Cold as Ice or Incredibly Sweet?
Watermelon Popsicles Keep Everyone Guessing

W Exclusive
Too Hot to Handle – Things heat up at LOCAL GRILL!

National Watermelon Promotion Board Every meal of the day, every day of the year.
Boost your Health Esteem with Watermelon

A single serving of 2 cups of diced watermelon is packed with nutrients to support your health esteem!

**Vitamins**
- Vitamin A may aid in healthy eyes and skin
- Vitamin B6 may help normal brain and nerve function
- Vitamin C is an antioxidant that may boost immunity

**Water**
- 92% water, which supports hydration
- Antioxidant lycopene may aid in sun protection

**Lycopene**
- Contains citrulline and arginine that may help maintain blood flow
- Cholesterol-free, fat-free, sodium-free and only 80 calories per serving
- Antioxidants and hydration may aid recovery after exercise

**Amino Acids**
- Healthy
- Performance

Watermelon is 92% water, and a whole lot more:

**Two-cup serving of watermelon:**
- 80 calories
- Fat free
- Vitamin A (25%)
- Vitamin B6 (6%)
- Vitamin C (10%)
- Potassium (3%)
- Magnesium (2%)
- Thiamine (5%)
- Phosphorus (4%)

**87%** of Americans believe you have to drink something to stay hydrated, yet...

43% of Adults Drink
- <4 cups of water per day.
  (Source: CDC, 2019)

One-third of Americans agree that they do not drink a lot of water as they need something with flavor.

3 of 5 Americans agree that they don't have enough energy on days when they don't hydrate enough.

**The Good News**

**FOOD IS AN OPTION FOR HYDRATING**

Two-thirds say that of all produce, watermelon is the one they would choose to eat to help them hydrate.

**Fill your plate or glass with watermelon!**

Sliced, cubed, juiced or blended, watermelon is a versatile hydrating food the whole family can enjoy year-round!
Get the Juices Flowing
Turn a colossal watermelon into something sippable
If you’ve never tried watermelon juice, you should. It’s divine.
And, it’s really simple to make. Cut watermelon into large wedges and then cube. Toss cubes into a blender, strain the resulting purée through a fine mesh strainer. Chill and enjoy. Perfect after a workout. Adds a sweet note to lemonade and cocktails.

Watermelon Cube it! Juice it!

There’s Nothing Little About a Mini
It’s a mega production powerhouse!
Wondering what you can carve out of just one mini watermelon?
Take a look, it might just blow your mind.
• 1 cup of watermelon juice for the sweetest thirst-quencher around
• 1/2 slices to share with friends
• 1 cup of cubes for icy cool sorbets
• A big bowl of melon to pickle
• 1 cup of bites to freeze for fun ice cubes
• 1 wedge to devour

All of these servings came from this one mini watermelon!

W Watermelon every day
Value

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Watermelon. Every meal, every day, year-round, forever.

New Recipes!

Say “hello morning” with an Oatmeal Breakfast Smoothie full of protein, fiber, and water. Or try a Rosy Red Superfood Smoothie instead. Prefer a breakfast that eats like a dessert? Make a layered Red, White and Blue Parfait.

Snack smart. Save the end for Pickled Watermelon Rinds and pair with meats and cheese. Or surprise your friends with Dehydrated Jerky. Enjoy a virtuous moment when you serve Nachos with Watermelon Avocado Salsa, high in calcium and iron. Make it even more crowd-pleasing and fun. Turn watermelon balls into mouth-popping Frosted, Frozen Bites.

Serve up drinks. Watermelon Lemonade is a modern interpretation of the favorite citrus refresher. For another unexpected take on a beloved classic, add watermelon to a Soda Float. Peeling an island vibe? Make a lycopene-filled Coconut Float.

Perk up lunch or dinner. Watermelon brightens up dage meat flavors in Grilled Flank Steak with Bourbon Glaze. It becomes a flavorful sauce for Grilled Hailout with Tzatziki. And it plays well off rich-tasting kernels in a Maple Ancient Grain Salad.

From desserts to carvings, watermelon is an expert partygoer!

Watermelon shines in desserts. Only Popsicles table AND look like watermelon. Marshmallows and watermelon replace heavy frosting in Brownie Bites Dessert Hors d’Oeuvres. Say goodbye to cake cutting mess as assemble Patriotic Flag Kabobs for stars and stripes celebrations. Need a simpler dinner party dessert? Watermelon Pudding, with Crème Fraiche and Pistachio Crumble will not disappoint.

Watermelon loves to party. Take center stage as an edible, over-the-top carving. A favorite picture book comes to life with The Very Hungry Caterpillar. Feel the force around you — invite Yoda to your next get-together. With an ear-to-ear grin, it's always a wonderland adventure with the Cheshire Cat. Or pay homage to your barbecue star, the Weber Grill.
So Nutritious
Watermelon is as healthy as it is delicious! It’s packed with vitamins, antioxidants, amino acids and not to mention it’s a fantastic source of hydration! Fuel your workouts and your healthy lifestyle with nourishing watermelon.

Great Value
Did you know that one watermelon offers up 30 servings of deliciousness? Or that a single mini watermelon produces 4 cups of cubed fruit? At a delectable 14 cents per serving, watermelon tops the list of best value for fruit servings!

Very Versatile
Play with your food! Watermelon showcases its flexibility in recipes by being a perfect pairing partner at any meal of the day. But it also multitasks as attention-grabbing, edible centerpieces that are sure to impress your guests. So get ready to carve.

Available Year Round
Forget that summertime typecast. Busting out of the “picnic only” scene, watermelon importers make this family favorite available all 12 months of the year. Healthy and delicious, all day, every day.

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