1. **GET THE WORD OUT— WATERMELON IS DELICIOUS & NUTRITIOUS.**
   74% of consumers say they are more likely to buy watermelon if they knew it was healthy. So include nutrition information wherever you can – on signs and displays, in newsletters and ads.

2. **GIVE CUSTOMERS WHAT THEY CRAVE ALL YEAR LONG.**
   Watermelon isn’t just for picnics anymore. It delivers year-round sales, even in cold climates.

3. **EASY TO REACH. EASY TO SELL.**
   Use drop down panels and transfer hard to reach melons to the top of the next full bin.

4. **USE PLU STICKERS TO AVOID MIS-RINGS & LOST REVENUE.**
   Every penny counts! Use PLU stickers so customers get what they pay for and you get the profits you deserve.

5. **DISPLAY WHOLE & CUT WATERMELON SIDE BY SIDE.**
   Create great eye appeal and increase sales of both – an average of 67%.

6. **MAKE THE MOST OF DISPLAYS.**
   Colorful bins and large displays grab attention and grab sales.

7. **TAKE ‘EM OFF THE FLOOR!**
   You wouldn’t eat food off the floor, why would your customers?

8. **WATERMELONS & BANANAS DON’T MIX.**
   Bananas emit ethylene gas, which changes both the flavor and appearance of watermelons. Keep them separate!

9. **LOSE THE LEAKERS.**
   Look at your display from a customer’s point of view and remove damaged melons.

10. **CHECK TEMPERATURE TO ENSURE THE TASTIEST WATERMELONS.**
    Store and display whole watermelons at 50° - 59°F. Display cut watermelons at 32°F - 41°F in refrigerated cabinets.