A Handy Back Room

Guide to Handling Watermelon

National Watermelon Promotion Board

watermelon.org
Watermelon Cutting Instructions:

Please refer to your state, local and corporate guidelines for additional safety rules, which may override these instructions.

- One day prior to cutting, store watermelons at 46°F (8°C).
- Wear a uniform of sanitary gloves, clean apron and hair net.
- Sanitize the stainless steel work surface and sharp knife.
- Just before cutting, wash each whole watermelon with detergent and rinse with water. Soak for two to three minutes in a water bath with 100 ppm free chlorine.

1 Cut off both ends of watermelon.
2 Slice lengthwise into four quarters.
3 Separate flesh from the rind using two lengthwise cuts.
Display at 37° - 39° F (3° - 4° C) in refrigerated cabinets.

If using ice beds for display, containers must be buried in the ice, not sitting on top. Exposed containers warm quickly to room temperature, which reduces shelf life and increases food safety risks.

4 Cut quarter in half with a crosswise cut.

5 Slice into 1” strips

6 Trim to 1” cubes.

7 Place in rigid plastic containers and seal with tight-fitting lids.
Easy Watermelon Tips

Make the Most of Displays
Our studies show that using 2-color or 4-color bins increases sales an average of 68% over kraft bins. We’ve also seen that large displays with multiple bins or secondary displays outside the store, at the entrance, and near the checkout lines may encourage sales.

Make Watermelon Easy to Reach.
When customers can easily reach the watermelons, they can put them in their carts. So use drop down panels and transfer hard to reach melons to the top of the next full bin.

Take Them Off the Floor!
You may think you’re saving space by displaying watermelons on the floor, but really you’re just hurting sales. (Didn’t your mother ever tell you never to eat anything off the floor?) Consider this: when melons are taken off the floor and placed in bins (especially high-graphic ones), sales increase up to 149%!

Lose the Leakers.
Look at your display from a customer’s point of view, and then remove the melons with soft spots or ruptures. Remember, if you wouldn’t buy it, your customers won’t either.

Place the Whole Watermelon Bins Near the Cut Watermelon Display.
Placing whole and cut watermelon close together creates great eye-appeal and has proven to increase sales of both – an average of 68%.
Give the Customers What They Crave All Year Long.
Don’t miss out on sales by thinking watermelon is strictly a summer fruit. In fact, watermelon is available year-round – even in the coldest climates.

Get the Word Out – Watermelon is Healthy and Delicious.
74% of consumers say that knowing the health benefits of watermelon makes them more likely to buy. So, include nutrition information wherever you can – on signs and displays, in newsletters and ads.

Use PLU Stickers to Avoid Mis-Rings and Lost Revenue.
When it comes to marketing watermelon, every penny counts, so be sure to use PLU stickers to ensure that customers get what they pay for and you get the appropriate amount for payment.

Watermelon and Bananas are Like Oil and Water – They Just Don’t Mix.
Bananas emit ethlyene gas, which changes both the flavor and appearance of watermelons. So to keep your customers happy, keep watermelons separated from bananas and other ethylene producers.

Check the Temperature to Ensure the Tastiest Watermelons.
To maximize shelf life and preserve freshness, store and display whole watermelons at 45°F to 55°F (7°C to 13°C). Display cut watermelon in refrigerated cabinets at 37°F to 39°F (3°C to 4°C).
Consumers tell us they aren’t sure how to pick a good watermelon. You can provide a valuable service to your customers by teaching them to pick out a watermelon with confidence.

**How To Choose a Watermelon**

1. Look the watermelon over. Choose a firm, symmetrical watermelon that is free of bruises or soft spots. Some surface scarring is normal.

2. Lift it up. The watermelon should be heavy for its size. Watermelon is 92% water, which accounts for most of its weight.

3. Turn it over. On the underside of the watermelon, there should be a creamy yellow spot. This is where it sat on the ground and ripened in the sun. Watermelon stops ripening as soon as it’s picked from the field.

<table>
<thead>
<tr>
<th>Types</th>
<th>Varieties</th>
<th>Shape/Size</th>
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<tbody>
<tr>
<td><strong>Seedless Types</strong></td>
<td></td>
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<tr>
<td>Triploid Hybrid</td>
<td>TRi-X Brand 313 Seedless, Crimson Trio, Queen of Hearts, Millionaire, 5244</td>
<td>Oblong to round 10-20 lbs.</td>
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<tr>
<td><strong>Picnic Types</strong></td>
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<tr>
<td>Crimson Sweet</td>
<td>Crimson Sweet, Royal Sweet, Mirage, Huck Finn, Au Producer, Regency</td>
<td>Round to Oblong 16-35 lbs.</td>
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<tr>
<td>Allsweet</td>
<td>Allsweet, Sangria, Sunsugar Fiesta, Calsweet</td>
<td>Long 18-30 lbs.</td>
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<td><strong>Mini Types</strong></td>
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<tr>
<td>Icebox</td>
<td>Sugar Baby, Tiger Baby, Pureheart, Bambino</td>
<td>Round 5-15 lbs.</td>
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<tr>
<td><strong>Yellow/Orange Flesh Types</strong></td>
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<tr>
<td>Yellow/Orange Flesh</td>
<td>Desert King, Tendergold, Honeyheart (seedless), Chifon (seedless)</td>
<td>Round 10-30 lbs.</td>
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