

No. 1 for Juicy Scoops

I'M MORE THAN JUST DESSERT!

WATERMELON EVERY DAY



All New Recipes!

Stacked Curried Chicken Salad With Watermelon & Jicama

Recipe Stars Make Delicious Bedfellows!

MORE INSIDE:

Elizabeth Somers' Super Hot Health Trends!

PLUS: Sweet & Juicy! Picking the Perfect Watermelon

National Watermelon Promotion Board

Every meal of the day, every day of the year.



BAJA FISH TACOS WITH WATERMELON GUACAMOLE

Something fishy or a match made in heaven?



SPICY CHICK PEAS CAUGHT IN THE ACT With Sweet Superfruit!

Watermelon Pomegranate Sangria

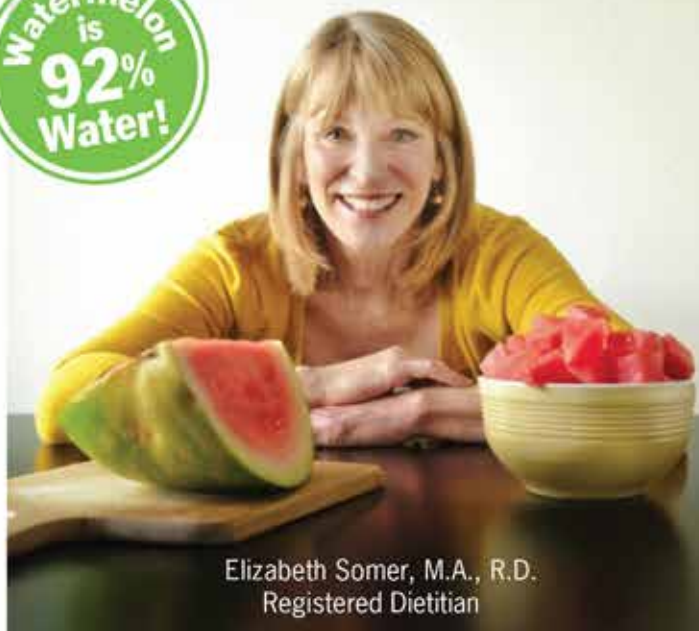


Party Starter!



Giant Panda discovered in watermelon!

SEE INSIDE!



Elizabeth Somer, M.A., R.D.
Registered Dietitian

Intense Training Just Got Sweeter!

Rehydrate, Refresh, Replenish

All athletes need the same foods, but the amount varies depending on a variety of factors including age and gender as well as the frequency, duration, and type of training. The diet is based on colorful fruits and vegetables, whole grains, extra-lean meats and legumes, calcium-rich milk products, and a few weekly servings of fatty fish. Some foods are particularly important to athletic training, performance, and recovery. Watermelon is a perfect example.

Water? Yawn. Think Watermelon!

Dehydration is the most common cause of reduced athletic performance. The first sign of it is fatigue, which is accompanied by an increased risk for injuries. A runner can lose five pounds or more of water during a race. You also lose body water every time you work out.

Water is the most obvious fluid replacement, but you don't have to rely solely on it. Watermelon is 92% water, and there are more than 1½ cups of water in two cups of it! Eating a big slice of it is the equivalent of drinking an 8-ounce glass from the tap.

1 BIG SLICE
EQUALS 8 OZ OF H2O!



Get Results! All Watermelon, All The Time!

Since water is best incorporated into tissues if consumed in small, frequent doses, including watermelon in meals and snacks helps ensure you're packing that fluid into the cells where it is needed.

- Include a bowl of watermelon chunks with your breakfast.
- Bring a thermos of watermelon juice, flavored with a touch of lime, to work or school.
- Add a slice of watermelon to sandwiches or diced watermelon into salsas to top chicken or fish dinners.
- Puree watermelon in a blender, add some lime juice, and freeze in ice cube trays for a great ice cream replacement.



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Don't Cramp Your Style. Eat A Slice At The Finish Line!

Muscle cramps are often linked to dehydration but can also be a result of repeated training, causing electrolyte imbalances. The mineral potassium is an important electrolyte that helps maintain muscle function, heart rate, blood pressure, and normal pH in the body. It's a good idea to replenish this mineral when you exercise regularly, have competed in a distance event, or sweat profusely. Watermelon is a great addition to an athlete's diet, since it is one of Mother Nature's best sources of potassium. A slice of it rehydrates you and replenishes electrolytes.

Juice Up! Nix Aches & Pains

Sore muscles? Try watermelon. An amino acid in watermelon, called citrulline, helps maintain healthy blood vessels, increase nitric oxide, and improve blood flow to all tissues. This might explain why athletes given watermelon juice report up to 40% less muscle soreness 24 hours after exercise compared to athletes who don't consume watermelon. (1-4)



Who Knew? Amazing Watermelon Health Facts

So many people love the taste of watermelon, but they have no idea that watermelon:

- Can help maintain cardiovascular health.
- Is 92% water, making it an excellent hydrator.
- Is cholesterol free, naturally gluten free, virtually fat free, and low in sodium.
- Gets its red color from lycopene. It's actually the lycopene leader among fresh fruits and vegetables, including fresh tomatoes. There are 15 to 20 mg of lycopene per 2-cup serving!
- Contains amino acids citrulline and arginine that help maintain blood flow, arteries, and heart health.
- Is packed with vitamins A, B6, and C and also contains potassium, thiamine, and magnesium.

References:

1. Tarazona-Diaz M, Alacid F, Carrasco M, et al: Watermelon juice; Potential functional drink for sore muscle relief in athletes. *Journal of Agriculture and Food Chemistry* 2013;61:7522-7528.
2. Perez-Guisado J, Jakeman P: Citrulline malate enhances athletic anaerobic performance and relieves muscle soreness. *Journal of Strength Conditioning Research* 2010;24:1215-1222.
3. Mashhadi N, Ghiasvand R, Askari G, et al: Influence of ginger and cinnamon intake on inflammation and muscle soreness induced by exercise in Iranian female athletes. *International Journal of Preventive Medicine* 2013;4 (Suppl 1):S11-S15.
4. Drobnic F, Riera J, Appendino G, et al: Reduction of delayed onset muscle soreness by a novel curcumin delivery system. *Journal of the International Society of Sports Nutrition* 2014; June 18.



Quick-Fix Watermelon Tricks

Bring it. Bag slices and cubes of watermelon and place in your gym bag, briefcase, or lunchbox before leaving home.

Double it. Have two cups of watermelon instead of one cup and you are one-quarter toward your goal of 8 servings of colorful fruits and vegetables each day.

Sprinkle it. Toss watermelon in salads, salsas, sandwiches, and smoothies.

Cross dress it. Disguise watermelon as dessert. Top lemon yogurt with watermelon cubes, blend watermelon and Splenda and freeze for a homemade sorbet, or add frozen watermelon cubes to club soda for a refreshing drink.

Switch-hitter it. Replace liquids, such as milk or water, with watermelon juice in cooking. Try preparing oatmeal or rice dishes with it.



Fresh Watermelon Is Certified By The American Heart Association!

When you spot the American Heart Association's Heart-Check mark, you'll instantly know the food has been certified to meet the American Heart Association's nutrition requirements, making it a healthy food. It's a good first step in creating an overall sensible eating plan.

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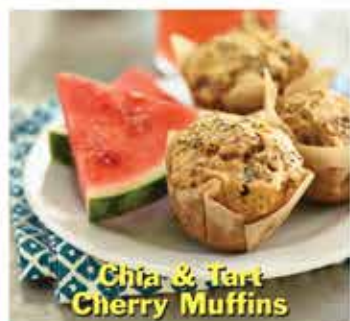
Mix It, Grill It, Or Stack It In A Jar – Watermelon Delivers Big!

Skip the after-workout sports drinks and go for the **Thai Watermelon, Tart Cherry & Coconut Risotto**. It packs a wallop of water, antioxidants, and electrolytes, plus carbs to replenish glycogen stores!

Try a **Red Hot Beet & Watermelon Salad**, jam-packed with nutrients and great taste! It's made up of half your day's requirement for folate, a B vitamin essential for preventing birth defects and heart disease.

Fill up before filling out with three important ingredients – protein, fiber, and water. Layer **Stacked Curried Chicken With Watermelon & Jicama** into a jar. Perfect for lunch, snacks, and homemade takeout.

Looking for some family-friendly, build-your-own, healthy entrees? Think **Pork & Watermelon Kebabs**. The colorful fruits and veggies are an awesome antioxidant defense.



Chia & Tart
Cherry Muffins



Baja Fish Tacos



Sweet Potato Fries



Lemonade Cream
Pie Desserts

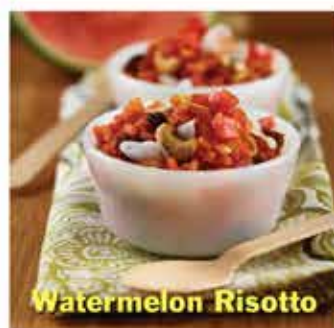
Simple & Sweet. Muffins, Fries, Shooters & More!

Start your day off with a healthy dose of deliciousness – make **Watermelon, Dried Tart Cherry, Chia Seed Muffins**. Chia seed's omega-3 fatty acids, protein, fiber, and antioxidants plus watermelon's nutrients and antioxidants make a fantastic combo!

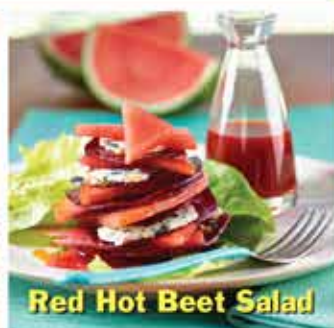
For a fun lunch or dinner, put **Baja Fish Tacos With Watermelon Guacamole** on the menu. They're packed with vitamins, minerals, and fiber.

Next time you want fries, try **Watermelon-Glazed Sweet Potatoes** instead. Watermelon's lycopene is important for healthy skin. And orange sweet potatoes are a rich source of vitamin A, a significant nutrient for healthy eyes and skin.

Wrap up your meals with an almost fat-free **New York Cheesecake With Watermelon & Blueberry Sauce**. For kids and kids-at-heart, serve **Watermelon Lemonade Cream Pie & Dessert Shooters**. Both desserts are a source of potassium, lycopene, and vitamin C.



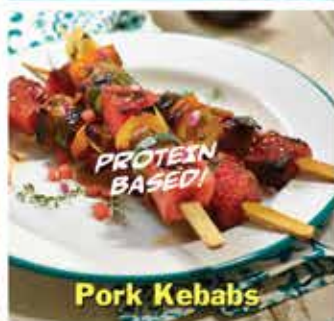
Watermelon Risotto



Red Hot Beet Salad



Stacked
Chicken Salad



Pork Kebabs

For these recipes and more visit
watermelon.org



NY Cheesecake
With Watermelon

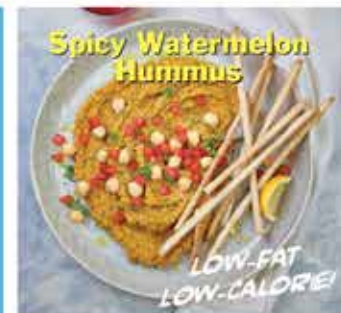
Scan for Media Kit



Get Happy, Be Healthy & Party On! Perfect for Happy Hours, Tapas & Barbeques

Watermelon can even add fun flavor and nutrition to your happy hours and backyard barbeques. For a take on tapas, serve your guests **Spicy Watermelon Hummus** and **Watermelon Pomegranate Sangria**. Watermelon is free of cholesterol, fat, and sodium, and is a source of arginine and citrulline, amino acids that maintain the blood vessels, increase nitric oxide, and may improve blood flow to all tissues. Hummus is low fat, low calorie, and packed with anti-inflammatory and antioxidant goodies. Party on!

Don't stop there. Get creative for your next neighborhood gathering. There's a hefty dose of antioxidants like vitamin C and lycopene in **Red, White & Blue Cheese Sliders**. Boost your brain with a combo of watermelon's antioxidants and salmon's omega-3 fats in tasty **Sushi-Style Salmon Watermelon-Avocado Sliders**.



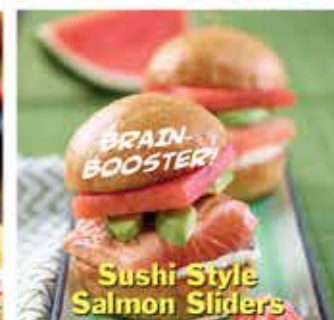
Spicy Watermelon
Hummus



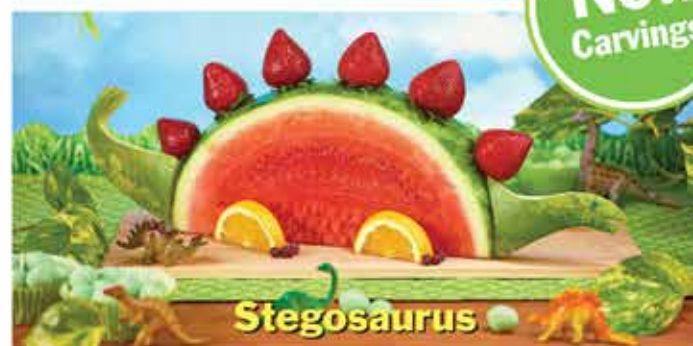
Watermelon
Pomegranate Sangria



Red, White &
Blue Cheese Sliders



Sushi-Style
Salmon Sliders



Stegosaurus



Hunger Games



Panda



Cinderella's Carriage

Impress Everyone

Create Edible, Cutting-Edge Centerpieces!

Check out our exciting new carvings for 2015. Box office smash hit **Hunger Games**, classic **Cinderella's Carriage**, fright-night **Frankenstein's Monster**, lovable **Panda**, and all the dino rage – **Stegosaurus**.



Frankenstein's Monster

Find recipes and
step-by-step
carving
instructions at
watermelon.org





How To Choose The Best Watermelon

It's As Easy As 1, 2, 3!

- 1 Look the watermelon over.** You are looking 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 so most of the weight is water.
- 3 Turn it over.** The underside of the watermelon should have a creamy yellow spot from where it sat on the ground and ripened in the sun.

Handle Watermelon Like A Pro!

Be clean. Wash your hands with soap and water.

Get rid of surface dirt. Wash outside of watermelon with cool tap water and dry.

Avoid cross-contamination. Clean food-contact areas and equipment such as cutting boards, countertops, peelers and knives with hot water and soap.

Immediately refrigerate cut watermelon. Place in covered container or cover melon's cut surface with plastic wrap to prevent a mushy flesh mess!



LOOK FOR THIS SPOT



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To Eat Or Not To Eat?

Had your watermelon for a while? Can't remember when you purchased it? The general rule of thumb is, "when in doubt, throw it out." At some point, everyone who purchases fresh produce may not get around to consuming it in time.

Keep It Cool?

If your watermelon is at room temperature when you purchase it, you can continue to keep it at room temperature when you get it home. If you refrigerate it after purchasing, be sure to keep it cool.



How To Juice A Watermelon



One Watermelon Seven Different Ways!



Can you believe all of these cups, cuts, slices and dices came from **ONE** watermelon? Well it's true! From just one 14 lb. watermelon you can have juice for your watermelon lemonades, a slice for a cookie cutter cutouts, sticks for dipping, cubes for salads, dices for salsa, balls for drenching and some classic slices for devouring. Experiment and enjoy!



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**LOOK
INSIDE!**

FOR THE LATEST SCOOP FROM THE WATERMELON BOARD

This year we are making watermelon famous, embracing celebrity-style status and universal intrigue, pitching watermelon packaged like the wildly popular gossip magazines we see at the checkout lanes of our grocery stores. As Americans' intense fascination with fame increases, and the foodie culture cements its place among the ranks of consumers and media alike, watermelon steps into the spotlight as a trendsetter, style icon and perfect pairing partner with a tongue-in-cheek delivery of story-starters and new recipe/carving releases.

NEW! Succulent & Savory Recipes

Waste Is So Last Century –
Check Out Watermelon's
AMAZING VALUE

**Decadent AND
Low-Cal Desserts?!**

Become a Lean, Mean Juicing Machine!

DIY Watermelon Juice

**Cutting-Edge Carvings
You Can Do At Home**

Boozy Beverages With a
Sweet, Nutritious Vibe

Dehydration? Sore Muscles?
Athletes Turn to Watermelon

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