

WATERMELON

every day

No.1 for Juicy Scoops

Boost Your Health Esteem!
LOOK INSIDE

"Nacho"
Ordinary Dish -



Avocado gets fresh with watermelon!



Watermelon & blackberries salute the STARS & STRIPES!



"Watermelon makes me feel young again!"
declares Ancient Grains



Island Romance
or
Wild Love Triangle?

Watermelon, Coconut, & Lime!

Cold as Ice
or
Incredibly Sweet?

Watermelon Popsicles
Keep Everyone Guessing



WEXCLUSIVE

Too Hot to Handle -
Things heat up at
LOCAL GRILL!



National Watermelon Promotion Board *Every meal of the day, every day of the year.*

W

Health & Wellness

Boost your Health Esteem with Watermelon

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

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



Vitamins

92% WATER, WHICH SUPPORTS HYDRATION



Water

ANTIOXIDANT LYCOPENE MAY AID IN SUN PROTECTION



Lycopene

CONTAINS CITRULLINE AND ARGININE THAT MAY HELP MAINTAIN BLOOD FLOW



Amino Acids

CHOLESTEROL-FREE, FAT-FREE, SODIUM-FREE AND ONLY 80 CALORIES PER SERVING



Healthy

ANTIOXIDANTS AND HYDRATION MAY AID RECOVERY AFTER EXERCISE



Performance

Watermelon every day



watermelon.org

W

Health & Wellness

Eat or Drink your Water(melon)



When it comes to hydration in America, the glass might be half empty ...



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, 2007)

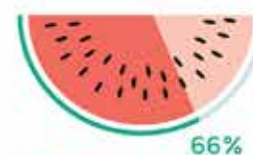


3 of 5 Americans agree that they don't have enough energy on days when they don't hydrate enough.*



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!



watermelon.org

*This survey was conducted online within the United States by Harris Poll on behalf of the National Watermelon Promotion Board from May 12-14, 2014 among 2,050 adults ages 18 and older.



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 (30%)
- potassium (8%)
- magnesium (6%)
- thiamine (6%)
- phosphorus (4%)

A source of lycopene

Lycopene is an antioxidant carotenoid being studied for its potential role in reducing risk of heart disease, various cancers and protection to skin from harmful UV rays. High concentrations of lycopene give watermelon its red pigment.

W

Value

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.



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
- 12 slices to share with friends
- 1 cup of cubes for leafy green salads
- A big bowl of rinds 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!



watermelon.org

W

Value

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.



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
- 12 slices to share with friends
- 1 cup of cubes for leafy green salads
- A big bowl of rinds 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!



watermelon.org

Watermelon every day

Watermelon every day

W

Recipes

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

New Recipes!



Watermelon Oatmeal Breakfast Smoothie



Rosy Red Superfood Smoothie



Red, White and Blue Parfait



Pickled Watermelon Rind



Dehydrated Watermelon Jerky



Nachos with Watermelon Avocado Salsa



Frosted, Frozen Watermelon Bites



Watermelon Coconut Froth



Watermelon Lemonade



Watermelon Soda Float



Grilled Halibut with Watermelon Tzatziki



Mapled Ancient Grain Salad with Watermelon



Grilled Flank Steak with Bourbon Glaze

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 rind 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**. Feeling an island vibe? Make a lycopene-filled **Coconut Froth**.

Find recipes online!

W

Recipes and Carvings

New Carvings!

From desserts to carvings, watermelon is an expert partygoer!



Watermelon Popsicles



Brownie Bites Dessert Hors d'Oeuvres



Patriotic Flag Kebabs



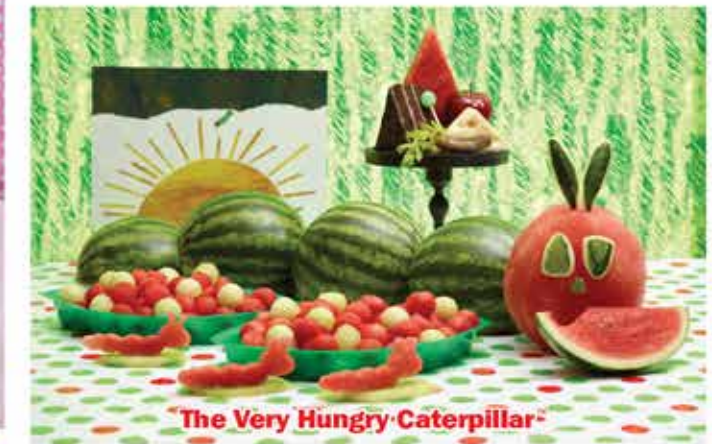
Watermelon Pudding with Creme Fraiche

Watermelon shines in desserts. Chilly **Popsicles** taste AND look like watermelon. Marshmallows and watermelon replace heavy frosting in **Brownie Bites Dessert Hors d'Oeuvres**. Say goodbye to cake-cutting mess – assemble **Patriotic Flag Kebabs** for stars and stripes celebrations. Need a stellar dinner party dessert? **Watermelon Pudding with Creme Fraiche 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 your barbecue star, the **Weber Grill**.



Cheshire Cat



The Very Hungry Caterpillar



Weber Grill



Yoda

Watermelon every day

Watermelon every day



W

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.

Stay connected



Be social



@WatermelonBoard



@WatermelonBoard



@WatermelonBoard

Visit our blog at
WhatAbout
Watermelon.com



@WatermelonBoard

You Tube

@WatermelonBoard



1321 Sundial Point
Winter Springs, FL 32708
407.657.0261

**WATER
MELON
BOARD**