

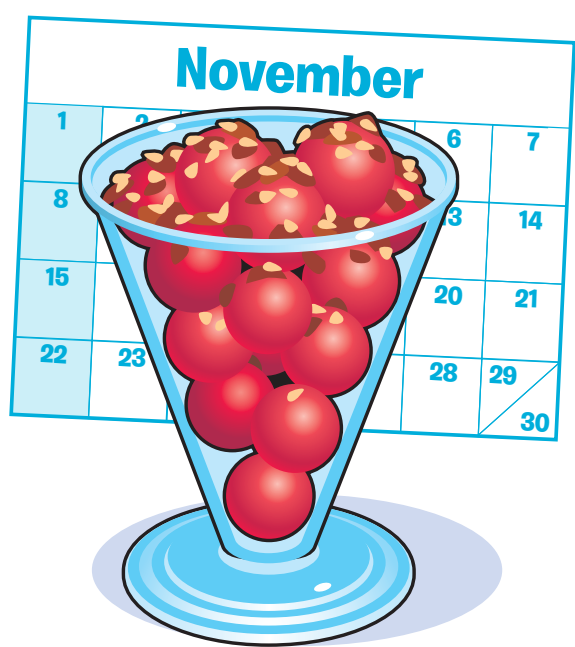
Best Practices for Watermelon

Easy Tips from the
National Watermelon Promotion Board



1. GET THE WORD OUT- WATERMELON IS DELICIOUS & NUTRITIOUS.

74% of consumers say they are more likely to buy watermelon if the new it was healthy. So include nutrition information wherever you can – on signs and displays, in newsletters and ads.



2. GIVE CUSTOMERS WHAT THEY CRAVE ALL YEAR LONG.

Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.



3. EASY TO REACH. EASY TO SELL.

Use drop down panels and transfer hard to reach melons to the top of the next full bin.

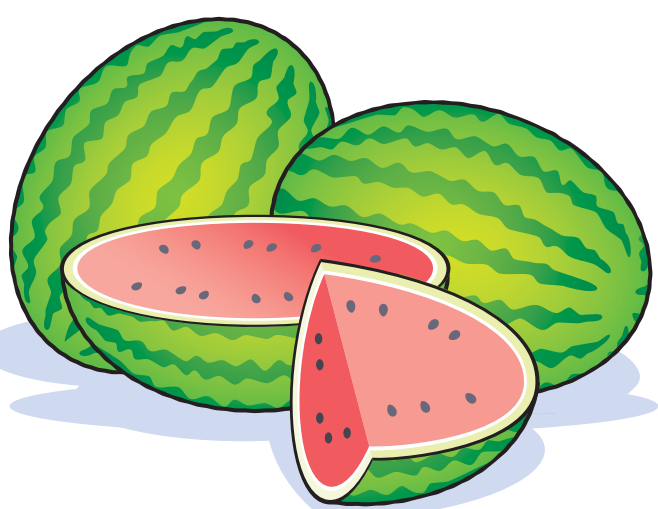


4. USE PLU STICKERS TO AVOID MIS-RINGS & LOST REVENUE.

Every penny counts! Use PLU stickers so customers get what they pay for and you get the profits you deserve.

5. DISPLAY WHOLE & CUT WATERMELON SIDE BY SIDE.

Create great eye appeal and increase sales of both – an average of 67%.



6. MAKE THE MOST OF DISPLAYS.

Colorful bins and large displays grab attention and grab sales.



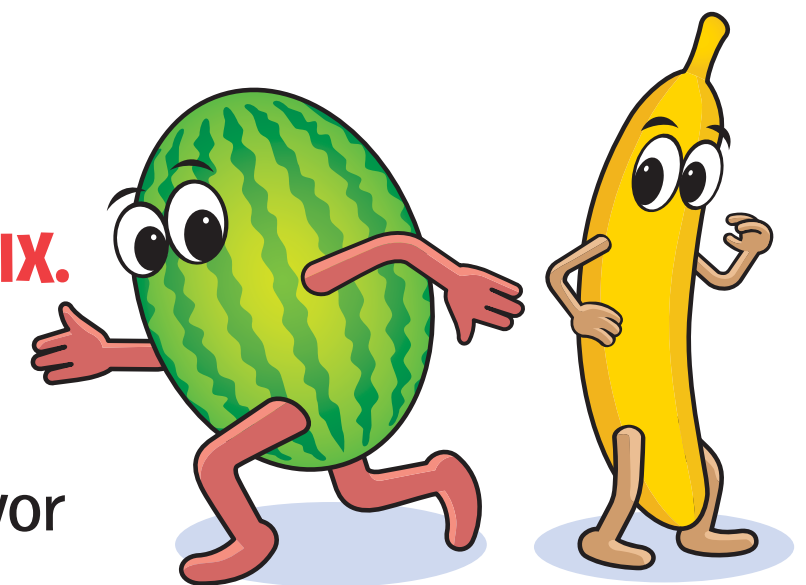
7. TAKE 'EM OFF THE FLOOR!

You wouldn't eat food off the floor, why would your customers?



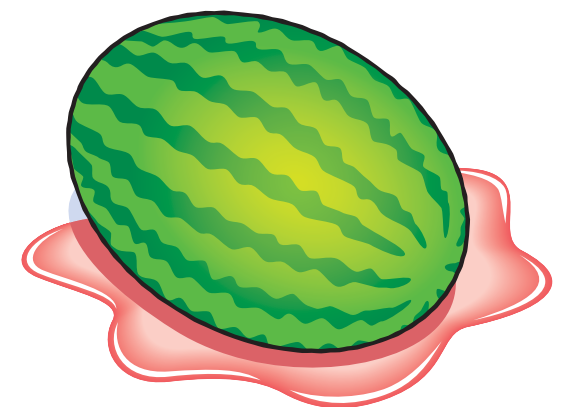
8. WATERMELONS & BANANAS DON'T MIX.

Bananas emit ethylene gas, which changes both the flavor and appearance of watermelons. Keep them separate!



9. LOSE THE LEAKERS.

Look at your display from a customer's point of view and remove damaged melons.



10. CHECK TEMPERATURE TO ENSURE THE TASTIEST WATERMELONS.

Store and display whole watermelons at 50° - 59F°. Display cut watermelons at 32°F - 41°F in refrigerated cabinets.

