

# Watermelon Wisdom

Tips and Tricks for Selling More **Cut Watermelon**



## 1) Keep Displays Full

Your cut watermelon sales are most dependent on one thing: How well you keep your displays stocked. Be sure to fill up displays before your after-work shoppers arrive.

## 2) Give Them Choices

Some customers will want a watermelon half, while others only need a quarter. Watermelon chunks are just the ticket for some busy shoppers, so offer small containers for singles and large containers for families.

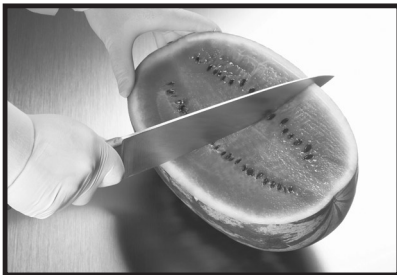
## 3) Check Your Temps

Cut watermelon should always be displayed in refrigerated cabinets between 37° and 39° F (3° to 4° C). Higher temperatures will decrease shelf life. Lower temperatures can cause chill damage.

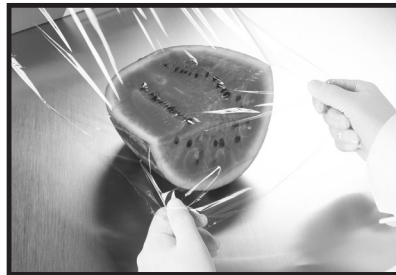
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## How to Cut Seeded Watermelon Quarters and Halves

(USE FOR ALL OBLONG WATERMELONS)



1. Slice lengthwise in half. If cutting to quarters, slice each half crosswise.



2. Overwrap with clear plastic wrap and label for sale.

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## How to Cut Seedless Watermelon Quarters and Halves

(USE FOR ALL ROUND WATERMELONS)



1. Slice lengthwise in half. If cutting to quarters, slice each half lengthwise again.



2. For quarters only, slice off about 1 inch from each point (optional).



3. Overwrap with clear plastic wrap and label for sale.

**For info and tips on how to sell more watermelon, visit the retailer section of [www.watermelon.org](http://www.watermelon.org).**