen.
Plate.

Every mango has travelled through a biological and human chain before we take the first bite. Understanding that journey changes the way we look at something seemingly ordinary.



TREE

Grown with sun, soil, care and time.



HARVEST

Picked at the right stage for the journey ahead.



PACK & TRANSPORT

Handled with care and temperature management.



SHIP TO MARKET

Crossing oceans, connecting places.



MARKET

Selected, delivered and ready to ripen.



TABLE

Ripe, ready and enjoyed.



FROM TREE TO TABLE. THE JOURNEY MATTERS.

From Jamaica to London — the distance is measured in miles. The connection is measured in food.



THE MANGO

FROM JAMAICA TO LONDON

THE SUMMARY

ANCIENT ORIGINS. TROPICAL ROOTS.
GLOBAL JOURNEY.

One fruit. Thousands of years of cultivation.
Thousands of miles of travel. And a nutritional
story that reaches far beyond sweetness.

From its ancient origins in South Asia to the mango trees
of Jamaica and the kitchens of London, the mango tells a story
of **nature, nutrition, trade and culture.**



PART 1 THE ORIGINS A FRUIT THAT TRAVELLED THE WORLD

The mango (*Mangifera indica*) has been
cultivated in South Asia for thousands of years.

Trade and human migration carried it through
Persia, Africa and eventually into the
Caribbean, where Jamaica's climate
provided excellent growing conditions.

Today, mango is deeply woven into
Jamaican food culture.

Ancient origins. Jamaican roots.
Global reach.



PART 2 INSIDE THE MANGO SWEETNESS WITH SUBSTANCE

Mango may taste indulgently sweet,
but whole mango delivers considerably
more than naturally occurring sugars.

It provides water, dietary fibre and
micronutrients including vitamin C,
alongside carotenoids such as
beta-carotene and an array of naturally
occurring phytochemicals.

Sweet? Yes.
Just sugar? No.



PART 3 FROM TREE TO TABLE THE JOURNEY MATTERS

The mango continues changing after harvest.
Ripening transforms its firmness, sweetness,
acidity, aroma and colour, while careful
handling, temperature management and
storage help protect quality during
transportation.

From tree to harvest. From crate to ship.
From market to kitchen.

Distance changes the journey.
It does not erase the origin.



THE WHOLE FRUIT MATTERS

Whole mango retains the natural structure
and fibre of the fruit.

Juicing changes that structure and can
make it considerably easier to consume
the sugars from several pieces of fruit
quickly.

For everyday nutrition, there is something
beautifully uncomplicated about
the original form:

Cut it. Eat it. Enjoy it.



FROM JAMAICA TO LONDON

A mango bought in London may represent
the final chapter of a journey that began
thousands of years ago.

- Agriculture
- Climate
- Trade
- Migration
- Nutrition
- Culture

All contained within one
remarkable fruit.



THE MANGO

Water.
Fibre.
Vitamin C.
Carotenoids.
Polyphenols.
Naturally occurring sugars.

But nutrition tells only part of its story.

The mango connects people to place,
food to culture and the present to
the past.



TREE

Grown with sun,
soil, care and time.



HARVEST

Picked at the right stage
for the journey ahead.



PACK & TRANSPORT

Handled with care and
temperature management.



SHIP TO MARKET

Crossing oceans,
connecting places.



MARKET

Selected, delivered
and ready to ripen.



TABLE

Ripe, ready
and enjoyed.

FROM JAMAICA TO LONDON.

SOME FOODS NOURISH US.
SOME FOODS CONNECT US.
MANGO DOES BOTH.

AXIA
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SMALL CHOICES
FEEL ORDINARY.
THEIR RESULTS
ARE ANYTHING BUT.

— STABILITAS ANTE LUCIDITATEM™ —

Stability Before Clarity.