

Wishing for Watermelon in the Import Season?

For many, watermelon and summertime are synonymous, but what about watermelon during the other three seasons? Here's a complete guide to purchasing watermelon at the supermarket in the off-season, compiled by the National Watermelon Promotion Board.



Fall, Winter & Springtime Watermelon

IN THE OFF-SEASON, grocers might carry several types of watermelon (seeded, seedless, yellow, orange and mini), but most will carry seedless watermelon – it's usually less expensive and the most popular.

WATERMELONS OFTEN TRAVEL FARTHER DISTANCES

during the off-season, so plan to pay a couple dollars more for that sweet treat. Rest assured - it still will have the same juicy quality of a summertime melon.

TO KEEP COST DOWN FOR CUSTOMERS, grocery stores typically will offer watermelon “quarters” or “halves,” with halves running about a nickel less per pound. Want a whole watermelon? Simply ask a grocer in the produce department if he or she can retrieve an uncut watermelon for you.

CAN'T FIND FRESH WATERMELON ON THE SHELF? Speak with the produce manager about your interest in watermelon and often they'll order it. Also let them know how you plan to use it to help them determine if they should stock pre-cut cubes or spears (smaller quantity), or quarters and halves. For many stores, it may only take up to 24 hours to get it in.

Watermelon Selection and Storage Tips & Tricks


Picking out a watermelon is as simple as 1-2-3 when you “Look, Lift and Turn.”


1 LOOK Choose a firm, symmetrical watermelon that is free from bruises, cuts or dents.

2 LIFT The watermelon should be heavy for its size. Watermelon is 92% water, so most of the weight is water.

3 TURN The underside of the watermelon should have a creamy yellow spot called the “ground spot” from where it ripened in the sun.

More Tips

 *The flesh of watermelon should be firm and fresh looking. If there are seeds, they should be fully mature and hard.*

 *Cut watermelon should be covered and stored in the fridge for up to a week; uncut watermelon can last up to two weeks.*



More Ways with Watermelon

With watermelon, the possibilities are endless! Try these watermelon products, or create your own!

Pre-cut watermelon cubes and spears

The perfect size to take on the go, pack for lunch or use in a fruit tray, watermelon cubes and spears are pre-packaged and ready to eat!

Pickled watermelon rinds

You can usually find these in the pickle and olive aisle or the artisan section. Pickled watermelon rinds pair perfectly with cheeses, such as a sharp manchego, and make a nice addition to a charcuterie plate! If your local supermarket doesn't carry pickled watermelon rinds, make your own with a quick and easy recipe featured on Watermelon.org.

Winter watermelon fun

Make room for tasty, sweet, satisfying watermelon on your holiday table. Check out Watermelon.org for fantastic winter watermelon carvings and cravings, such as the watermelon snowman carving and snow cone recipe.