



Watermelon
on the go!



The original, to-go treat.

Remember tearing around the backyard with friends – watermelon slices in our hands as we threw a ball with the other, tagged someone “it” or jumped in a pool? We were the original multitaskers at play and watermelon was the original, to-go treat.

We’re still multitaskers, but at work and with our families and friends. We’re so busy we often need a meal “to go.” And watermelon is still the perennial, portable food. It’s perfect diced, sliced, balled, and blended. Toss it in a jar and it’s your healthy to-go, whether a side, salad or hero of the meal.

We’ve had a lot of fun creating and tasting our watermelon on-the-go recipes. We hope you enjoy sharing these recipes with others as much as we do with you.

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#WatermelonOnTheGo



Watermelon Buddha bowl



Gingered Japanese salad



On the cover

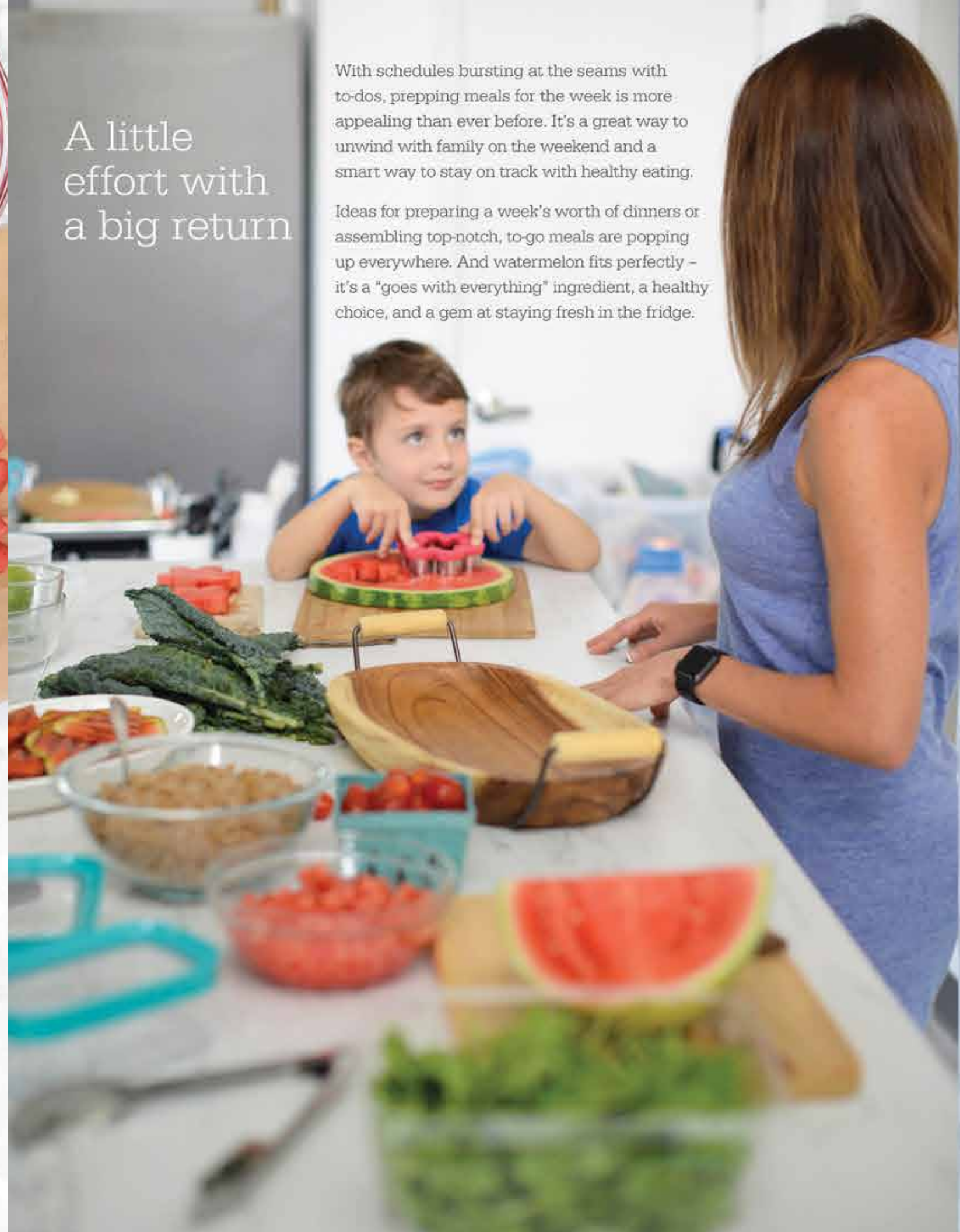
Watermelon collagen creamicle



A little effort with a big return

With schedules bursting at the seams with to-dos, prepping meals for the week is more appealing than ever before. It’s a great way to unwind with family on the weekend and a smart way to stay on track with healthy eating.

Ideas for preparing a week’s worth of dinners or assembling top-notch, to-go meals are popping up everywhere. And watermelon fits perfectly – it’s a “goes with everything” ingredient, a healthy choice, and a gem at staying fresh in the fridge.



sunday prep



Sweet watermelon pizza



Watermelon chia parfaits



Watermelon juice



Watermelon bulgur wheat salad



Grilled watermelon & kale salad



Taking Watermelon to Go

Which meal do people eat on the go at least once a week?

68% lunch
dinner **39%**
snack **71%***



When do people enjoy watermelon?

58% lunch
40% dinner
83% snack*

On the Go

On the Go

Grab & go cuts

Keep snacking guilt-free, and healthful. Plan ahead and pack cubes, dippers and balls in portable containers for your family. Fresh watermelon cuts can last at least three days in the refrigerator.



70% flesh
30% rind
100% edible!

Watermelon is the best value in the produce section among fruit – at only 17 cents per serving.*



Convenient

Turning a whole watermelon into slices, balls and spears is easy and adds up to dozens of meals.



Versatile

Cubes in a breakfast parfait, dippers for a snack and dice in a salad are just a few ways to feature watermelon in recipes.



DIY Takeout

Watermelon is the perfect packed lunch partner for salads and grain bowls or smoothies to go when tossed in a blender.



Watermelon and eating on the go are a great match. With more people taking meals to go and enjoying watermelon at lunch, dinner and snack time, there's a natural intersection between these two consumer-eating habits. Watermelon is versatile and convenient – making it a great go-to for grab-and-go goodness.

Sips, Salsas & Starters

Parfaits, Pizza & Panzanella



Watermelon Green Tea



Watermelon Granita Mocktail



Watermelon Paloma



Watermelon Buddha Bowl



Grilled Watermelon & Kale Salad



Watermelon Panzanella Salad



Watermelon Guacamole



Watermelon Collagen Creamsicle



Fire & Ice Salsa

Featured Recipes



Watermelon & Bulgur Wheat Salad



Sweet Watermelon Pizza



Watermelon Chia Parfaits



Slow cooker recipe!
Korean BBQ Pork Lettuce Wraps



Savory Watermelon Pizza



Salmon with Watermelon Avocado Salsa

Featured Recipes



Watermelon Sundae Dippers



Watermelon Ice Cream Bars



Strawberry Watermelon Shortcake

Sip on summer all year long – infuse watermelon into any beverage from a Collagen Creamsicle to a boozy Paloma for a little bit of sunshine in a glass. Try adding watermelon’s fresh flavor to appetizers like lettuce wraps and salsa and chips to create well-balanced yet totally unexpected flavors.

Because we eat with our eyes first, watermelon is a favorite with chefs and home cooks. It not only brightens the taste of the dish, but instantly elevates its visual appeal. Layered in salads, yogurt parfaits or desserts, watermelon turns a simple recipe into an unexpected, flavorful experience.

Power Up & Replenish

Performance

The vitamin B6 in watermelon may help break down protein, an important source of workout fuel. Plus, the antioxidants found in it may aid in recovery after exercise, necessary for peak performance.



Prevention & Recovery

A 2-cup serving of watermelon contains potassium that may help with water balance and avoiding muscle cramps. Watermelon is also a source of citrulline – an amino acid being studied to prove its effectiveness in reducing muscle soreness.

Protection

Lycopene found in watermelon is studied for its protection from harmful UV rays. And the vitamin C in this juicy treat may help bolster the immune system's defenses against germs.



Watermelon is 92% water, ideal for rehydrating, refueling and recovering. And it's not only 80 calories per 2-cup serving, but cholesterol-free and fat-free too. So next time you exercise, grab a slice for natural hydration. Blend up some cubes if you prefer a refreshing watermelon juice!



Watermelon 101

Choosing & Prepping

1

Look it over.
A firm, symmetrical watermelon free from bruises, cuts or dents is best.



2

Lift it up.
It should be heavy for its size. Most of its weight is water!

3

Turn it over.
Make sure it has a creamy, yellow spot on its underside. That's where it sat on the ground and ripened in the sun.



4

Wash it well.
Rinse watermelon with cool water. Then pat dry.



You've gone the extra mile to eat healthful foods like watermelon – so keep your watermelon prep safe for your health too. Wash all fruits and vegetables, including ones with rinds like watermelon, in clean, running water before eating.* Then, wash your hands and use clean knives and cutting surfaces to prepare the watermelon.

*According to the FDA

Watermelon 101





WATER
MELON
BOARD