

How to use **THE WHOLE WATERMELON**



#UseTheWholeWatermelon

Re-Think Watermelon!



CHECK OUT THESE WATERMELON HEALTH FACTS:

Watermelon is a source of **ANTIOXIDANTS, VITAMINS A AND C, LYCOPENE AND POTASSIUM.**

Watermelon offers hydration and replenishing nutrients, including **CITRULLINE AND ELECTROLYTES.**

The **ANTIOXIDANTS** found in watermelon may aid in recovery after exercise.

DID YOU KNOW: 80% of Americans buy watermelon because it tastes good, yet less than half of people (49%) are aware of the health benefits watermelon provides.¹

At **92% WATER**, watermelon is ideal for rehydrating, refueling and recovering.

It's time to think about watermelon in a different way: as a pre- and post-workout fuel, in addition to everyday fuel.

TRY THESE POST-WORKOUT RECIPES!



Watermelon Beet
Post-Workout Smoothie



Watermelon Oatmeal
Smoothie

Super
Green
Detox
Smoothie



Watermelon
Protein Bites²

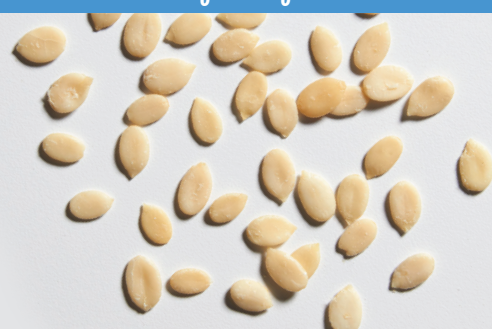


Prepare fresh cut watermelon
to grab-n-go!

DID YOU KNOW there are 10 grams of protein in one ounce of sprouted, shelled and dried watermelon seeds?

¹ 2016 Watermelon Purchaser Survey, conducted by MyPoints.com, Inc., August 2016.

² Recipe credit: Anya Shinall, author of AnyasEats.com, winner of Go Raw's 2016 Recipe Contest featuring watermelon and sprouted watermelon seeds



HOW TO USE THE WHOLE WATERMELON Use every delicious bite of flesh, juice and rind



Watermelon Avocado Toast



Happy Lunchbox



Watermelon Greek Salad



BLEND IT

Chilled Watermelon Soup with Coconut and Blueberry Sauce

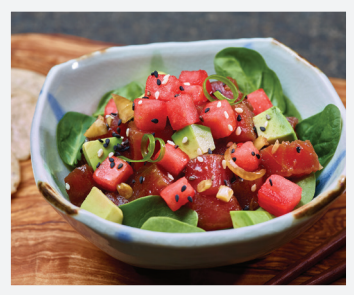


Watermelon Caprese Salad

HAVE SLICES?



HAVE CUBES?



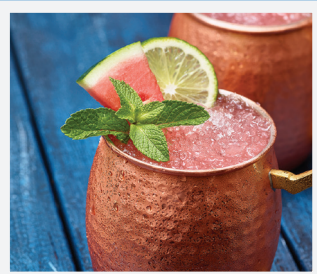
Watermelon Poke Bowl



HAPPY HOUR!
HAVE JUICE?



HAVE A RIND?



Watermelon Moscow Mule



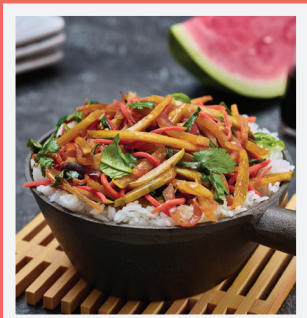
Watermelon Crunch Smoothie Bowl



Watermelon Mojito



Frozen Watermelon Margarita



Watermelon Rind Stir Fry



Cactus Carving

For watermelon recipes, images and inspiration, contact **Stephanie Barlow** at 407.657.0261 x202 or sbarlow@watermelon.org, or visit watermelon.org.

HAVE
CUBES?



Watermelon Poke Bowl

INGREDIENTS:

¼ cup low-sodium soy sauce
1 teaspoon sriracha chili sauce
1 teaspoon sesame oil
2 green onions, cut on the diagonal with whites and greens separated
3 medium clove of garlic or 2 large clove garlic, minced
½ tablespoon minced ginger root
⅓ white onion, thinly sliced
¾ pound ahi tuna, cut into ½-inch cubes
1 small, firm avocado, diced
⅔ cup diced watermelon
¼ teaspoon sesame seeds
Pickled ginger (sushi ginger or gari)

DIRECTIONS:

1. In a medium bowl, mix soy sauce, chili sauce, oil, the white portion of green onions, garlic, ginger root and onion. Add tuna, toss and refrigerate for 30 minutes.
2. Ten minutes before serving, add avocado and return to refrigerator.
3. Plate as desired* and top with watermelon and green onions, then sprinkle with sesame seeds. Serve with pickled ginger.

Makes 4 cups total.

**Watermelon Poke Bowls can be served as individual portions over rice (seasoned with a touch of rice wine vinegar) as a main dish, in small serving bowls as an appetizer or side dish, or on a large platter for a buffet. Garnish with seaweed for extra Hawaiian flare.*

Watermelon Rind Stir Fry

INGREDIENTS:

2 cups watermelon rind, julienned (white part only, from about ½ of a seedless watermelon)
1 cup julienned carrots
1 inch piece of ginger, minced
1 clove garlic, minced
½ cup chives, cut into 3 inch pieces
1 tablespoon honey
1 tablespoon soy sauce
1 tablespoon fish sauce
2 teaspoons sesame oil
½ cup fresh basil leaves, torn
¼ cup mint leaves
¼ cup cilantro leaves
Crushed red pepper flakes (optional)

DIRECTIONS:

1. Heat sesame oil in a wok over high heat. Add the watermelon rind and carrots and stir fry, stirring constantly, for 1-2 minutes. Let sit over high heat for 1 additional minute without stirring.
2. Add the chives and stir to combine.
3. In a small bowl, whisk together the honey, soy sauce, fish sauce, garlic and ginger.
4. Pour the sauce over the watermelon rind and cook, stirring, 30 seconds to 1 minute until fragrant.
5. Transfer to a serving dish. Add the basil, cilantro, and mint, tossing to combine.
6. Sprinkle with red pepper flakes, if desired, and serve as a side dish.

Makes 4 servings.

HAVE
A RIND?



For watermelon recipes, images and inspiration, contact Stephanie Barlow at 407.657.0261 x202 or sbarlow@watermelon.org, or visit watermelon.org.

#UseTheWholeWatermelon

HOW TO SELECT A WATERMELON

Only half (50.8%) of people know how to select a watermelon.*

Here's how. It's as easy as 1, 2, 3.

1

Look the watermelon over.

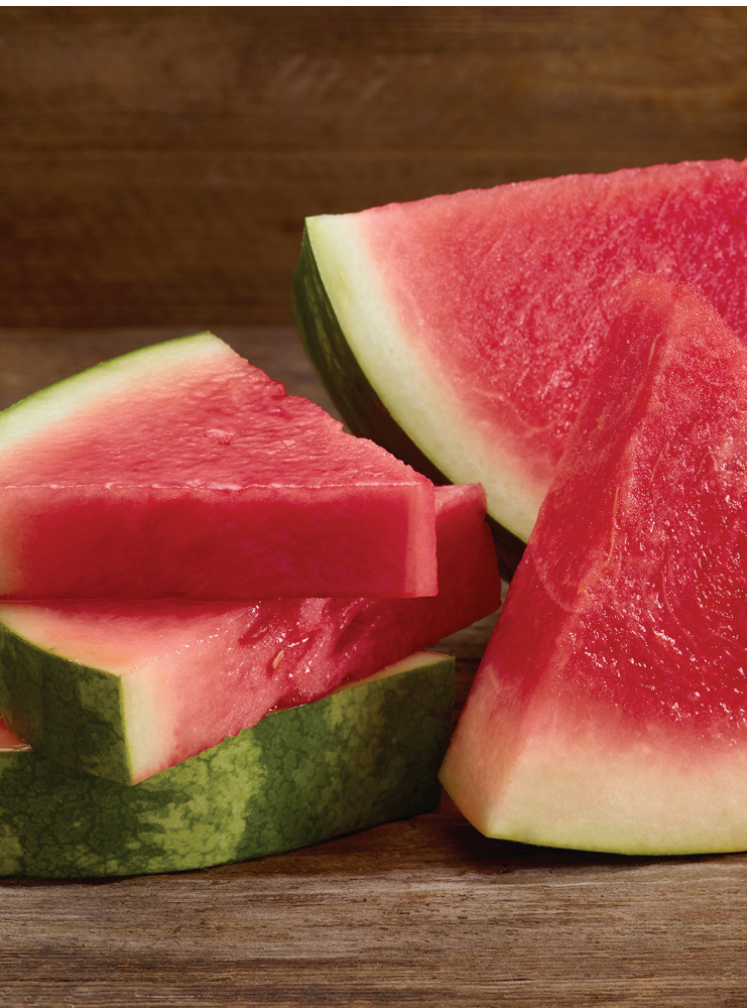
Look for a firm, symmetrical watermelon that is free from bruises, cuts or dents.

2

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

3

Turn it over. The underside of the watermelon should have a creamy yellow spot (also called "the ground spot") from where it sat on the ground and ripened in the sun.



HOW TO WASH A WATERMELON

Less than 40% of people wash their watermelon before consuming.*

Here's how to do it!

1

Rinse watermelon with cool water

2

Scrub watermelon using a firm produce brush

3

Dry watermelon with paper towels

#UseTheWholeWatermelon

*Source: 2016 Watermelon Purchaser Survey, conducted by MyPoints.com, Inc., August 2016.



When storing cut watermelon in glass or plastic containers, it should keep in the refrigerator for at least three days.



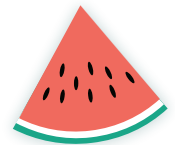
You can feed up to three dozen people from just one watermelon.

According to a 2010 study by the Perishables Group, watermelon ranks #1 on the list of budget-friendly fruits, at only **14¢ per serving.**

Watermelon Fast Facts

WATERMELON IS AVAILABLE YEAR-ROUND

with fresh cuts, minis and juices. And thanks to imported watermelon, we can enjoy watermelon all year long!

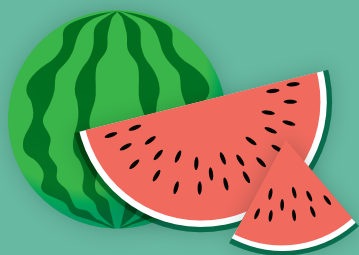


One big slice of watermelon equals 8 ounces of H2O!

By weight, watermelon is the most-consumed melon in the United States, followed by cantaloupe and honeydew.



USE THE WHOLE WATERMELON



WHOLE WATERMELON

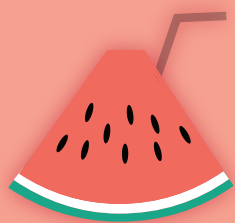
100% of watermelon is usable and compostable:
70% flesh + 30% rind.

AN AVERAGE 15-20 lb. seedless watermelon yields
about 11 cups of cubes and 6 cups of juice.

FROM DEEP REDS AND PINKS, to oranges, yellows
and white, watermelon flesh adds a sunset of hues
and sweet flavors to dishes year-round.

FEATURE AS A KEY INGREDIENT or simply enjoy a
classic wedge out of hand.

FLESH



JUICE

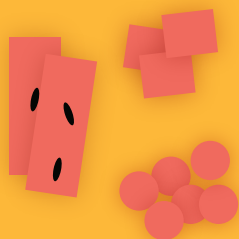
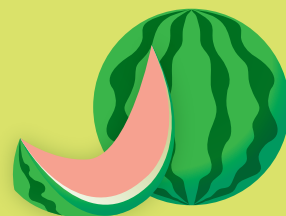
AT 92% WATER, watermelon is an excellent choice for
staying hydrated.

OVERRIPE WATERMELON? Don't throw it away. Instead,
juice or puree it to retain the value and nutrition.

GET MORE from your watermelon. The rind is edible,
and sometimes used as a vegetable.

RINDS can be stir-fried, stewed or pickled.

RIND



FRESH CUTS

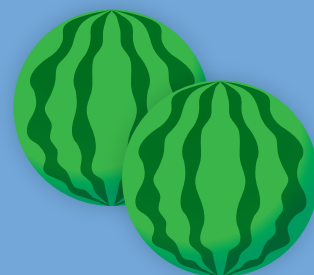
LOOK for grab-and-go spears, wedges, cubes and
halves in the produce aisle year-round.

CREATE EASY MEALS in minutes by tossing fresh
cuts into salads and beverages.

Minis or "personal watermelons" are easy to handle and
have thinner rinds.

HOLLOW THEM OUT for a compostable bowl (and fill it
with your favorite fruit salad featuring watermelon)!

MINIS



WATERMELON FLAVOR PAIRINGS

The flavor, texture and color of watermelon pairs well with so many ingredients. Use this pairing guide for recipe inspiration!



VEGETABLES

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

Allspice

Cajun

Cayenne

Chile

Cinnamon

Cloves

Coriander

Cumin

Garlic

Jerk Spice

Paprika

Pepper

Salt

Tamarind

Turmeric

Vanilla

SPICES

DAIRY

Blue Cheese

Cream

Feta

Fresh Mozzarella

Goat Cheese

Gouda

Parmesan

Pepper Jack

Sour Cream

Yogurt

HERBS

Basil

Cilantro

Dill

Ginger

Lemongrass

Mint

Parsley

Rosemary

Sage

Thyme

PROTEIN

Bacon

Beef

Chicken

Fish

Lamb

Lobster

Pork

Salmon

Scallops

Shrimp

Tofu

Turkey

DRESSINGS/SAUCES

Agave

BBQ Sauce

Balsamic
Vinegar

Caramel

Chimichurri

Chocolate

Dijon Mustard

Honey

Mayonnaise

Olive Oil

GRAINS/NUTS/BEANS/LEGUMES

Almonds

Black Beans

Cashews

Edamame

Kamut

Quinoa

Rice

Sunflower Seeds

Walnuts

FRUITS

Avocado

Berries

Coconut

Grapefruit

Lemon

Lime

Mango

Orange

Other Melons

Pineapple

Pomegranate

Tomato



Island Fruit Salad



Watermelon Milkshake



Watermelon Keg



Watermelon Rind Kimchi



Watermelon Margarita on the Rocks



Grilled Chicken and Boursin Sandwich

Greetings! It's clear more than ever that people care not only about taste, but also nutrition and the environment. That's a tall order, but one that watermelon can deliver! In this kit, we offer a variety of ways to get inspired with watermelon, including innovating ways to **use the whole watermelon** with creative recipes and carvings, nutrition facts, new survey data and more.

As you prepare watermelon coverage, I'd be happy to provide complete recipes, images and interviews with myself or registered dietitian Elizabeth Somer, MA, RD. I look forward to hearing from you!

STEPHANIE BARLOW

Senior Director of Communications

National Watermelon Promotion Board

1321 Sundial Point, Winter Springs, FL 32708

#UseTheWholeWatermelon

OFFICE: (407) 657-0261 x 202

CELL: (321) 278-5580

sbarlow@watermelon.org

f t You Tube i p s @WatermelonBoard



**WATER
MELON
BOARD**

www.watermelon.org