The National Watermelon Promotion Board invested in Datassential MenuTrends menu mention research to understand the opportunity and trends for watermelon in foodservice. Here’s what was discovered!

**Featured on one in ten menus** and has grown by **27%** in the past four years.

- Watermelon penetration on U.S. menus is **11%** up from **8.4% in 2015**
- **24th** among most popular fruits
- **20th** among fastest growing fruits from 2012 to 2016

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**Why Watermelon?**

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