

A packed schedule often leads to less meals around the table. Between balancing family, friends, work and activities, it can be easy to reach for a pre-packaged snack on-the-go that lacks important vitamins and nutrients.

Instead, when looking for portable, grab-and- go foods, think about a multi-purpose treat like watermelon. Not only can watermelon be diced, sliced, balled or blended, it also provides numerous health benefits. Watermelon contains higher levels of lycopene than any other fresh fruit or vegetable and is a source of vitamins A and C, as well as vitamin B6 and potassium.

Thinking beyond traditional slices, chunks or balls, there are many ways to incorporate watermelon into some of your favorite to-go meals, whether as a side dish or a key ingredient in beverages, salads or wraps. For example, these recipes for Watermelon and Bulgur Wheat Salad and Watermelon Collagen Creamsicle from the National Watermelon Promotion Board can help satisfy your sweet tooth and provide necessary nutrients while tackling the next task on your to-do list.

Find more watermelon recipes perfect for an on-the-go lifestyle at watermelon.org.



Eat Well On-the-Go

Perfectly portable watermelon dishes



Watermelon and Bulgur Wheat Salad

Servings: 4

- 4 cups seedless watermelon, cubed
- 2 cups cooked bulgur wheat
- 2 cups arugula
- 2 cups grape tomatoes, halved
- 1/4 cup chopped mint
- shaved pecorino romano cheese, to taste

- Dressing:**
- 1/2 cup olive oil
 - 1/4 cup balsamic vinegar
 - 1 garlic clove, crushed
 - 1 tablespoon honey
 - salt
 - black pepper

In large serving bowl, combine watermelon, bulgur wheat, arugula, grape tomatoes and chopped mint.

To make dressing: In liquid measuring cup, whisk olive oil, vinegar, garlic, honey, salt and pepper until well combined.

Just before serving, pour dressing over salad and toss to combine. Top with shaved pecorino and season, to taste. Serve immediately.



Watermelon Collagen Creamsicle

- Servings: 1
- 2 cups cubed watermelon
 - 2 rounded tablespoons collagen
 - 2 tablespoons heavy cream
- In blender, combine watermelon, collagen and heavy cream; blend. Pour into glass to serve.

Wrap It Up



Wraps are a perfect on-the-go snack and are easily customizable. Get started with one of these varieties from the National Watermelon Promotion Board or create your own combination. Start with a spread to help the fillings stick together. Place toppings in the center of a tortilla and a watermelon spear on top. Roll the tortilla over the watermelon spear to tuck in all ingredients. Fasten with a toothpick, if needed.

Watermelon Sandwich Wraps

- 1 wheat, flour, corn, spinach or sun-dried tomato tortilla
- 2-4 teaspoons chive cream cheese, hummus, guacamole or Greek yogurt
- 5-8 slices turkey, ham, chicken breast, roast beef or pepperoni
- 1 watermelon spear, about 1/2-inch thick, 1-inch wide
- 2-4 teaspoons barbecue sauce, ranch, pesto, Thai peanut sauce, teriyaki, salsa or sweet chili and ginger
- 2-4 slices feta, pepper

jack, swiss or mozzarella cheese

- Toppings:**
- watercress
 - olives
 - scallions
 - cilantro
 - romaine lettuce
 - Bibb lettuce
 - jalapenos
 - fresh mint
 - basil
 - shredded carrots
 - Brussels sprouts
 - cucumber slices
 - bacon
 - pine nuts

English Tea Sandwich Wrap: Flour tortilla, chive cream cheese, ham, watermelon, watercress

Greek Wrap: Tortilla, plain Greek yogurt, feta cheese, watermelon, black olives

Latin Watermelon Wrap: Flour tortilla, guacamole, ham, watermelon, pepper jack cheese, cilantro, scallions, jalapenos

Southwest Chicken Wrap: Corn or flour tortilla, guacamole, chicken, watermelon, salsa, bacon ranch dressing, pepper jack cheese, romaine lettuce

Watermelon Caprese Wrap: Flour tortilla, pepperoni, watermelon, pesto, mozzarella cheese, basil

Thai Peanut Chicken Wrap: Corn tortilla, chicken, watermelon, Thai peanut sauce, Bibb lettuce, carrots, cilantro

Southwest Veggie Wrap: Spinach tortilla, guacamole, watermelon, barbecue ranch dressing, swiss cheese, cucumber, cilantro

Mid-Eastern Veggie Wrap: Corn tortilla, Hummus with pine nuts, watermelon, mint, cucumber slices

Ginger Chicken Wrap: Wheat wrap, chicken, watermelon, teriyaki ginger sauce, sweet chili and ginger sauce, Bibb lettuce, Brussels sprouts

Hawaiian Wrap: Spinach wrap, pineapple cream cheese, ham, watermelon, sweet chili and ginger sauce, cilantro

Social & Content Amplification Report

07/20/2018



Eat Well On-the-Go

<http://culinary.net/index.php/recipes/meal-ideas/item/407-eat-well-on-the-goal>



Program Totals

Total Impressions	Total Engagements/Clicks
103,867	7,155

Social Amplification

103,867 Total Social Impressions		7,155 Total Social Engagements/Clicks	
Facebook Reports		https://www.facebook.com	
18,742 Impressions	1,995 Likes, Comments, Shares	401 Post Clicks	
1,773 Likes	1,755 On Post	18 On Shares	
13 Comments	13 On Post	0 On Shares	
209 Shares	207 On Post	2 On Shares	
Pinterest Reports		https://www.pinterest.com	
49,433 Total Impressions	919 Total Engagements	318 Total Clicks	
TOP KEYWORDS	Total Impressions	Total Engagements	Total Clicks
Food Recipes	7,797	134	50
Summer Soiree	6,528	144	35
Instagram Reports		https://www.instagram.com	
7,038 Total Impressions		2,040 Total Likes	
Twitter Reports		https://www.twitter.com	
28,654 Total Impressions	1,800 Total Engagements	258 Total Clicks	



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Release Date: 05/09/2018

Close Date: 11/05/2018

Products: National Watermelon Promotion Board

Program Totals

Total Program
Placements
1,303

Total Program
Impressions
312,712,611

Total Program Ad
Equivalency
\$1,839,991

Project Cost
\$17,675

Cost Per Thousand
\$0.06

Total ROI*
103:1

*If ROI is < 1, "0" appears

Placement Subtotals

Print Placements
209

Print Impressions*
8,192,030

Online Placements
1,094

Online Audience**
304,520,581

* Reflects 2.5 readers per copy

** Based on total monthly site traffic

Print

	Total Circulation	
Total Downloads	367	5,089,100
Placements	209	3,276,812
Retained Brand Mention		100%
Full Feature or Equiv		88%
Color Placement		60%
Front Page Placement		75%
Ad Equivalency		\$835,073

Online

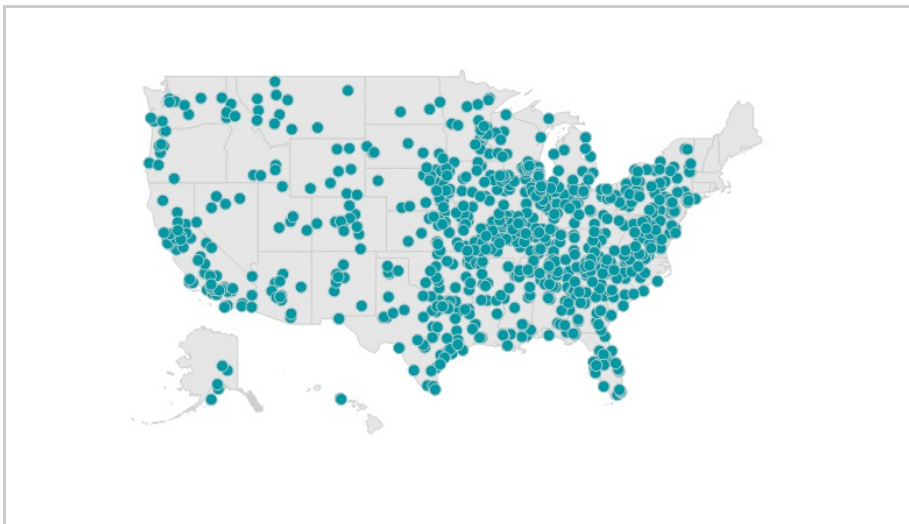
	Total	Audience
Placements	1,094	304,520,581
Ad Equivalency		\$1,004,918

Social & Content Amplification

Social Impressions	Social Engagements
103,867	7,155
Content Amp. Impressions	Content Amp. Clicks
0	0

* Impressions not in Program Totals

Nationwide Placement



Placement Timeline

