

Watermelon Board Retail Kit

Watermelon n
Every Day!

Welcome produce professionals!

The National Watermelon Promotion Board's (NWPB) mission is to increase consumer demand for watermelon through promotion, research, and education programs.

We've packed this kit with information about watermelon to inspire and assist all of you, both veteran and novice, with what you do best – servicing your customers by providing an amazing experience with watermelon. In these pages, you'll find updated consumer research, promotion ideas and watermelon best practices (like never store watermelon next to bananas).

It is always our goal to be not only a resource for you but a partner as well. Working with watermelon is a win-win! Did you know we have free point-of-sale materials and run an annual display contest every summer? NWPB's staff and team of regional account managers are always at the ready to help. Please feel free to reach out to us with questions or for additional information about how we can best support your unique operation.

Thank you for thinking watermelon!



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     @watermelonboard

From the basics to great promo ideas, here's *everything* you need to know about WATERMELON... right at your fingertips.





Let's create the best watermelon retail experience for your customers.

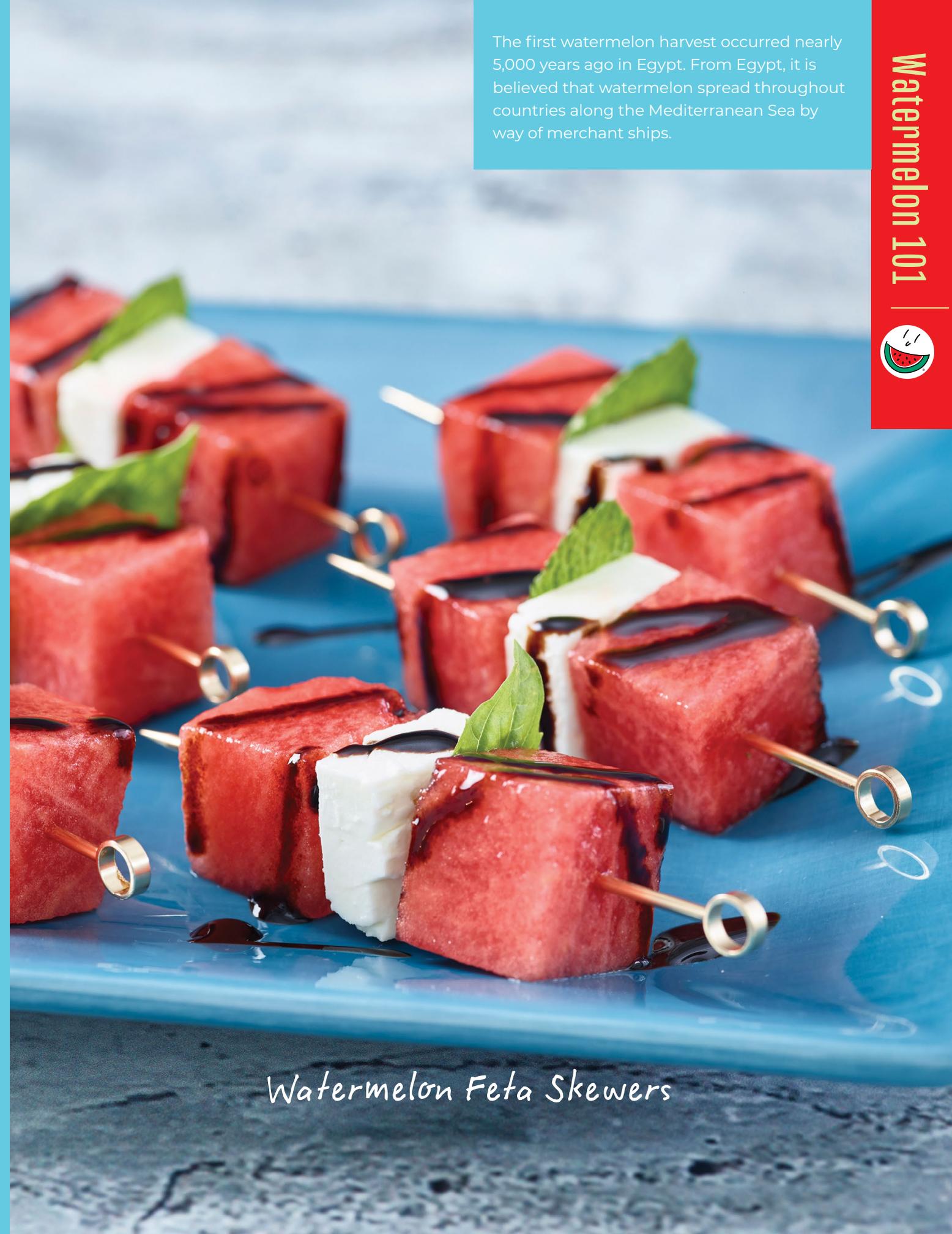
Discover peak production months, health benefits, how to choose the best watermelon and flavor pairings in **Watermelon 101**.

Turn to **Consumer Research** for our survey findings with tips on how to keep consumers in the know and sell the most watermelon.

Find step-by-step instructions on how to use the whole watermelon and valuable marketing and advertising information in **Resources & Promos**.

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The first watermelon harvest occurred nearly 5,000 years ago in Egypt. From Egypt, it is believed that watermelon spread throughout countries along the Mediterranean Sea by way of merchant ships.



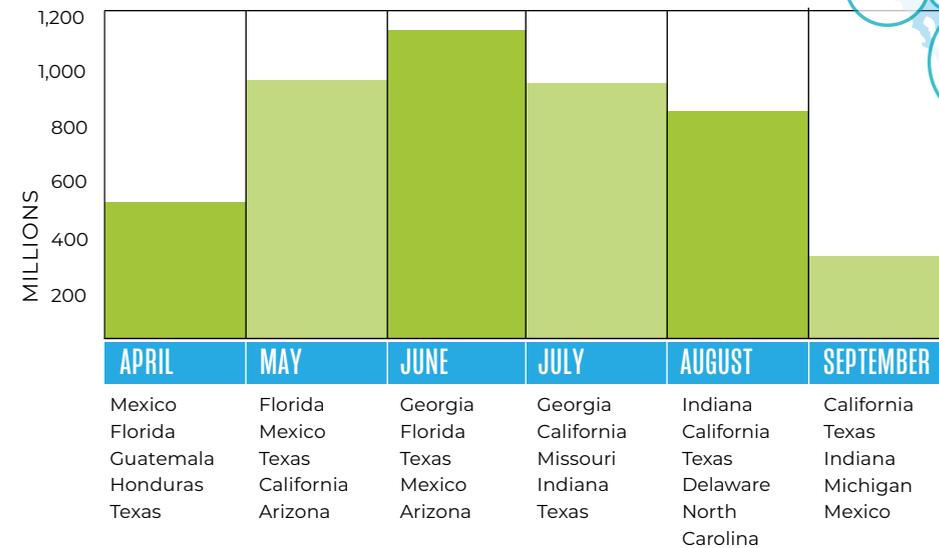
Watermelon Feta Skewers



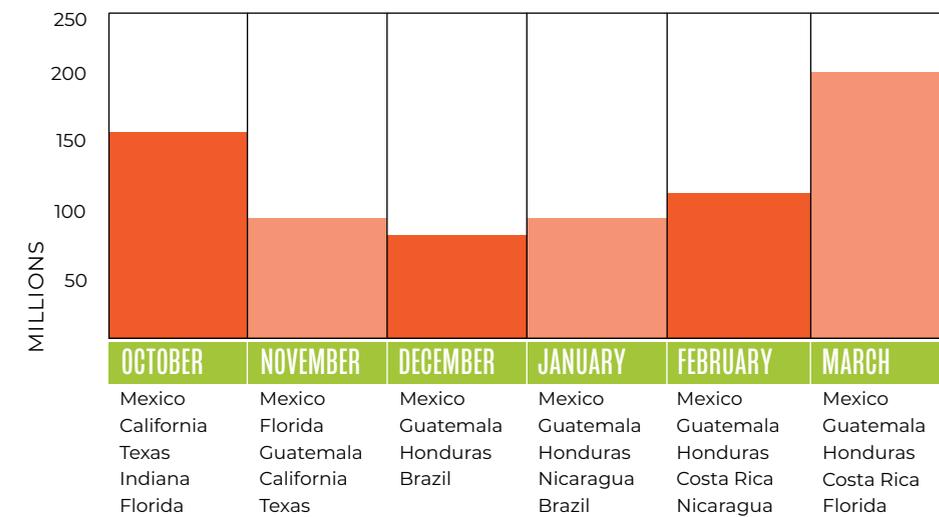
Enjoy
Watermelon's
everyday value all year long

Watermelon Peak Production

Spring - Summer



Fall - Winter



Source: USDA-AMS Market News Portal - Please note the production areas referenced do not include all areas that produce watermelon for the U.S.



1,200 varieties of watermelon
grow in 96 countries worldwide

DID YOU KNOW?



Top 20 Least Expensive Servings

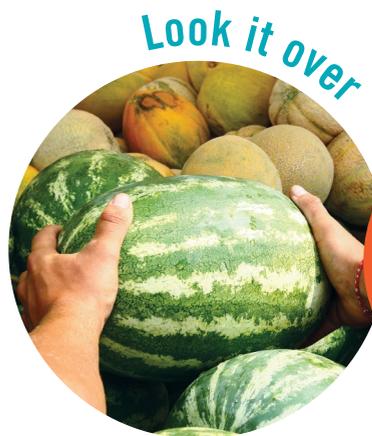
Fruit cost per serving

- 1 Whole Watermelons 17¢
- 2 Bananas 22¢
- 3 Whole Cantaloupe 26¢
- 4 No-Prep Pineapple 32¢
- 5 Whole All Other Melons 37¢
- 6 Oranges 39¢
- 7 Pears 43¢
- 8 Tangelos 44¢
- 9 Peaches 45¢
- 10 Apples 46¢
- 11 Whole Honeydew 47¢
- 12 Limes 47¢
- 13 Prep Watermelons 48¢
- 14 Papaya 49¢
- 15 Grapefruit 49¢
- 16 Tangerines 50¢
- 17 Nectarines 53¢
- 18 Plums 55¢
- 19 Grapes 58¢
- 20 Mangos 59¢

Source: IRI FreshLook POS, Total US MUO, Latest 52 Weeks Ending 3-27-2016

How to choose the best

watermelon ...



Look it over

A firm watermelon free from bruises, cuts or dents is best.

It should be heavy for its size. Most of its weight is water!

Lift it up



Turn it over



Make sure it has a creamy, yellow spot on its underside. That's where it sat on the ground and ripened in the sun.

Watch our Storage & Selection video

and use it all up!

at watermelon.org/Retailers



FLESH



Grilled Watermelon and Kale Salad
Cut watermelon into 1"-thick wedges. Preheat grill to high. Brush watermelon with olive oil and season with salt and pepper on both sides. Grill each side for 2-3 minutes, creating grill marks. Set watermelon aside. Remove stems from 1 bunch of dinosaur kale and julienne leaves. Place in large bowl with 2 cups torn, baby kale and top with 6 oz. crumbled goat cheese and 1/2 cup slivered, toasted almonds. Whisk together 1/2 cup olive oil, 1/4 cup balsamic vinegar, 1 clove crushed garlic, 1 tbsp. honey, and salt and pepper to taste. Toss dressing with salad. Serve with 1-2 watermelon wedges.

Watermelon Lemonade
Place 1/2 cup lemon juice, 2 1/2 cups water, 2/3 cups agave syrup, and 2 cups watermelon chunks in a blender and blend until smooth. Serve over ice. Makes about 5 cups.

JUICE



RIND



Watermelon Rind Stir Fry
Remove the flesh and outer green skin of a watermelon rind. Julienne 2 cups of white part into matchsticks. Heat 2 tsp. sesame oil in a wok over high heat. Stir fry rind with 1 cup julienned carrots for 1-2 minutes. Add 1/2 cup chives and stir. Whisk together 1 tbsp. honey, 1 tbsp. soy sauce, 1 tbsp. fish sauce, 1 minced garlic clove and 1" minced ginger piece. Pour sauce over rind and stir. Transfer to platter. Add 1/2 cup torn basil, 1/4 cup cilantro, and 1/4 cup mint leaves & toss.

WHOLE



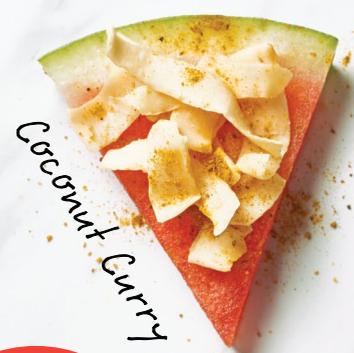
Watermelon Cactus Bowl
Create this carving with step-by-step instructions, including photos, at watermelon.org

Build delicious layers of flavors with

crisp, juicy watermelon

From chicken to kale to cashews, refreshing watermelon plays well with so many different ingredients. Follow these pairing guides to create endless recipes.

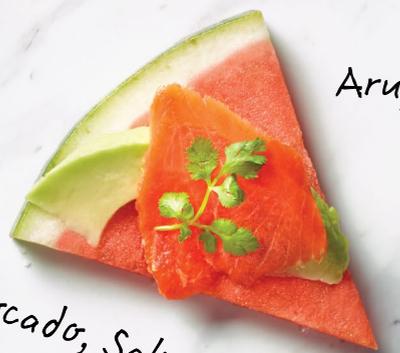
8
great ideas
to inspire



Coconut Curry



Arugula, Balsamic & Parmesan



Avocado, Salmon & Cilantro



Jicama, Ginger & Lemon



Cucumber, Feta & Mint



Agave & Salt



Honey & Pistachio



Onion, Lime & Chili

Spices

- Allspice
- Cajun
- Cayenne
- Chile
- Cinnamon
- Cloves
- Coriander
- Cumin
- Garlic
- Jerk Spice
- Paprika
- Pepper
- Salt
- Tamarind
- Turmeric
- Vanilla

Herbs

- Basil
- Cilantro
- Dill
- Ginger
- Lemongrass
- Mint
- Parsley
- Rosemary
- Sage
- Thyme

Vegetables

- Arugula
- Cabbage
- Carrot
- Cauliflower
- Celery
- Chilis
- Cucumbers
- Jalapeños
- Jicama
- Kale
- Leafy Greens
- Onion
- Peppers
- Watercress
- Zucchini

Protein

- Bacon
- Beef
- Chicken
- Fish
- Lamb
- Lobster
- Pork
- Salmon
- Scallops
- Shrimp
- Tofu
- Turkey

Fruits

- Avocado
- Berries
- Coconut
- Grapefruit
- Lemon
- Lime
- Mango
- Orange
- Other Melons
- Pineapple
- Pomegranate
- Tomato

Dressing & Sauces

- Agave
- BBQ Sauce
- Balsamic
- Vinegar
- Caramel
- Chimichurri
- Chocolate
- Dijon Mustard
- Honey
- Mayonnaise
- Olive Oil

Dairy

- Blue Cheese
- Cream
- Feta
- Fresh Mozzarella
- Goat Cheese
- Gouda
- Parmesan
- Pepper Jack
- Sour Cream
- Yogurt

Grains, Nuts, Beans & Legumes

- Almonds
- Black Beans
- Legumes
- Cashews
- Edamame
- Kamut
- Quinoa
- Rice
- Sunflower
- Seeds
- Walnuts

Slice into a Watermelon for health!

There's more to watermelon than just its incredible taste. A 2-cup serving of juicy diced bites is not only perfect for hydration but is also bursting with vitamin C.



92% water

Grab a slice or blend some watermelon juice for natural hydration during exercise!

Lycopene 12.7 mg per serving

An antioxidant studied for its potential to protect skin against harmful UV rays

Only 80 calories per serving

0% Cholesterol

Vitamin A 8% For healthy eyes and skin

Nutrition Facts	
1 serving per container	
Serving size about 2 cups, diced (280g)	
Amount Per Serving	
Calories	80
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 21g	8%
Dietary Fiber 1g	4%
Total Sugars 17g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0.7mg	4%
Potassium 310mg	6%
Vitamin A 80mcg	8%
Vitamin C 23mg	25%

INGREDIENTS: WATERMELON, RAW

Watermelon proudly (and deservedly) is American Heart Association Heart-Check Certified. Cholesterol-free, fat-free, sodium-free, and only 80 calories – we call that a fruit for a heart healthy diet!

0% Fat

0% Sodium

25% Vitamin C An antioxidant that boosts immunity

Early explorers used watermelons as canteens. With some carving and a tap, you can turn a watermelon into a modern day keg to dispense watermelon juice!



Refreshing Watermelon Juice

Keep your shoppers in the know about watermelon—here's how!

Take a look at our research about what consumers know (and need to know) about watermelon. Then consider using our free point-of-sale materials as one way to keep your shoppers up-to-date on the world of watermelon.

Main Consumer Research Findings

- Watermelon scores very high relative to other fruits in terms of taste, safety, value, healthiness and freshness.
- Consumers want fruit that provides them with value. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon's refreshing qualities are the main reasons watermelon is purchased.
- Availability and perceived value are the two main reasons consumers may not purchase watermelon.
- How to select and health benefits are the key points consumers would like to see displayed at retail.

71% of watermelon is purchased in the grocery store.

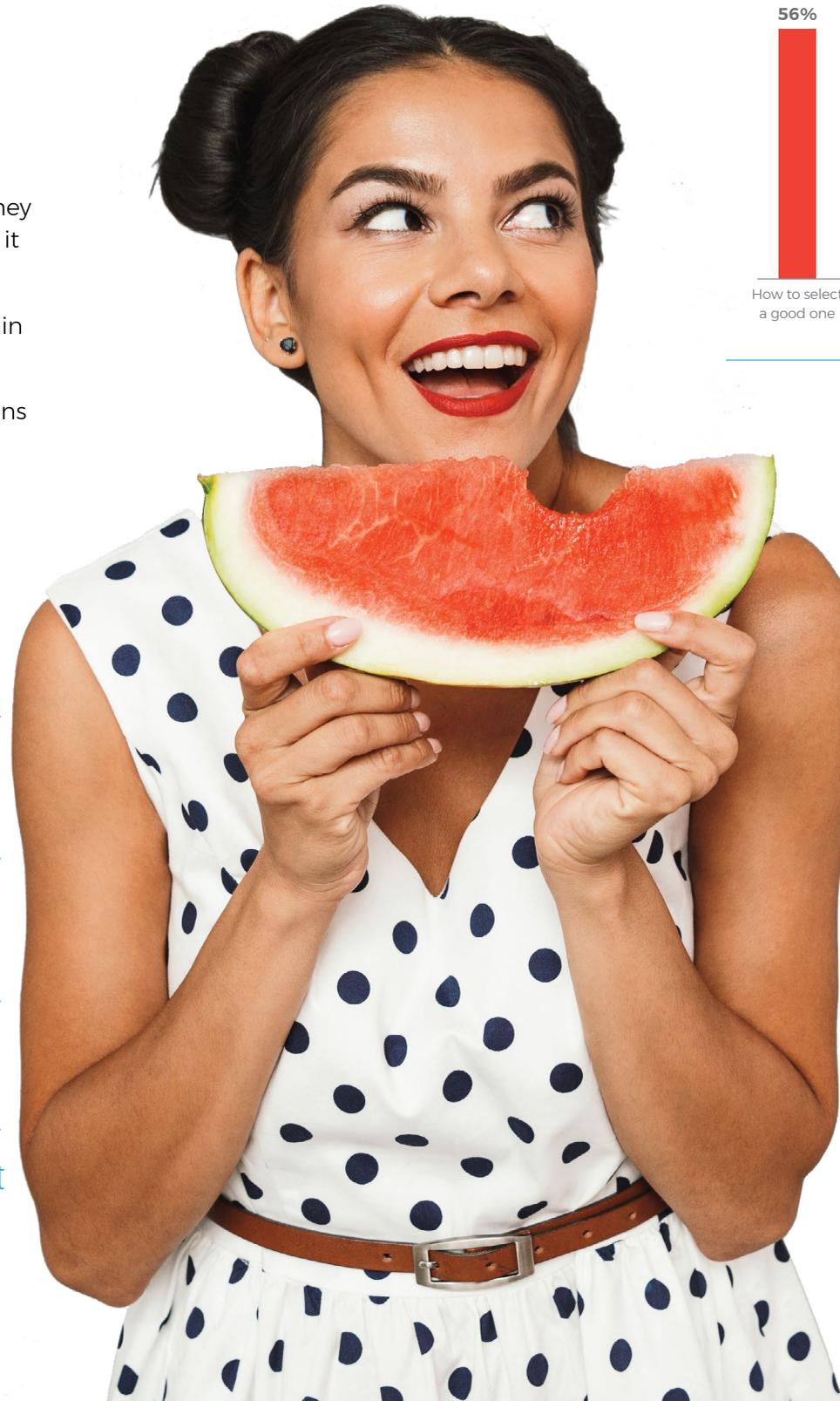
69% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals.

8.2 out of 10 is what shoppers gave watermelon for health (10 being the healthiest).

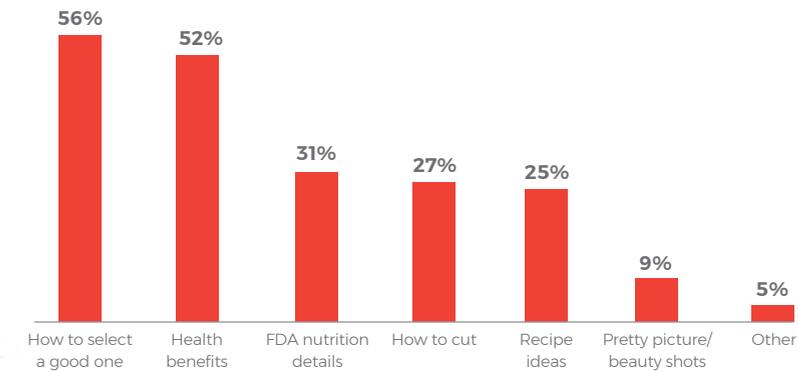
82% of shoppers eat their watermelon raw, but 6% would have it in a recipe.

61% of shoppers say their children greatly or somewhat influence watermelon purchases.

This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.



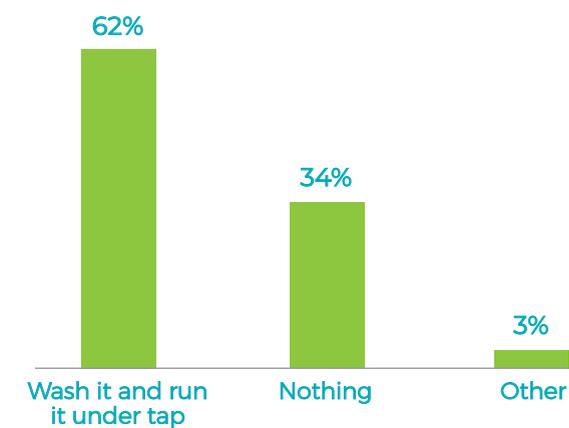
Which type of information would you prefer to see displayed with watermelon at a retail store?



Host a demo. Tasting is believing!

Make recipe cards available!

Do you know how to handle a watermelon before eating?



Do you know how to pick a good watermelon?

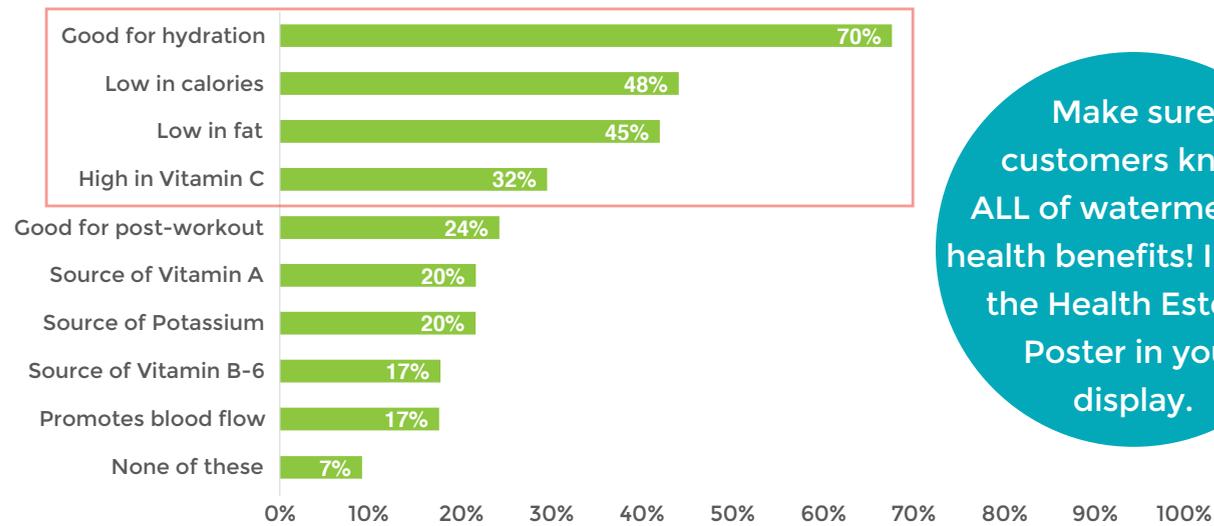
77% yes **23%** no

Display the Selection Poster with watermelon. It also includes safe handling tips!

WOW customers with watermelon knowledge, from health to rind!

Consumers are aware of some of watermelon's health benefits but not all. And most people enjoy watermelon simply on its own. Here's more of what we discovered as well as some ideas for encouraging your customers to think outside the rind, including using up every inch of a watermelon.

Which of the following statements do you know to be true about watermelon?

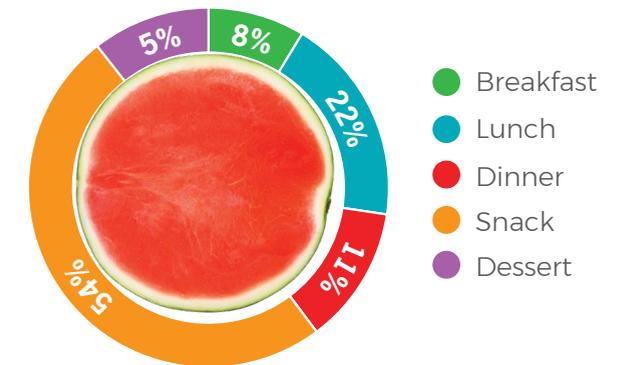


Make sure customers know ALL of watermelon's health benefits! Include the Health Esteem Poster in your display.

How do you usually enjoy watermelon?



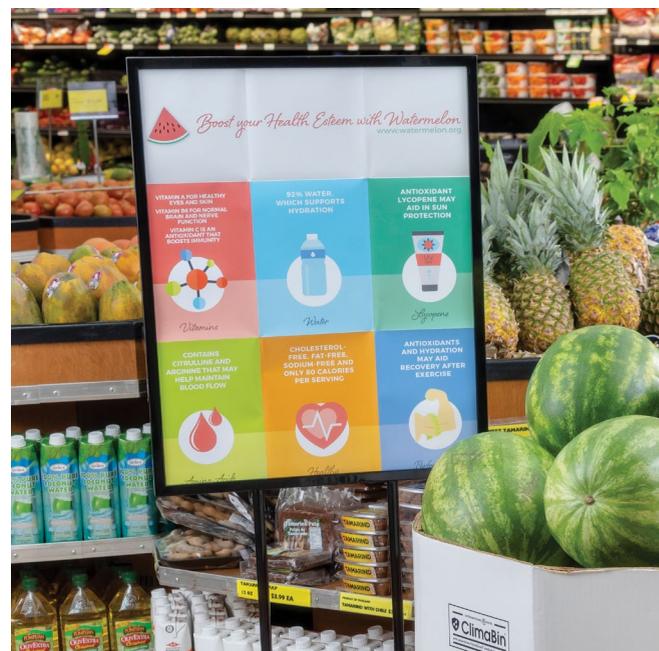
When during the day do you eat the majority of watermelon?



Help customers think BIG with watermelon! Focus on using the whole fruit.

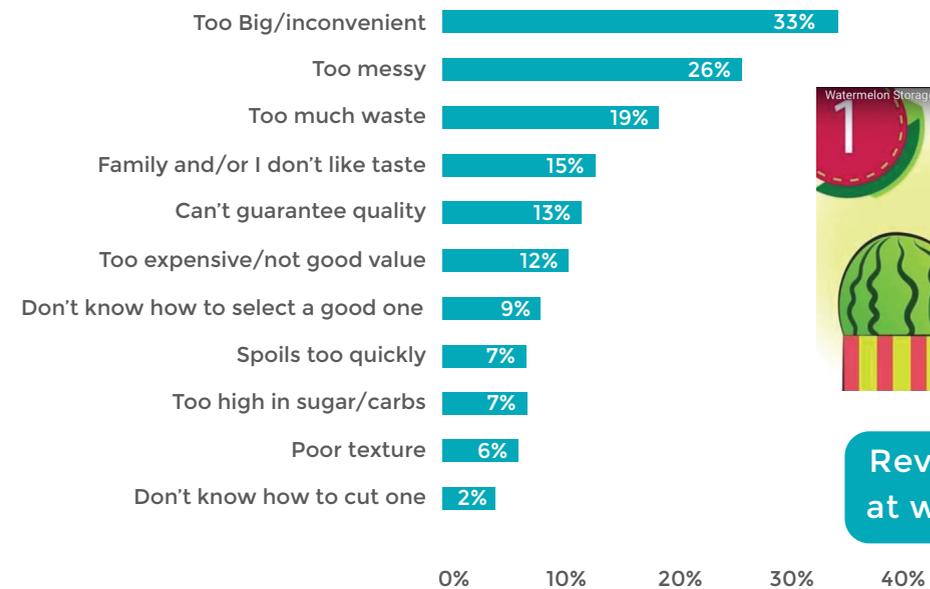
Conduct in-store recipe demos using flesh, juice & rind.

Would knowing that watermelon is good for hydration make you want to purchase (or purchase more of it) in the future?



Health Esteem Poster

Please explain why you do not purchase whole watermelon.



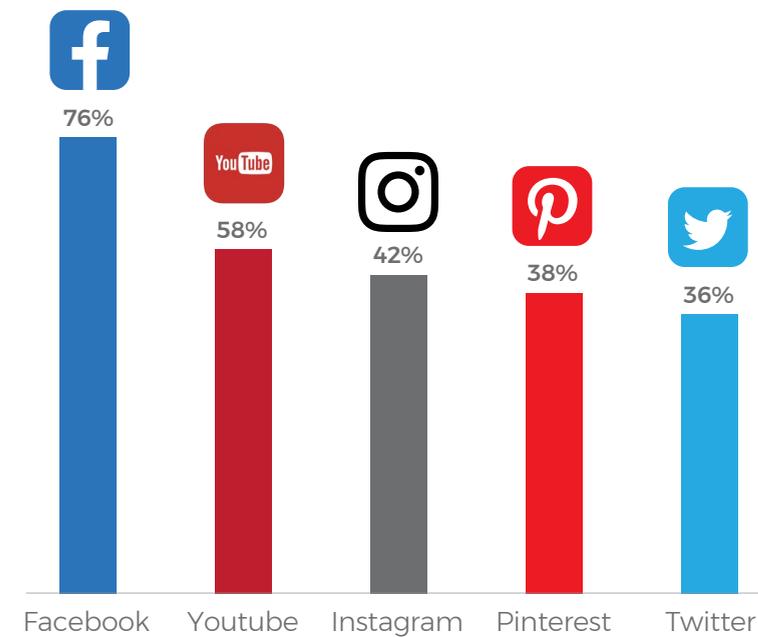
Review Store-level Training at watermelon.org/retailers

This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.

Connect shoppers with watermelon. Get social!

Engaging customers on social media enhances your customers' shopping experience – so use these findings to your advantage and help them THINK watermelon before they arrive at your store.

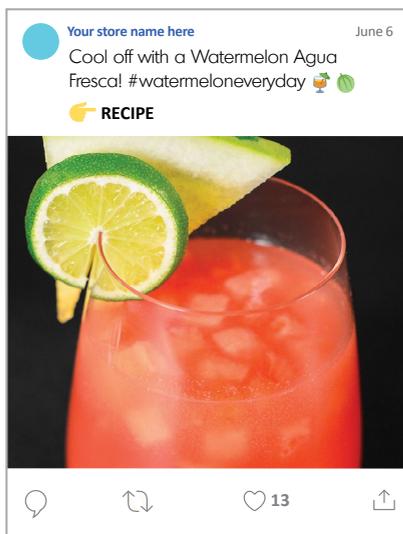
Creative watermelon cutting hacks. Holiday recipes. Fun surveys! Share your own watermelon promotions and tap into the Watermelon Board's posts, tweets and videos.



WATERMELON Charcuterie
Crazing Platter
Great for your next get-together with friends!

Follow these simple instructions

Promoted by your store name



The first cookbook published in the United States in 1796, *American Cookery* by Amelia Simmons, contains a recipe for watermelon rind pickles.



Watermelon Rind Pickles

Cut up a watermelon in 4 steps



1 Cut off the ends, providing a base and access to the peel and rind.



2 Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.



3 Cut the whole watermelon into disks, widthwise in the desired size of cubes.



4 Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

YIELD

Size	60	45	36
Time (min)	2.50	2.58	3.05
Flesh (lbs)	8.61	9.54	10.67
Skin (lbs)	3.61	4.24	7.17
Flesh (lbs)	70.5%	69.2%	59.8%



Market watermelon with 10 tips!



1 **Make the most of displays!** Colorful bins and large displays grab attention and grab sales.

2. Display whole and cut watermelon side by side. Create great eye appeal and increase sales for both.

3. Get the word out - watermelon is delicious and nutritious. Include nutrition information not only in newsletters and ads, but on signs and displays.

4. Easy to reach. Easy to sell. Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.

5. Take them off the floor. You wouldn't eat off the floor, so why would your customers?

6. Lose the leakers. Look at your display from a customer's point of view and remove damaged watermelons.

7. Keep watermelons away from bananas. Store these separately. Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.

8. Avoid mis-rings and lost revenue. Every penny counts! Use proper labeling so customers get what they pay for and you get the profits you deserve.

9. Give customers what they crave all year long. Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.

10. Ensure the tastiest watermelon. Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

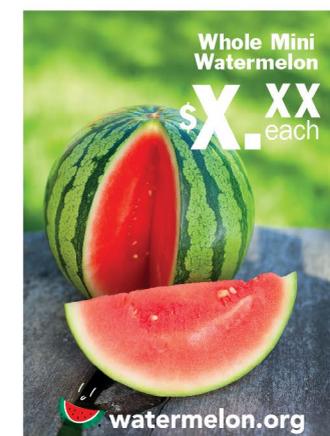
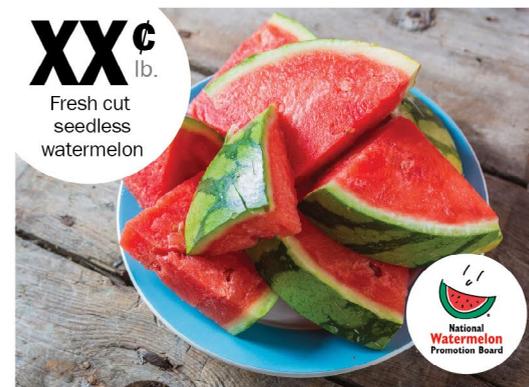
Get the watermelon word out with eye-catching advertising!

Use these generic sample ads as inspiration.

Create your own ads for weekly specials, promotions and flyers



These ad templates are available for you to customize!
Email Retail@watermelon.org for ad artwork.



Share the watermelon love & boost sales!

Display FREE POS Materials

Our point-of-sale materials promote watermelon health benefits, how-tos and recipe ideas to customers. Reach out to the Watermelon Board online to order **FREE POS** materials including posters, stickers, one-sheets, recipe cards and more.* Go to watermelon.org/Retailers

Watermelon Rind Stir Fry

Ingredients:

- 2 cups watermelon rind
- 1 pound chicken breast
- 1 cup green onions
- 1 cup green beans
- 1 cup soy sauce
- 1 cup sesame oil
- 1 cup rice

Instructions:

- Heat watermelon rind in a large pot and cook until soft for 10 minutes.
- Remove watermelon rind and set aside.
- Heat chicken breast in a large pot and cook until done.
- Remove chicken breast and set aside.
- Heat green onions, green beans, and rice in a large pot and cook until done.
- Combine watermelon rind, chicken breast, and rice in a large bowl.
- Drizzle with sesame oil and soy sauce.

Watermelon Fire & Ice Salsa

Ingredients:

- 3 cups diced watermelon
- 1/2 cup diced green onions
- 2 tablespoons lime juice
- 1/2 cup diced jalapeno peppers
- 1/2 cup diced tomatoes
- 1/2 cup diced cilantro

Instructions:

- Combine watermelon, green onions, lime juice, jalapeno peppers, tomatoes, and cilantro in a large bowl.
- Stir well and serve.

Watermelon Juice

Ingredients:

- 1 watermelon, washed and cut into chunks

Instructions:

- Blend 2-3 cups watermelon at a time until smooth.
- Strain the juice and serve.

Recipe Cards



Watermelon Stickers

Create eye-catching displays

Build a display that promotes watermelon of any kind, includes extras such as watermelon recipes and health benefits, and shares selection and storage tips.

Setting up a display in July or August? Enter the National Watermelon Retail Display Contest!



More than \$10,000 in cash and prizes is awarded to retailers for a retail display.

Add excitement to your produce section!

Watermelon queens are available for in-store appearances and can educate your shoppers on all things watermelon.

DID YOU KNOW?

For over 50 years,

these professionally-trained watermelon ambassadors have been educating the public and demonstrating just how fun watermelon really is at promotions and special events, while helping boost sales. With eight regional queens and one national queen, they represent the watermelon industry at regional, national and international levels. Make your next event even sweeter and invite a watermelon queen!



Watermelon - Every Month of the Year

Design in-store promotions around seasonal recipes and carvings!

Jan



Start the year off right with a Watermelon Zapper!

Feb



Celebrate Heart Health Month with a Heart Basket

Mar



Go green on St. Patrick's with Watermelon Lettuce Wraps!

Apr



Hop to it with a cute Rabbit carving!

May



Get out the chips and Fire & Ice Salsa for Cinco de Mayo

Jun



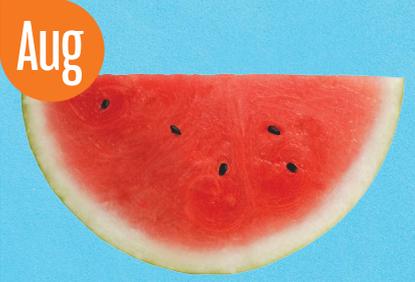
Blend up Watermelon Kiwi Smoothies on June 21st! It's National Smoothie Day!

Jul



Celebrate National Watermelon Month with different recipes!

Aug



Hand out slices on August 3rd for National Watermelon Day!

Sep



Serve Blended Burgers with Grilled Watermelon on Labor Day

Oct



Save a pumpkin! Carve a watermelon!

Nov



Give thanks with a side of Watermelon Cranberry Sauce

Dec



Make a Watermelon Snowman for the holidays

Find these recipes, carvings and more at watermelon.org