



Watermelon UPDATE

NATIONAL WATERMELON PROMOTION BOARD



“Slice of Joy” Instagram Challenge

From Memorial Day to Labor Day, Watermelon Board is hosting the Slice of Joy Instagram Challenge. This promotion increases watermelon visibility and awareness, capitalizes on watermelon’s primetime position as a summertime favorite and Instagram darling, but additionally elevates our connection with consumers through **emotion**. In this way, this new summer contest supports our Back to Basics initiative by focusing on the pure happiness and emotional wellbeing that watermelon inspires with consumers.

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“Slice of Joy” continued ...

How does it work?

We ask fans to share their “slice of joy” each week by posting to Instagram with the hashtag #SliceOfJoyContest + tagging @WatermelonBoard

- Each week we will choose a winner who has shared a slice of joy. One grand prize winner will be chosen at the end of the summer from all winning entries.
- The challenge will be considered a hashtag + photo contest, with an entry consisting of:
 - Photo: fan photo of a “slice of joy”
 - Caption: “My slice of joy is _____. #SliceOfJoyContest”
- Photo submissions can then be shared across Watermelon Board channels, as well as adding to our own library of User Generated Content for future promotional uses.



We are activating our network of influencer partners as well to amplify this promotion, and have created our own unique assets to inspire and encourage entries in the forms of gifs as well as static graphics, blog headers, website sliders and Instagram Story highlights.

This is the main consumer promotion of the summer, so please share and participate!

What does happiness look like to you? A family day by the pool? A grill out with friends? A quiet corner with a book? A juicy wedge of watermelon all to yourself? 😊 Show us what puts a smile on your face! Share your moments of joy with us this summer for a chance to win sweet watermelon swag. Enter weekly by posting your pictures and caption to Instagram:

My Slice of Joy is _____ #SliceofJoyContest

Watermelon on the Menu

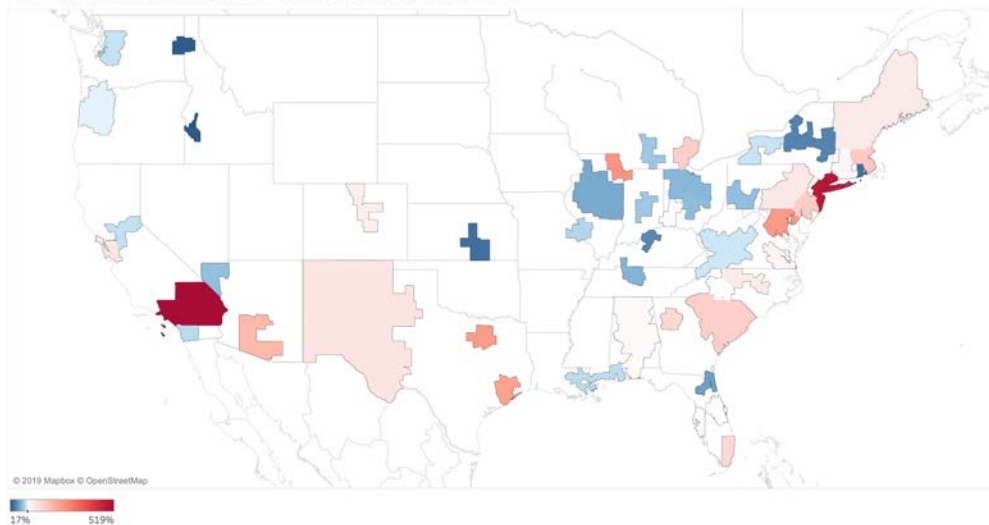


Cheddar's Scratch Kitchen has attended the Flavor Experience over the years and in the last couple years they have featured watermelon cocktails during the summer. Cheddar's has more than 170 locations in more than 20 states. This year Cheddar's is featuring a Tito's Watermelon Vodkarita and a Watermelon Texas Frozen Swirl, a twist on their frozen Texas Margarita. As their website says, “nothing hits the spot on a warm day better than the refreshing taste of watermelon.” - we couldn't agree more!

Retail Scan Data Expands with Market-Level Data

Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
SAN DIEGO	23,954,777	26,416,598	10.3%	LAS VEGAS	21,743,347	21,948,404	0.9%
CHARLOTTE	28,941,373	31,415,084	8.5%	PHILADELPHIA	56,426,102	56,899,041	0.8%
LOS ANGELES	150,726,104	163,367,651	8.4%	NORTHERN NEW ENGLAND	41,063,639	41,093,492	0.1%
HOUSTON	73,145,763	79,195,524	8.3%	HARTFORD/SPRINGFIELD	34,399,980	33,964,441	-1.3%
CINCINNATI/DAYTON	29,185,277	31,573,582	8.2%	PROVIDENCE	9,310,574	9,170,367	-1.5%
PHOENIX/TUCSON	63,386,216	67,549,417	6.6%	WEST TEX/NEW MEXICO	44,952,583	44,134,942	-1.8%
RALEIGH/GREENSBORO	37,861,911	40,342,278	6.6%	SPOKANE	5,812,627	5,702,015	-1.9%
SYRACUSE	11,689,944	12,281,254	5.1%	TOLEDO	21,005,575	20,549,482	-2.2%
DALLAS/FT. WORTH	79,136,644	82,653,941	4.4%	PORTLAND	30,796,374	29,988,379	-2.6%
MIAMI/FT. LAUDERDALE	47,949,859	50,060,561	4.4%	BIRMINGHAM/MONTGOMERY	34,751,144	33,838,951	-2.6%
ALBANY	12,060,965	12,578,231	4.3%	SEATTLE	28,392,318	27,642,499	-2.6%
NEW YORK	146,594,297	152,320,906	3.9%	BOISE	5,466,933	5,302,264	-3.0%
NASHVILLE	19,245,982	19,972,265	3.8%	PEORIA/SPRINGFIELD	18,972,437	18,394,098	-3.0%
RICHMOND/NORFOLK	34,662,005	35,909,705	3.6%	INDIANAPOLIS	24,020,011	23,240,231	-3.2%
ATLANTA	48,706,605	50,352,970	3.4%	HARRISBURG/SCRANTON	43,838,901	42,304,192	-3.5%
GRAND RAPIDS	22,408,679	23,160,039	3.4%	PITTSBURGH	22,711,941	21,826,623	-3.9%
JACKSONVILLE	16,402,463	16,769,077	2.2%	CHICAGO	91,222,825	87,540,649	-4.0%
SOUTH CAROLINA	53,898,730	55,102,122	2.2%	ST. LOUIS	26,708,523	25,561,705	-4.3%
BOSTON	57,408,668	58,665,473	2.2%	NEW ORLEANS/MOBILE	28,054,388	26,676,061	-4.9%
TAMPA	31,883,477	32,579,060	2.2%	SACRAMENTO	28,948,572	27,327,125	-5.6%
BUFFALO/ROCHESTER	27,232,031	27,736,806	1.9%	SAN FRANCISCO	44,847,193	42,165,073	-6.0%
COLUMBUS	21,101,646	21,408,546	1.5%	DETROIT	59,553,511	55,814,767	-6.3%
ORLANDO	31,057,867	31,491,721	1.4%	DENVER	41,717,720	38,962,882	-6.6%
BALTIMORE/WASHINGTON	82,825,841	83,755,690	1.1%	LOUISVILLE	14,143,131	13,018,077	-8.0%
ROANOKE	28,118,768	28,410,923	1.0%	WICHITA	10,175,912	9,057,314	-11.0%

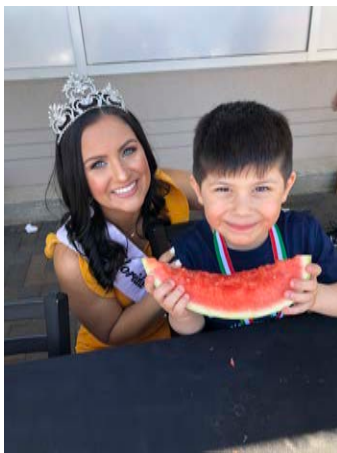
Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



For over a decade NWPB has worked with IRI to provide a snapshot of the retail scene using retail scanner data. This data covers roughly 85% of retail grocery and includes traditional grocery stores with sales of \$2 million or more annually, excluding some supercenters. During this time NWPB has had access to regional data for whole, mini and cut watermelon, but new in 2019, the Board has invested in market-level data, drilling down to fifty different markets across the country to give an even more in-depth view of retail and consumer behavior. These markets represent over 208 million people in over 78 million households. The updated monthly report can still be found at: <https://www.watermelon.org/IndustryMembers/Statistical-Analysis>. As before, the focus will be on the past 52-week period and how it compares to the prior period of the same length. Data is presented using a heat map to show how each market compares to one another, for each of the categories as it relates to volume and price per pound. Additionally, you will find a table with the hard numbers for each of these regions, with markets ranked by how much they have changed from prior to the current period. Above is a look at the most recent data for whole pounds. If you have any questions or are looking for custom reports, please to reach out to Jason Hanselman at jhanselman@watermelon.org.

Longo's Watermelon Eating Contest

In conjunction with Longo's 19th Annual Watermelon Eating Contest, Florida, Georgia and Texas watermelon queens were joined by the National watermelon queen to make appearances in select Longos Supermarket stores. Each queen visited three of Longo's highest volume stores in the Greater Toronto Area, making it a total of **12** different stores in a single day! In addition to watermelon eating contests that were conducted both indoors and outdoors, the queens also interacted with Longo's shoppers, offering them watermelon samples, watermelon juice and other watermelon products expressly created by Longo's to support this event while also sharing with consumers nutritional and health benefit messages, watermelon's versatility and methods on how to select great tasting U.S. watermelon. Ultimately, all four attending watermelon queens during each of their two-hour store visits helped Longo's sell more fresh watermelons!

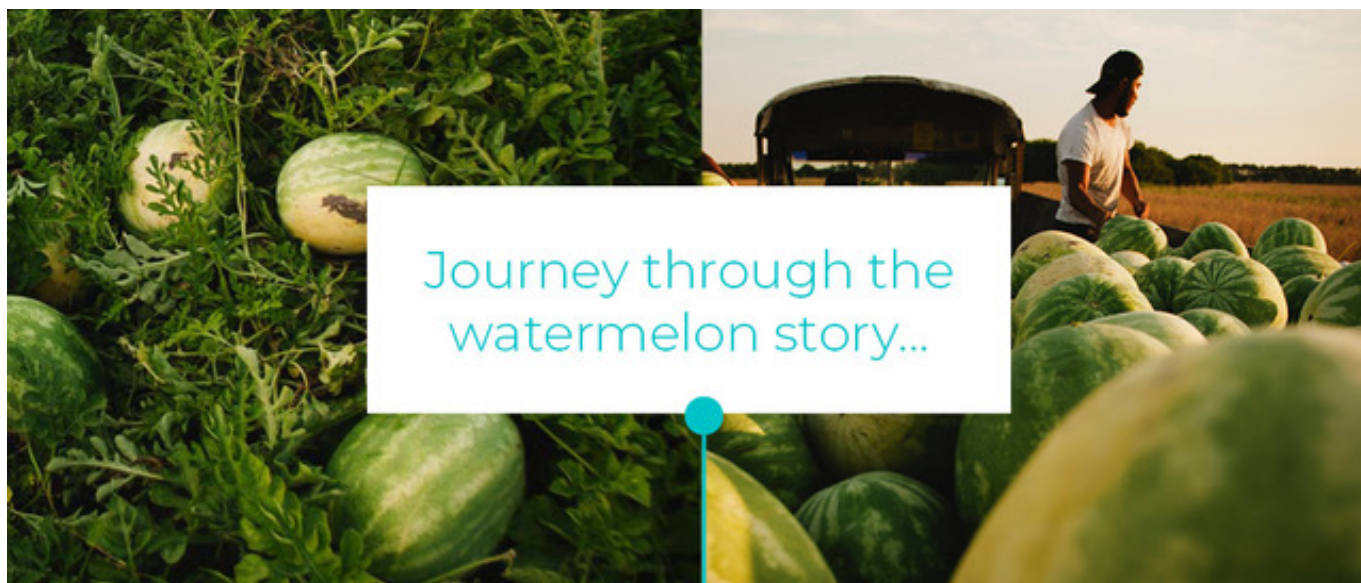


Foodservice Director Megan McKenna Promoted, Takes on Additional Responsibilities

NWPB's Director of Foodservice was recently promoted to Senior Director of Marketing and Foodservice. In this role, McKenna will perform various marketing duties for the Foodservice program including event activations, media relations, and providing operators with assistance with ideation, usage ideas, education and promotion support, to name a few. McKenna will also serve as the primary point of contact for consumer, retail, foodservice, nutrition and sustainability research.

Upon beginning her career at NWPB, McKenna was charged with the tremendous initiative of building an all-new Foodservice department. Since its inception in 2014, watermelon on menus has grown by 54%, according to Dataessentials MenuTrend Research, a biannual program also spearheaded by McKenna. She has been an integral part of the strategic planning and direction for the NWPB. Additionally, she is responsible for developing NWPB's culinary curriculum, a program for chefs and educators that is accredited by the American Culinary Federation.

Digital Launch of Interactive Watermelon 101: The Story



To bring consumers into the growing story of watermelon, we connect them with the “who” and the “how” of where their watermelons come from. NWPB has created short, consumable clips to live in digital and social spaces and become a pillar of the watermelon story. Now, the watermelon 101 story comes to life through a new engaging and interactive timeline. Housed on Watermelon.org, the beautifully designed landing page features a timeline of the watermelon “basics” – from farm to fork – with clickable content (photos, videos) for users to learn more.

- Growing: Growing facts and stats
- Choosing: How to select, available cuts, year-round availability
- At Home: Washing and storing
- In the Kitchen: Recipes / carvings
- Benefits: Health

To experience the new interactive timeline of the watermelon story, visit the homepage of Watermelon.org.

Canada Concepts Meeting

NWPB’s Juliemar Rosado and Canadian retail trade representative Brad Brownsey attended the Canada Concepts meeting on June 4th in Toronto. Canada Concepts is an annual strategic planning summit with Market Access Program cooperators, state regional trade groups, and state departments of agriculture that is hosted by the Canada offices of the Foreign Agriculture Services. This full day program included updates on major policy and economic developments and a presentation on the new Canada Food Guide.



Expanding Watermelon in Noncommercial Foodservice

In June the NWPB sponsored their second FoodOvation to reach culinary contacts with noncommercial operators. Noncommercial operators include college and university (C&U), business and industry (B&I) and healthcare. We have done some work with this audience in the past including events and onsite ideation sessions and promotions but noncommercial doesn't get as much attention on commercial foodservice due to size and consumer messaging opportunities. The perks to noncommercial is their focus on different menu drivers than commercial, such as health and wellness, trends and more. They feed a very demanding and diverse audience.

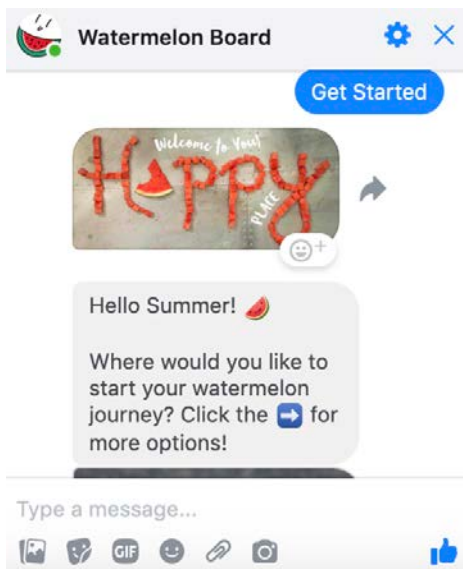


FoodOvation took place in Sun Valley, ID. One of the benefits of this event is the ability to control the invitation list and invite operators we want to work with. Next is the ability to have quality, focused and customized meetings. The Board had 12-45 minute, 1-on-1 meetings with operators such as Harvard, Google, and more. During the meetings the NWPB featured a "watermelon playground" with multiple formats of watermelon (flesh, juice, rind, rind pickles, smoked watermelon, grilled watermelon, etc.) and over a dozen flavor pairings. The meetings wrapped up with a Watermelon Poke Bowl featuring an 80/20 mix of watermelon to tuna and a Roasted Watermelon and Jackfruit Taco with Habanero Slaw and Pickled Watermelon Rind, both highlighting how watermelon fits in the plant-forward trend as well as minimizing food waste using pickled rinds in the taco. The meetings will lead to on-campus events to reach culinary and students (at C&U) and other ideation sessions with B&I and healthcare attendees.

Freson Bros Promo



Canadian retailer Freson Bros requested a combination of different program elements made available by NWPB's Retail division. Their exciting early-season U.S. watermelon promotion included the National Watermelon Queen who visited select stores on June 14th, 15th and 16th. The promotion created in-store excitement, drove traffic to participating stores and increased direct and impulse watermelon sales. This is the sixth consecutive year Freson Bros has undertaken an in-store promotion featuring U.S. watermelon and the National Watermelon Queen.



New! Facebook Chatbot

A popular topic at social media marketing conferences over the past couple years has been the rise of 'messenger marketing' via the easy implementation of chatbots, or computer programs that "chat" with consumers as if they were actual people. They operate through a series of pre-chosen scripts to identify frequently asked questions and expedite answers, as well as give consumers a personalized feel. Chatbots are meant to convincingly simulate how a human would behave as a conversational partner. And with a product like watermelon, to behave as our own customer service agent, or rather a speed-based assistant. We launched our new chatbot on Facebook, and to interact with it, simply go to the Watermelon Board Facebook page and message the page. The automatic prompts come up to start the conversation and offer easy answers. The plan is to implement this chatbot as well on the homepage of Watermelon.org upon its relaunch later this year.

Price Chopper

On June 19th, NWPB hosted a corporate watermelon event at Price Chopper. This event included distribution of merchandising and educational materials to over 200 employees by NWPB's Juliemar Rosado and retail account manager Cece Krumrine. The cafe also provided five watermelon recipes for employees to sample that featured use of the whole watermelon. Some of these recipes were also sampled in stores to customers the following week.



Introducing NWPB's Communications Partners for the 2019-2020 Year

Each year, the Communications staff at NWPB carefully curates a team of social influencers that will help further our mission to get watermelon in the hands of everyone, everyday of the year. These influencers are those that have robust content with a unique point of view, a healthy following of users ranging from Gen Z to Registered Dietitians to Sports Fans, and – of course – a pure love of watermelon! We encourage everyone to follow along with this amazing group of watermelon advocates and learn how they spread their #watermelonlove:

- Abbie Gellman, RD and Chef at Culinary Nutrition Cuisine @cnc_abbie
- Ana Quincoces, Skinny Latina Chef, Author, and TV Personality @anaquooks
- Anne Mauney, MPH and RD, Blogger at Fannetastic Foods @fannetasticfood
- Bianca Dottin, Lifestyle Blogger @biancadottin
- Crissy Carroll, RD and Blogger at Snacking in Sneakers @crissytherd
- Jennifer Fisher, Fitness Blogger at The Fit Fork @thefitfork
- Ross Chastain, NASCAR Truck Series Racer & Watermelon Farmer @rosschastain
- The Produce Moms, Produce Industry Advocates @theproducemoms



Enter to Win the National Watermelon Retail Display Contest!

Build an EYE-CATCHING DISPLAY in JULY or AUGUST

- Promote watermelon of any kind
- Include extras such as watermelon recipes and health benefits
- Share selection and storage tips

More than \$10,000 in cash & prizes will be awarded to retailers for a Star Spangled OR Classic retail display!

Winners in both categories will receive the following prizes:

1st Place - \$1,500	2nd Place - \$800
3rd Place - \$600	4th Place - \$400
8 Honorable Mentions - \$200 each	
First 25 entrants receive a \$15 Amazon gift card*	

*restrictions may apply

Email - retail@watermelon.org for more details.
Contest open July 9 - September 9

WATER MELON BOARD

The first 10 people to email code word “Slice of Joy” to sbarlow@watermelon.org will get a \$5 Amazon gift card. Good luck!

Consumer Campaign Release

In a testament to watermelon's versatility, our favorite treat is now being used as a treatment by the skincare industry. The infographic below, along with several "inside-out" benefits of watermelon, was sent out to consumer media to leverage this trend and inspire a DIY face mask, toner and scrub.



Watermelon Beauty Treats and Treatments For Your Skincare Routine

Watermelon is making splash in the skincare industry, offering hydrating qualities, vitamins and more for inside-out wellness. While natural ingredients are on the rise in skincare products, you can DIY for best. Enjoy the softer watermelon in fruit-infused spa water, a healthy smoothie, cool popsicles or a relaxing beverage.

FIND MORE RECIPES AT WATERMELON.ORG

BRIGHTEN + HYDRATE

Watermelon Facial

WHAT YOU NEED:

- 2 tablespoons Greek yogurt
- 1 tablespoon watermelon juice

HOW TO:

Apply mask to face and neck for 10 minutes before rinsing off. Pat dry.

CALM + ESSENCE

Watermelon Toner

WHAT YOU NEED:

- 1/2 cup watermelon juice
- 1 tablespoon witch hazel
- 1 teaspoon distilled water

HOW TO:

Add watermelon juice to a small bowl and combine with the witch hazel and water, mixing well. Apply toner to clean face. Allow toner to remain on your face for a few minutes. Rinse off with warm water and pat dry. Store in refrigerator in an airtight container for up to 5 days.

EXFOLIATE + POLISH

Watermelon Sugar Scrub

WHAT YOU NEED:

- 1/2 cup white sugar
- 1 teaspoon lemon juice
- 1/4 cup watermelon juice
- 1 teaspoon mineral water
- 1/2 teaspoon (optional)
- 1 tablespoon olive oil

HOW TO:

Combine all ingredients well (thoroughly mixed). When you shower, take a handful of scrub and gently rub on the skin, rinse thoroughly and pat dry. Store in refrigerator in an airtight container for up to one week.

Watermelon in the News

Check out some of the latest watermelon coverage from *Magnolia Journal*, *Family Circle*, *Eating Well* and *Food & Wine*!



Where will NWPB be next?

USADEC Attaché Seminar – Washington DC – July 11

Library Watermelon Wednesday with Florida Watermelon Queen – Orlando, FL – July 21

PMA Foodservice – Monterey, CA – July 26 – 27

Commodity Roundtable Meeting – Dana Point, CA – July 30 – August 1