

Watermelon Wisdom

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



1) KEEP THE BINS FULL

Once watermelons are hard to reach, transfer them off to the top of the next bin. Use drop-down panels to make it easier for shoppers to reach the watermelons.

2) LOSE THE LEAKERS

Remove melons with soft spots or holes. If a watermelon bursts, clean up the mess before things get really ugly!

3) AVOID THE ETHYLENE

Keep watermelons far away from the banana room. Bananas produce ethylene gas which causes watermelon to spoil quickly.

4) TAKE 'EM OFF THE FLOOR

You're not saving space by displaying watermelons on the floor. You're just hurting sales.

Become The Expert

Teach Shoppers How to Pick a Great Watermelon

1) LOOK IT OVER.

Choose a watermelon that is:

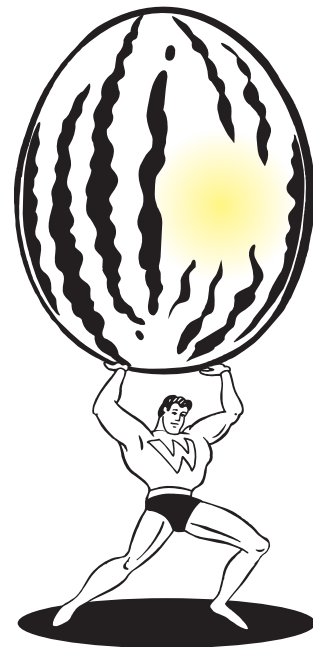
- Firm
- Symmetrical
- Free of bruises or soft spots

2) LIFT IT UP.

The watermelon should be heavy for its size.

3) TURN IT OVER.

There should be a creamy yellow spot on the underside of the watermelon. This is where it sat on the ground and ripened in the sun.



For info and tips on how to sell more watermelon, visit the retailer section of www.watermelon.org.