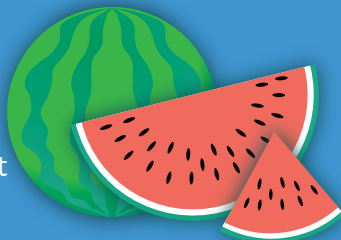




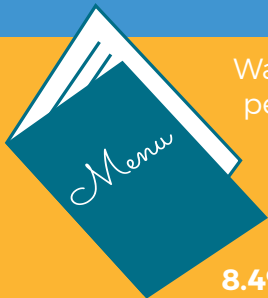
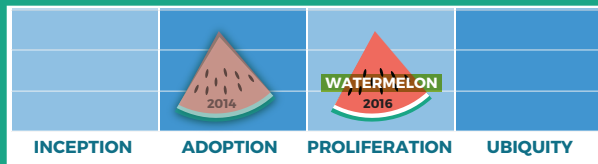
Why Watermelon?

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



FRUIT USAGE - MENU ADOPTION CYCLE



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

