

MANGO TREE

KENSINGTON AV
48

BALDWIN ST.

by Spyros Peter Goudas

MANGO

I am very happy that you decided to buy a case of mangoes.

This means that you love mangoes.

Did you purchase the case because it was cheap? because they were huge in size? Or because they were over ripe and will go bad by the time you finish the last one?

Do you know that there are different types of mangoes grown in different parts of the world?

In addition, each variety has distinguishing textures and aromas.

Over the forty (40) years that I have been in business, I have created several varieties of Mango Juices, Drinks, Pulp, Purees in different sizes of cans or bottles, and believe me I have tried each of my varieties many times before I make the decision to produce the very best.

Imagine, upon my request, four (4) types of mangoes being delivered to my office from Indonesia to be sampled.

The cost of freight and paper work alone result in an enormous expense. At times, I felt that each mango cost me \$50.00.

Therefore, before I cut the mango

and eat it, I had to be mentally prepared and I documented all my findings into the database.

Over the years, I discovered that there are four (4) varieties with exceptional taste and aroma.

I have placed them in random order: Alfonso, Haden, East Indian and Julie.

Alfonso is grown mostly in India. It is very difficult to find in Canadian stores.

East Indian varieties grows in Trinidad. Haden and Julie in Jamaica.

To verify the accuracy of what I have said, next time you are looking for mango, visit a Caribbean food outlet and ask the storekeeper to select one Julie mango for you. Pay any price he suggests, ask him to wash the mango for you, take some paper tissue and go outside the store, find a secluded spot and peel a portion of the skin back with your fingers and start eating your mango.

It will take you some time. You may even find yourself using your teeth to eat every bit of pulp off the skin and seed of the mango.

Your eyes will roll around in your head and the mango juice will be running down the side of your mouth, and mango juice spill unto your shirt.

Pay no attention to passersby looking at you. Continue to enjoy your mango until you are left with the seed in your hand.

This little story is not to discourage you from purchasing the tray of mangoes you just bought.

Should they not be the right variety, then you may use them in any form you wish: boil, fry, stew, curry or bake; because you will never understand what I am referring to until the day you sample the Julie or the other varieties just the way I described above.

Today is January 1, 2012. Most people are at home trying to recover from overindulging and over toasting ringing in the New Year.

*As many of you know from reading my biography titled, *The Immigrant*, I am a workaholic and usually (well always, really) spend this day at the office.*

*I remember a few years ago on New Years Day 2006, I wrote an article about the life of Joseph Schriener the author of the Hymn, *What A Friend We Have In Jesus*.*

*The article was published in a booklet format under the title: *New Years Resolution* and became very popular. You may read it on www.mrgoudasbook.com*

website, in the Books and Articles Section.

Today, since it is very quiet in the office with only a skeleton staff, maintenance and security personnel, etc., I went into my Ready- Foods Pictures Portfolio and decided to write some recipes related to pictures that I have on file and post them in this section of the website for those who appreciate something different, not simply copy cut and paste.

Since I am on the mango topic, I remember an incident that happened to me forty (40) years ago at which time I had a small grocery store on Baldwin Street (College and Spadina area) referred to as Kensington Market, in Toronto, Ontario.



The story I am about to tell you requires that you take a quick bathroom break because an accident may happen.

It was a Saturday in the month of either July or August 1972 or 73, a very hot day.

The day before, a Friday, someone from the Ontario Food Terminal called me and told me that he had a container of the East Indian variety of mango coming up from Trinidad to Miami and from Miami by truck to Toronto, Canada.

He asked me if I wanted to come down to the terminal, examine it, taste it, and make a deal.

I thought to myself ...Why not! Therefore, I went down to the Food Terminal.

He opened the container, took out a tray of mangoes. I opened the tray and there were 12 mangoes inside.

So good, beautiful, bright yellow in colour, I wish I had a camera to take a picture.

I picked up one mango, wiped it on my shirt sleeve and I began to eat it.

I heard bells ringing and a choir of angels singing.

My mouth was dripping mango juice all over the place. All along, the guy was telling me that there were 4,000 cases in the container.

Each mango was worth \$1.00 street value, and if I were able to sell it within 24 hours; I would probably collect \$48,000.00.

At that moment, not only I heard bells ringing and a choir of angels singing but I heard trumpets too!

After finishing the mango, I wiped my hands on my pants, clapped my hands together, rubbed my palms together a few times, and I said to the guy: Lets make a deal. (This was before the game show Lets Make A Deal began.)

I asked a couple of questions.

- 1) Why do I have to sell within 24 hours?*
- 2) How much the container would cost me?*

I received the answer on the first question: That this variety of mango will suddenly have small black spots appearing on the skin and the spots will enlarge anytime soon since it was travelling from Trinidad to Miami and from Miami to Toronto for the last 15 days under extreme heat conditions.

The next question was: How much I had to pay for the container?

He responded: \$10,000.

I paused for a second and I said to him:

Man, did you just escape from a mental institution asking for \$10,000, when a bungalow house

at Queen and Pape cost \$10,000.
I further told him to come to his senses.

I figured that since I have to sell the mangoes within 24 hours and the black spots will appear at any time soon, I would give him \$2,000.00 for the whole container and I would allow him to eat as many mangoes as he wanted provided that he dropped off the container on Baldwin Street.

He finally came to his senses and he agreed on the deal.

This is exactly what happened. Now we had to act quickly, I only had 24 hours and the clock was ticking away.

The container was immediately moved to Baldwin Street. It was late and with no traffic, we found a spot in front of the store.

I had spent the night guarding the container from potential mango thieves.



My artist and graphic designer created this potrait of me dressed up as an Italian carabinieri.

My day started on Saturday at 3:00 a.m.

I displayed 30 to 40 cases of mangoes on the sidewalk and I placed the sign, \$1.00 each.

Usually, people come early to the Market to avoid the pedestrian traffic since the streets were closed off to cars on the weekends.

By 5:00 a.m., I estimate that I had sold approximately 2,000 mangoes at \$1.00 a piece.

When the sun came up, I began to notice the black spots.

That was a sign letting me know that the new price would be 2 mangoes for \$1.00.

A new wave of customers was arriving, they found the price interesting, and I sold another 10,000 mangoes.

I hired some kids to pick up the seeds and skin discarded on to the streets because people were eating the mangoes right there.

At around 8:00 a.m. the black spots got bigger, and in a couple more areas.

I ate some of these mangoes and found that they were pretty good. The black spots were limited to the skin surface only. Therefore, I put a new sign:
3 mangoes for \$1.00.

At around 10:00 a.m. another

price change:
4 mangoes for \$1.00.

The whole street was having a mango fiesta. A water hose was placed for people to wash their hands and mouth.

A group of Hari Krishnas happened to arrive at the scene and found a location to play their music.



Also a group of hippies was trying to sell some special herb referred to as marijuana, because they claim that marijuana taste better after having a few mangoes.

By 2:00 p.m. I still had a considerable amount of mangoes left in the container with many black spots and if I did not get rid of them I would have to pay to dump them because flies of all colour, creeds and religions began to appear. Therefore, my only solution was to find a way to get rid of all the mangoes.

I put a new sign:

**AS MUCH AS YOU EAT
FOR A BUCK.**

At around 3:00 p.m. another price change:
Free Mangos

At around 4:00 p.m. I was now willing to pay people 5 cents for every mango they ate.

I remember one guy ate 40 mangoes and collapsed. The name of the sickness is M.O.C.S. Mango overeating collapse syndrome.

How did you like that phrase? Don't forget it's still new year's day so it's a new terminology for the new year.

My little helpers all became businessmen selling paper towels for 10c.

I also found out that some of them were stealing the mangoes although they were for free.

What a day! That was one of the best days of my life.

I had people enquire as to what fruit it was since mangoes were not popular in Canada.

Mangoes were only common to certain nationalities and since there were not too many people from the Philippines, Africa, India, or China, only the few nationalities from the Caribbean who were regular residents in Toronto were familiar with the fruit.

Therefore, mango was a thing some people had heard of, but never tried.



society of Canada, with the best that the world has to offer.

Maybe that is why today, New Years Day, January 1, 2012, I am in the office writing whatever I have in mind as a welcome to the New Year. In fact, right now I am enjoying the Julie mango that you see in the cover picture

It was given to me by a long time Caribbean store keeper/owner as a New Years gift.

It is very important to note now that the particular mango I had at that time was the East Indian mango, one of four (4) best mangoes that I mentioned above.

The picture of the East Indian mango variety is portrayed on my can of Mango Puree.

How did you like the story so far?

To me it was an experience of a lifetime. Despite the fact that I was happy to recover my initial investment and make some profit the knowledge that I achieved that day was priceless.

That was a period when I was learning the behaviour of the different nationalities entering my store.

Now, forty (40) years later, I produce over 1,000 products from all over the world to satisfy every nationality in this multicultural

We have talked enough about the mango as a fruit.

As I mentioned earlier on there are several different varieties of mangoes used for different purposes.

Initially, I suggested that mangoes could be boiled, fried, baked, etc. Of course, it may have appeared that I was joking.

However, different varieties of mangoes are used for different purposes. For instance, the small green mango could be used as the main ingredient in producing Chutneys.

In case you are not familiar with this term, my explanation below should enlighten you.

MANGO CHUTNEY AND ACHAR

Chutneys and Achar are dips that accompany a main dish and are very popular in East Indian cuisine.

Indian and Pakistani cuisine is usually complimented with diverse chutneys made with vegetables, fruits, herbs and spices. Chutneys vary in degrees from sweet, sweet and hot, hot and spicy.



The Mango is one main ingredient in Chutneys and Achars. In fact they are made from green (unripe) mangoes.

In addition to the traditional Indian and Pakistani cuisine, the Mango Chutney category is enjoyed as well in Burma (Myanmar), Sri Lanka, Nepal, South Asian and Eastern African

countries and is an integral part of a meal in these regions

The phenomenon of this growing category has become a favourite with mainstream Canadians and Americans who like to experiment with the exotic flavour of the mango in any format as a sauce, dressing, appetizer or condiment.

I have created, as per the picture below, a product reflecting the Chutney category. It is also available in the Institutional size for restaurants. So do not be surprised should you go an East Indian Restaurant and are served with my Chutney.

I will now introduce you to another product called Mango Pulp.

MR. GOUDAS MANGO PULP





It is also quite delicious chilled and served as is.

Mr. Goudas Mango Pulp contains very high amounts of Vitamin A and Vitamin C and has a 0 fat content.

The internet has a wide variety of recipes using mango pulp. We are certain that this particular brand will assure you of perfect results.

Mr. Goudas Mango Pulp is made from selected varieties of mangoes, such as Haden, East Indian or Alfonso.

Mature, ripened mangoes are carefully selected, harvested and transported to a food processing plant, where they are inspected, washed, blanched, deseeded and eventually canned for your consumption.

As you may notice the label states Lal Gate by Mr. Goudas. In my initial trials with Mango Pulp years ago, I tried mangoes from Kenya and I did make my first few containers there.

Although it sounds simple the process is actually very scientifically complicated due to the fact that the natural taste, flavour and colour must be retained.

At that time, I attempted to produce the product without sugar. I was very successful retaining the colour, but, although some of the varieties of the Kenyan Mango are very sweet, my final outcome had a slightly sour taste.

The selection of the species of the mango is very important to be able achieve this final outcome.

I realized that this taste was unacceptable to some nationalities, such as Chinese, Thai and Phillipino. Therefore, my initial containers were sold for industrial use, to ice cream and cake makers, etc.

Mr. Goudas Mango Pulp has unlimited applications: e.g. Baking: for the creation of fruit breads, cakes, tarts, muffins, pie fillings etc.

Beverages: fruit drinks, nectars, milkshakes, smoothies

Diary: Ice cream, yogurts, puddings, deserts.

As a consequence, I have changed the recipe by adding the appropriate amount of sugar to balance out the final outcome to satisfy my customers who mentally relate to the mango as a sweet fruit.

May also be very good for baby food preparations.

It is important to understand that there are many brands of Mango Pulp in this category, and of course there are imitators.

Within the list of ingredients the second ingredient after Mango is water. This means that the product is diluted and with maybe additional colour added to achieve a cheaper price.

Therefore, the next time you are in the supermarket, look for this particular detail.

At this point in my writing, I believe that I may have aroused your curiosity. Do you feel like eating a mango right now?

If you look in your cupboard and you do not see a can of Mr. Goudas Mango Slices consider your pantry incomplete.

Remember, I have spent years in trying to can Mango Slices.

I have tried mangoes, like I said before, from every part of the world. Some mangoes from certain countries taste very good. Unfortunately, there is no large scale mango production to satisfy and sustain the canning process and production.

Also, the country may have mangoes but no canning facilities.

Therefore, my job, at some New Year's Day in the past, was to find the right country with the

right production facilities, the right mango, and the right people who I invited to Canada and trained them in the canning process so that they would be capable of carrying out the responsibility and producing the finest mango product the world has ever known.

Mr. GOUDAS MANGO SLICES

Mr. Goudas Mango Slices are rich in flavour, moist, and delectable – rather mouthwatering. They are hand picked from the finest quality crop available from Thailand and are a magnificent taste experience right out of the can.

They may also be chilled, served with your favourite salads, ice





cream, or added to any meat dish during the final stages of cooking to add a tropical flavour to your meal.

Canned mango is an excellent source of Vitamin C and Fibre.

In my lifetime, I have never spent considerably so much time as I did so that I can be able to make a mango slice not too soft or not too hard without being overcooked or undercooked with the right amount of thickness and to be able to retain the colour, the aroma and the taste.

Personally, I feel very proud of my creation.

Now, I leave it up to you to make your final judgment.



MANGO DRINK.

I have created a Mango Drink in a 1 L bottle right at the source in India, made from real Mango pulp that has been accepted by the people who are familiar with this type of product.

The flavour and the aroma have been retained due to the fact that the actual product has been made from the real mango fruit not from any artificial flavour enhancements.

I suggest you chill the Mango Drink before serving.

Please do not add ice cubes because they will dilute down and under-rate my creation.



The same applies to my Mango Nectar in the can.

MANGO COCONUT

When I was in Costa Rica in 2004, I was introduced to a product that I had never seen or tried before.

It was a blend of coconut and mango in a sauce.

After I tried it for the first time, I fell in love with the taste and aroma of this product.

Generally the Costa Ricans make this sauce for their personal use, and keep it in their pantry.

However, since I was so impressed by the product, I wanted the world to share this

experience so I thought it might be a good idea to make it in commercial quantities.

Needless to say, there were many trials and errors in my efforts to perfect it, but after several attempts, I finally succeeded in creating the product to perfection.

If you see this product
MR GOUDAS MANGO
COCONUT SAUCE
in any store, pick up a bottle
and try it.
You will fall in love with it too!



SUN DELLA MANGO PUNCH.

After spending a considerable amount of time experimenting with different tastes and flavour combinations, a perfect blend of sweetness, appearance and body the result is the creation of Sun Della beverages.

Mango, Tropical Punch and Citrus Punch.

Packed with 100% of your daily Vitamin C requirement, each glass is an excellent source of this vitamin.

The Mango Punch is a delectable, refreshing drink on a hot summer day or a cold winter night.

Again, I beg you
**DO NOT DILUTE MY
CREATION.**

Simply chill in your refrigerator, pour a tall glass, and delight your taste buds and bring a bright, tropical smile into your whole body.

We are certain that you have tried every kind of juices on the market.

However, be aware, that once you try Sun Della, you will be addicted for life.

(And we do have a lifetime supply!)





What a wonderful way to begin
THE NEW YEAR, 2012.

*I made you smile in beginning of
this article and that has made me
feel good all through the day.*

*On the other hand, I was
very happy so that I was able
to provide you with all this
information.*

*Of course, The Mango Tree
subject is endless as the
varieties of mangoes from
around the world.*

*Maybe in the future, I may create
some more amazing products and
continue bringing the world of food
right to your kitchen cupboard.*

*I wish you all a
HEALTHY NEW YEAR!*

Spyros Peter Goudas



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