



THE MANGO

FROM JAMAICA TO LONDON

AXIA
COGNITIVE™

ENGINEERED HYDRATION.
COGNITIVE CLARITY.
BEHAVIOURAL FREEDOM.



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.

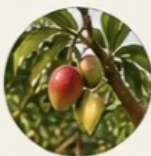


MORE THAN MILES

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.