NOVEMBER 2026

Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD

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NWPB Fall Board Meeting

NWPB board members convened in Orlando, Florida on October 12 and 13 for its annual Fall Meeting to review current programs and chart a path for the future. The two-day gathering kicked off with opening reports from the Executive Committee, the National Watermelon Association (NWA), and the USDA. Board members received comprehensive updates on the Communications, Marketing, Foodservice and Research programs, alongside exclusive early previews of new Consumer, Retail, Nutrition and Foodservice Operator research reports.

Continued next page

Board Meeting Continued

Building on the meeting updates and research results, the board transitioned into its Strategic Planning session, which takes place once every three years to **give members a direct voice in shaping the organization's long-term priorities.** Utilizing an interactive, anonymous web-based platform, attendees shared real-time insights, emerging industry trends, and strategic feedback that the moderator organized and prioritized on the spot. The valuable direction gathered during this collaborative session will serve as the foundation for staff as they build high-impact initiatives and future programs for the board.





The Produce Industry Gathers: NWPB Sparks Powerful Connections at IFPA

NWPB made a strong showing at the International Fresh Produce Association (IFPA) Global Produce & Floral Show in Orlando, Florida in October. Team Watermelon, represented by Stephanie Barlow, Megan McKenna, Juliemar Rosado, and Summer Walker, attended the conference to highlight watermelon's role in the marketplace and celebrate the fresh produce community. Throughout the event, the **team reconnected with key partners and contacts** while also dedicating time to invest in future industry leaders through **mentorship, with Megan participating in the Center for Growing Talent student program and Juliemar, Stephanie and Megan supporting individuals involved with Women's Fresh Perspectives mentorship program**.









Team Watermelon also gained valuable insights from the show's educational programming, which featured Cathy Burns' "State of the Industry" address alongside Education Festival sessions exploring consumer trends and produce growth. The event proved to be an inspiring and productive gathering, sparking fresh ideas and strengthening partnerships across the supply chain. Ultimately, the show celebrated another successful year for both IFPA and NWPB while reinforcing the board's commitment to driving demand for fresh watermelon.

Get to Know Board Member Jenny Black



Name: Jenny Black

Company: AgFirst Farm Credit Bank

Time in the Industry: 28 years in Agriculture but not in the Watermelon Industry, we are citrus growers and packers in Polk County, Florida.

Time on the Board: 3 years

What's your favorite thing about Watermelon? What's not to love about watermelon? It brings people together, makes every summer gathering a little sweeter, and represents the hard work of some pretty incredible farming families.

What's your favorite item on your bucket list? My favorite bucket list item is to hike Arches, Bryce Canyon, and Zion National Parks in Utah.

NWPB Connects with Emerging Foodservice Chains Through Kinetic12 Partnership



Through its partnership with Kinetic12's EMERGENCE program, the NWPB **connected directly with restaurant decision-makers during events held in Denver in May and Charlotte in September**. These gatherings brought together operators and industry partners for collaborative roundtable discussions focused on menu innovation, operational challenges and opportunities for growth. The Board used these conversations to introduce watermelon menu opportunities, share ideas for incorporating the fruit across different applications and gain valuable perspectives on what operators need to successfully bring new ingredients and concepts to their menus.

The EMERGENCE program includes a network of more than 175 emerging and growth restaurant chains, generally ranging from 20 to 600 locations. Beyond the in-person events, the partnership provides the Board with quarterly research based on operator surveys and interviews, offering insights into evolving consumer trends, menu strategies and operational priorities. The third-quarter report found that 56% of surveyed operators identified ingredient cross-utilization as a leading approach to simplifying menus and operations, reinforcing the importance of versatile ingredients that can work across multiple applications. These findings align with the Board's efforts to position watermelon as a flexible ingredient for foodservice menus from beverages to salads.

Together, the events and research provide a valuable combination of relationship-building and industry intelligence. By engaging directly with emerging chains and understanding the challenges shaping their decisions, the NWPB can develop more relevant resources and menu solutions that encourage watermelon adoption as these restaurant concepts grow.

Winners of the 2026 Retail Merchandising Contest Announced



The Board recently announced the winners of its 18th Annual Retail Merchandising Contest, recognizing retailers for creative in-store and digital promotions that inspire shoppers to enjoy fresh watermelon. This year's entries highlighted the fruit's versatility through eye-catching displays, sampling, recipe inspiration, consumer education and social media engagement, with a special partnership featuring Tajín® encouraging shoppers to explore the popular chili-lime seasoning with watermelon.

Common Market's 7th Street location in Frederick, Maryland, took first place with a program that combined whole and fresh-cut watermelon displays, social media promotion and custom "What's Cooking" recipe cards. The team's approach connected in-store merchandising with digital outreach to help shoppers discover new ways to enjoy the fruit. "We came together as a team to spread the word of watermelon and all of our hard-work and planning truly paid off," said Mike Leveille, produce manager at Common Market. Barstow MCLB Commissary in California earned second place for its large-scale display and sampling program featuring an America 250 theme, while Stop and Compare in Lynn, Massachusetts, took third with a promotion combining watermelon sampling with Tajín®, social media and retail advertising.

The NWPB also recognized Greer's Cash Saver in Vancleave, Mississippi; Heritage Co-Op in Manitoba, Canada; Port Hueneme Commissary in California; and Tops Market in Dunkirk, New York, with honorable mentions. The contest ran June 8 through August 31, with participating retailers showcasing their merchandising efforts for at least one week during June, July or August.

"Retailers play a vital role in connecting shoppers with fresh, nutritious foods, and this contest is a celebration of their creativity and dedication," said Juliemar Rosado, NWPB director of retail and international marketing. The winning entries demonstrate how coordinated merchandising, sampling and digital engagement can help drive shopper interest and highlight watermelon's health, value and versatility. Photos of the winning displays are available here: **2026 Retail Merchandising Contest Winners.**

Compressed Watermelon Innovation Moves Closer to Commercial Trials

The NWPB continues to **advance its compressed watermelon innovation initiative**, moving from product development and testing toward identifying commercial processing partners. The project **aims to establish a consistent, scalable compressed watermelon product that can expand menu opportunities and address barriers to adoption in foodservice**.



Following the initial research and product definition completed earlier this year, Phase 2 focused on developing and validating a standardized processing method. Testing evaluated three types of watermelon at varying levels of vacuum compression to better understand differences in flavor, texture, color and juice retention. Results found that compression at 98% to 99% vacuum produced the desired characteristics across all three types, including a denser texture, more concentrated flavor and vibrant color.

Phase 3 is now focused on identifying processing partners with the capabilities and interest to produce compressed watermelon at scale. Following outreach to fresh-cut produce and watermelon processors nationwide, the project has narrowed its focus to three potential partners in different regions of the country. Discussions are underway to evaluate existing equipment, processing capabilities, operational requirements and potential barriers to production. Each opportunity is progressing independently, with project scopes and potential production testing still being developed.

While commercial production timelines have not yet been established, future work will focus on validating the process under commercial manufacturing conditions, evaluating product consistency and shelf life, and determining the feasibility of broader distribution. These efforts represent an important step toward translating culinary innovation into practical foodservice solutions and making compressed watermelon a more accessible, consistent and versatile ingredient for operators.

Supplier Database – Help Buyers Find Watermelon!

Join the 164 companies in the Supplier Database! This exclusive resource connects growers, shippers, and industry partners with retail and foodservice buyers seeking watermelon. Get listed at **watermelon.org/supplierdatabase,** email supplierdatabase@watermelon.org, or call 407-657-0261 to learn more.



2026 Labor Day Market Analysis

Labor Day weekend continues to drive strong demand for watermelon. From 2021 through 2025 the two weeks preceding the holiday and the week that followed averaged roughly 402 million pounds. In 2026, movement was 12.4% below average at 352 million pounds. AMS Market News shows that seedless FOB pricing was 8.2% below average at $0.195 per pound. Combining volume and value leads to revenue estimates that were roughly 20% below average. However, all three metrics were solidly above levels seen last year.

Movement	2021	2022	2023	2024	2025	2026	2021 - 25	v 25	v Avg
California	48,559,695	106,124,970	142,937,750	107,829,125	78,988,915	85,764,145	96,888,091	9%	-11%
Delaware	39,580,000	36,960,000	51,080,000	45,160,000	32,702,891	40,565,050	41,096,578	24%	-1%
Indiana	120,420,000	77,758,500	94,742,000	125,720,000	68,769,238	76,217,835	97,481,948	11%	-22%
Maryland	23,480,000	26,900,000	29,760,000	23,840,000	14,253,568	12,327,000	23,646,714	-14%	-48%
Mexico	28,324,288	13,700,868	27,810,872	30,591,674	9,379,419	2,986,394	21,961,424	-68%	-86%
Michigan	45,080,000	42,440,000	49,080,000	50,640,000	28,985,600	62,538,000	43,245,120	116%	45%
Missouri	6,400,000	3,880,000	21,616,000	3,160,000	16,153,984	15,876,000	10,241,997	-2%	55%
N. Carolina	27,080,000	44,120,000	53,506,500	14,340,000	10,515,369	23,982,000	29,912,374	128%	-20%
Texas	43,020,510	32,000,000	16,760,000	25,080,000	33,881,600	17,640,000	30,148,422	-48%	-41%
Virginia	10,040,000	5,020,000	9,840,000	6,600,000	7,236,096	14,562,000	7,747,219	101%	88%
Total	391,984,493	388,904,338	497,133,122	432,960,799	300,866,680	352,458,424	402,369,886	17.1%	-12.4%

FOB	2021	2022	2023	2024	2025	2026	2021 - 25	v 25	v Avg
California	$ 0.163	$ 0.302	$ 0.262	$ 0.222	$ 0.179	$ 0.198	$ 0.238	11%	-17%
Delaware	$ 0.158	$ 0.247	$ 0.213	$ 0.205	$ 0.168	$ 0.182	$ 0.200	8%	-9%
Indiana	$ 0.146	$ 0.240	$ 0.223	$ 0.202	$ 0.176	$ 0.184	$ 0.195	4%	-5%
Maryland	$ 0.157	$ 0.247	$ 0.210	$ 0.206	$ 0.168	$ 0.183	$ 0.202	9%	-9%
Mexico	$ 0.159	$ 0.275	$ 0.260	$ 0.167	$ 0.178	$ 0.193	$ 0.203	9%	-5%
Michigan	$ 0.175	$ 0.307	$ 0.252	$ 0.218	$ 0.186	$ 0.225	$ 0.230	21%	-2%
Missouri	$ 0.155	$ 0.276	$ 0.238	$ 0.198	$ 0.176	$ 0.193	$ 0.209	9%	-8%
N. Carolina	$ 0.151	$ 0.242	$ 0.216	$ 0.197	$ 0.163	$ 0.182	$ 0.206	12%	-12%
Texas	$ 0.157	$ 0.294	$ 0.236	$ 0.196	$ 0.197	$ 0.193	$ 0.210	-2%	-8%
Virginia	$ 0.160	$ 0.247	$ 0.213	$ 0.204	$ 0.168	$ 0.185	$ 0.194	10%	-5%
Total	$ 0.156	$ 0.272	$ 0.238	$ 0.206	$ 0.178	$ 0.195	$ 0.213	9.5%	-8.2%

Revenue	2021	2022	2023	2024	2025	2026	2021 - 25	v 25	v Avg
California	$ 7,909,121	$ 32,022,481	$ 37,482,646	$ 23,968,514	$ 14,131,532	$ 17,004,842	$ 23,102,859	20%	-26%
Delaware	$ 6,270,400	$ 9,132,467	$ 10,861,800	$ 9,248,900	$ 5,508,407	$ 7,386,830	$ 8,204,395	34%	-10%
Indiana	$ 17,565,669	$ 18,648,450	$ 21,150,410	$ 25,371,533	$ 12,132,650	$ 14,040,306	$ 18,973,742	16%	-26%
Maryland	$ 3,690,733	$ 6,647,933	$ 6,263,467	$ 4,907,376	$ 2,401,060	$ 2,259,130	$ 4,782,114	-6%	-53%
Mexico	$ 4,496,515	$ 3,766,643	$ 7,234,448	$ 5,098,612	$ 1,665,089	$ 577,051	$ 4,452,262	-65%	-87%
Michigan	$ 7,888,000	$ 13,010,533	$ 12,392,333	$ 11,057,867	$ 5,384,864	$ 14,082,780	$ 9,946,719	162%	42%
Missouri	$ 991,701	$ 1,070,914	$ 5,144,070	$ 624,355	$ 2,849,688	$ 3,059,087	$ 2,136,146	7%	43%
N. Carolina	$ 4,098,293	$ 10,673,833	$ 11,546,287	$ 2,821,555	$ 1,710,879	$ 4,373,790	$ 6,170,170	156%	-29%
Texas	$ 6,739,880	$ 9,408,229	$ 3,958,710	$ 4,910,143	$ 6,663,933	$ 3,397,500	$ 6,336,179	-49%	-46%
Virginia	$ 1,602,333	$ 1,240,967	$ 2,097,667	$ 1,344,733	$ 1,218,340	$ 2,688,569	$ 1,500,808	121%	79%
Total	$ 61,252,645	$ 105,622,450	$ 118,131,838	$ 89,353,590	$ 53,666,443	$ 68,869,884	$ 85,605,393	28.3%	-19.5%

Retail ad data from USDA-AMS shows that the number of store-ads this year was 5% higher than the 2021 – 25 average. Seedless per each prices were up slightly over both average and last year, while minis priced lowest of the years reviewed.

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The last section of the recap utilizes Circana's retail point of sale data to compare 2026 watermelon sales with the prior three-year period, 2023-2025. The later arriving Labor Day may have coincided with a natural decrease in available supply once weeks were re-aligned. The two weeks leading into, and week of, Labor Day showed all three segments down from past years. Whole watermelon was affected most heavily (-12.7%) nationally, while mini (-4.3%) and cut (-4.8%) sales were closer to average on a rate basis. Price at retail showed little change from the three prior years for wholes (-0.4%), while cut (+5.5%) and mini (+6.5%) saw modest increase.

Please **see the full report here** for more information.

New Cost of Recommended Daily Servings of Produce Research Available on NWPB Website

The NWPB has added **new research to its website** examining the cost of recommended daily servings of fresh fruits and vegetables. Funded by the NWPB and conducted by Circana in 2026, the study found that nine half-cup servings of produce, including four fruit and five vegetable servings, cost an average of $7.90 per day nationally.

Whole watermelon was the lowest-cost fruit at $0.20 per serving, while potatoes were the lowest-cost vegetable at $0.22 per serving. Both ranked as the most affordable options in all eight regions analyzed.

Check out the **executive summary** to learn more about how costs vary per region or by season

Targeted CTV and Gas Station Pump Ads Drives Strong Results



This summer's CTV and OOH (Out of Home) campaign for the Watermelon Board **generated 83,985 incremental purchases**, delivering a $3.90 incremental return on ad spend (iROAS), according to final results from Catalina.

The campaign ran from June 15 through August 15 across the top 20 markets, reaching 3.3 million unique households and generating 10.3 million impressions. Media included connected TV (CTV) and gas-pump video screens (OOH or "Out of Home"), with targeting based on historical watermelon purchase behavior for the CTV component.

CTV emerged as the clear performance leader. It generated 65,990 incremental purchases, producing a $5.56 iROAS. CTV accounted for roughly 79% of total incremental sales while receiving 56% of the paid media investment.

Gas-pump screens provided significant reach and delivered 6.9 million impressions, which was 22% above the contracted impression commitment, but generated a lower $1.56 iROAS.

The results point to a broader takeaway: audience targeting and purchase-based activation can materially improve the efficiency of digital video investments. For the Watermelon Board, the combination of shopper purchase data and CTV produced considerably stronger sales efficiency than a broader, untargeted out-of-home video approach. This is also reflected in our Consumer Attitudes and Usage Research, which shows that marketing is more effective at encouraging existing heavy watermelon consumers to increase their consumption than it is at converting light consumers into watermelon users.

With CTV also delivering a 96.8% overall video completion rate, the campaign demonstrates the potential for combining high-quality video engagement with shopper-level targeting and measurable retail outcomes.

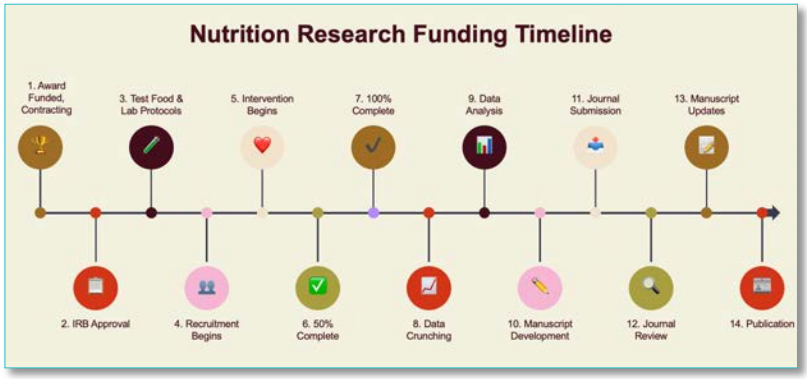
NWPB & Curious Plot Look Ahead to 2027



Team Watermelon headed to Minneapolis in late October to meet with the team at Curious Plot's headquarters for a day of conversation, idea-sharing and planning for 2027. The focus? Finding **new ways to tell watermelon's story and keep the fruit top of mind with consumers**. The meeting gave both teams a chance to talk through new research, communications and marketing ideas, while exploring fresh approaches and map out opportunities to showcase watermelon from the farm to the kitchen table and beyond.

Nutrition Research Program Advances with Emerging Findings and Future Priorities

The NWPB shared updates on its expanding nutrition research portfolio during the October Board Meeting, highlighting new scientific findings, progress across ongoing studies and a more focused approach to future research funding about watermelon.



One notable milestone comes from research conducted at San Diego State University **examining the effects of daily watermelon consumption** on several areas of health. **Preliminary findings suggest that watermelon consumption may have potential relationships with certain measures of cardiovascular, gut, skin and sexual health**. A recently published study in ***Human Nutrition and Metabolism*** identified changes in specific gut bacteria associated with metabolic and immune function, although similar changes were also observed in the control group. Additional analyses identified promising findings related to certain cardiovascular risk markers and skin hydration. However, these findings are based on a small study population, and additional research is needed to better understand these relationships and determine whether the results can be replicated in larger, more diverse populations.

Another study, conducted through Indiana University using National Health and Nutrition Examination Survey (NHANES) data, identified associations between higher watermelon consumption and lower LDL cholesterol, lower triglycerides and reduced insulin resistance. Preliminary findings were presented at the American Society for Nutrition's Nutrition 2026 conference, with additional analyses underway. Because this research is observational, the findings demonstrate associations rather than cause-and-effect relationships. Further research, including controlled clinical trials, is necessary to better understand watermelon's potential role in cardiometabolic health.

Beyond these findings, the Board continues to support research at universities across the country exploring the potential relationships between watermelon consumption and vascular health, inflammation, glucose control, exercise recovery, cognition and other measures of wellness. Several studies are progressing through participant interventions and data analysis, with additional scientific presentations and publications anticipated in 2027.

Looking ahead, the Board is refining its research priorities to address gaps in the existing scientific literature. The proposed 2027 funding direction emphasizes randomized controlled trials focused on cardiovascular health, including populations underrepresented in previous studies. Additional research is needed before definitive conclusions can be drawn about specific health benefits. By prioritizing more rigorous research designs, broader population representation and consistent measures of health outcomes, the NWPB aims to strengthen the scientific evidence surrounding watermelon's potential role in a healthy diet.

NWA Nook: Charting the Course for Continued Growth

The National Watermelon Association (NWA) brought its volunteer committees and Executive Committee together October 13-14 in Orlando, Florida, for two days of discussion focused on the challenges, opportunities, and priorities shaping the future of the watermelon industry.

Held alongside the International Fresh Produce Association's Global Produce & Floral Show, the meetings provided an opportunity to review progress, explore new initiatives, and strengthen the programs and services NWA provides to growers, shippers, and allied businesses.

Advocacy in Washington was a major focus. Leaders received updates on agricultural labor policy, the Farm Bill, international trade, and other federal issues affecting the industry. The Executive Committee also explored establishing an NWA Political Action Committee and developing reliable cost-of-production data to help communicate the economic challenges facing watermelon growers and shippers. Both initiatives could strengthen the industry's voice in federal policymaking.

Research and food safety remain central priorities for the association. The Research Committee devoted significant time to reviewing proposals for NWA's 2027 research grant program, while also discussing opportunities to think strategically and pursue ambitious, innovative solutions to the industry's biggest challenges. Food Safety Committee discussions emphasized proactive communication, maintaining consumer confidence, and helping members navigate evolving traceability requirements and social responsibility audits.

Beyond these immediate industry priorities, the Executive Committee discussed launching a new **strategic planning initiative** to guide NWA's work through 2030. This effort will provide an opportunity to evaluate the association's programs, identify emerging needs, and establish a shared vision for how NWA can best serve the watermelon industry in the years ahead.

Planning is also underway for the **2027 NWA National Convention, February 24-27 at Planet Hollywood in Las Vegas**, where the watermelon industry will once again come together for education, networking, association business, and celebration.

The discussions in Orlando reinforced the importance of collaboration and the value of volunteer leadership. Through the continued involvement of its committees, Executive Committee, members, and industry partners, NWA is working to turn these priorities into meaningful progress and build a stronger future for the watermelon industry.

Retail Education: Year Two Newsletter Continues Engagement



Our Retail Education initiative is in its second year of delivering data-driven insights straight to industry decision-makers through our quarterly newsletter. Packed with market research, category advantages, and actionable campaign resources, this **channel directly influences key leaders who shape purchasing and promotional strategy at the store level**.

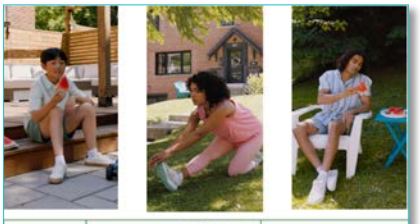
With three editions out in year two, the newsletter reaches a highly targeted base of 165 subscribers, 75% of whom are retail decision-makers. Our audience spans top national and regional accounts, including Walmart, Publix, Sprouts, Tops, Harris Teeter, UGO, and IGA.

Engagement remains exceptionally high, with open rates consistently hitting 27.5% to 29.2%, well above industry averages. This steady performance proves that our retail partners see real value in these insights, making the newsletter an ideal resource for account managers to share directly with clients to strengthen key relationships.

Canada's Watermelon Hydration Campaign Delivers Strong Mid-Season Results

This year's Canada Communications campaign leaned heavily into watermelon's hydration messaging, and mid-season performance across Instagram, TikTok, and YouTube is pacing well ahead of expectations. At the halfway mark, the **multi-platform push has driven 8.74 million total impressions** and 904,000 engagements.

Each channel played a strategic role in expanding campaign reach and driving efficiency. TikTok led the charge in brand awareness with 5.5M impressions and 5,593 clicks. Meanwhile, Instagram proved to be the top engagement engine, generating 1.8M impressions and 791K engagements, supported by high completion rates on 6-second video ads.



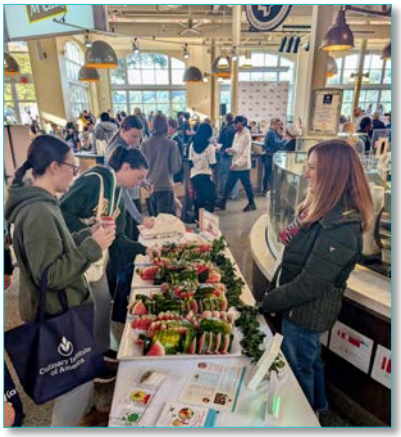
	Impressions / Views	Engagement
TOTAL	8.74M	904K
GOAL	12M	1M

YouTube added complementary reach outside social feeds, generating 1.3M impressions, 113K engagements, and 85.5K full video views on budget. Targeting data highlights strong performance among adult demographics across channels, including notable engagement among parents on YouTube. Given these standout figures, the campaign will maintain its strategy unchanged for the second half of the flight to maximize momentum.

Individuals with disabilities who require reasonable accommodations and or alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, LEP, etc.) should contact: Juliemar Rosado at jrosado@watermelon.org within three days of event. The National Watermelon Promotion Board is an equal opportunity provider and employer.

Inspiring Future Culinary Professionals at CIA Events

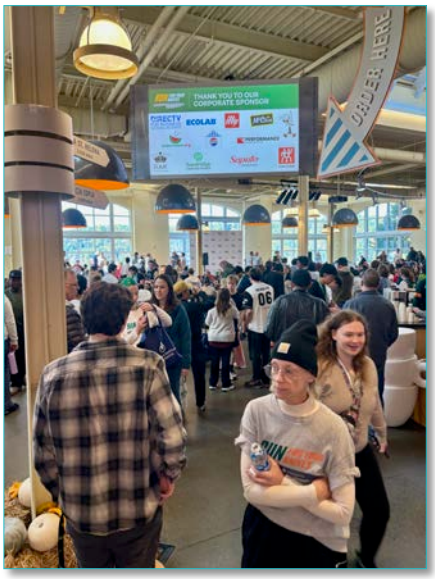
This fall, the NWPB continued its partnership with The Culinary Institute of America (CIA), sponsoring two events on opposite coasts to **engage culinary students, alumni and industry professionals while showcasing watermelon's versatility and appeal**.





In California, the Board participated in the CIA Champions Forum, connecting with culinary students and professionals to highlight watermelon's potential across a variety of menu applications. The event provided an opportunity to introduce future culinary leaders to the fruit's versatility and inspire creative ways to incorporate watermelon into foodservice menus.



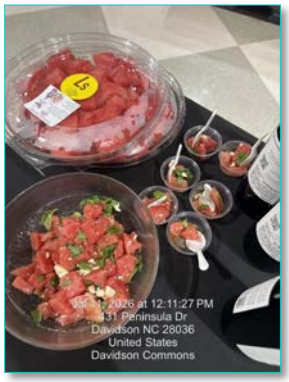


On the East Coast, the Board supported Run for Your Knives, held in conjunction with Alumni and Family Weekend at the CIA's Hyde Park, New York, campus. Fresh watermelon was provided to students, alumni and their families, offering a refreshing way to enjoy the fruit while reinforcing its appeal beyond traditional menu applications. The Board also joined other event sponsors in a raffle to award a student sponsorship, further demonstrating its support for the next generation of culinary professionals.

These events reflect the Board's ongoing commitment to culinary education and building relationships with future foodservice decision-makers. The ingredients, techniques and applications students encounter during their culinary education can influence the choices they make throughout their professional careers. By introducing watermelon early and demonstrating its versatility, the NWPB aims to make it a familiar, valued ingredient that future chefs will continue to explore and incorporate into menus throughout the year.

Harris Teeter Demos Drives Strong Watermelon Sales Across the Southeast





Our summer retail partnership with **Harris Teeter proved to be a resounding success, driving high shopper engagement and strong product movement across 53 store locations** in North Carolina, South Carolina, and Virginia as part of the America 250 celebrations. The activations featured interactive, 3-hour selling events led by professional ChefsUSA chefs who sampled a fresh Watermelon Basil and Feta Salad. To boost basket size, the push integrated a joint partnership with a wine brand, featuring custom bottle neck hangers alongside branded stickers, recipe cards, and brochures placed directly at cut and whole fruit displays.

This targeted in-store strategy delivered powerful sales results, moving approximately 1,400 whole watermelons across participating locations, a total that reflects whole melon sales alone and excludes cut fruit purchases. By combining live culinary demos, strategic cross-merchandising, and eye-catching point-of-sale assets, the campaign clearly demonstrated the power of experiential retail marketing to drive overall volume.

Watermelon on the Menu



The **Montecristo cocktail from SajoMa**, a Latin restaurant in Orlando, FL includes N*3 Gin, pineapple, St-Germain, watermelon liqueur, cucumber, fresh lime, and tonic water. A tropical, floral, and refreshing creation with a delicate botanical finish, it includes a fresh watermelon wedge garnish.

NWPB Connections

Texas Watermelon Association Convention - Fort Worth, TX - November 4-6

Kinetic12 Collaborative Innovation - Chicago, IL - November 17-18

USAEDC Conference - Baltimore, MD - November 17-19

New York Produce Show - New York, NY - December 2-4

Suwannee Valley Watermelon Meeting - Fanning Springs, FL - December 3

