



# Watermelon UPDATE

NATIONAL WATERMELON PROMOTION BOARD



*From left to right:  
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Conference  
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TGIFridays Inc.;  
Megan McKenna,  
Director of  
Foodservice &  
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Chef Jose Manual  
Martinez, Senior  
Executive Chef,  
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Emily Bridge, Intern,  
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Bryan Silberman,  
CEO, PMA*

## Watermelon Board Wins Big Time

### First-Time Exhibitors at PMA Foodservice Take Home Sensory Experience Contest Award

The NWPB exhibited at the PMA Foodservice Conference & Expo for the first time on July 31, 2016. The conference is a great time to connect with the buyers in the foodservice audience. Although they might not make the final menu decisions, inspiring

them with watermelon reminds them to discuss it with their chefs and marketing colleagues. In addition to exhibiting, the Board worked with senior executive chef Jose Manual Martinez from University of California, Berkeley to create Watermelon

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## PMA Foodservice Award Continued ...

Escabeche, an innovative recipe entered into PMA's Sensory Experience Contest. The Escabeche layered scallop ceviche, fresh watermelon, watermelon curtido, cilantro and was finished with rosewater infused foam. **The recipe featured watermelon as a part of the ceviche, curtido, and foam and highlighted the different textures and flavors watermelon can bring to a dish, including using the often-wasted rind in the curtido.**

Chef Jose was in the booth to serve the recipe to the influential panel of judges (including contacts from Denny's, Sysco, Wendy's, PF Chang's, TGI Friday's and more) and to those who attended. **After the judge's votes were tallied it was announced that NWPB won the Sensory Experience Contest!**

**The Board will continue to inspire and educate the foodservice audience to place more watermelon on foodservice menus, year-round.** Follow-up is ongoing with those distributors and operators who attended PMA Foodservice.

## More Watermelon on Menus

The MenuTrends Research from 2015 highlighted smoothies and salads as major growth categories for watermelon on menus. The foodservice industry is booming with salads, including the California Pizza Kitchen promotion as well as seasonal placements at Applebee's Bar & Grill, Panera Bread and more

The NWPB wanted to better understand how watermelon is used on smoothie menus, who is using fresh versus syrups, etc. After working together since 2015, **a promotion was established with Robeks, Fresh Juices & Smoothies, from July 18 - October 2, 2016.** Robeks is featuring three menu items with fresh watermelon; Amazonian Bowl, Nutty Rio Bowl and the Brazilian Berry Smoothie. It is great to see the smoothie menu item but even more exciting to see watermelon used in the trendy bowl application - something the foodservice media will love! **Robeks supported the promotion with NWPB logo and website links on their website, social media, a special National Watermelon Day e-newsletter and in-store radio spot.** Although the promotion ends in October, the items are selling so well they expect to keep it on the menu even longer!





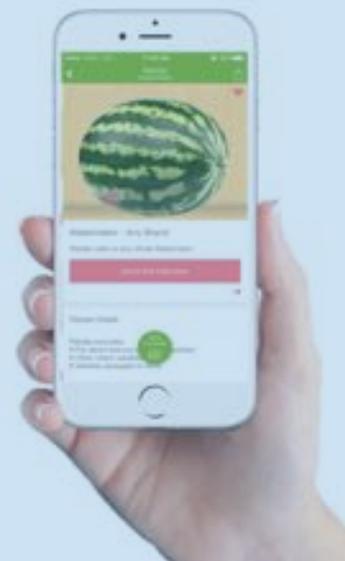
## Retail Display Contest – There’s Still Time for Retailers to Enter!

One of NWPB’s longest-running and most consistent program at retail is our annual retail display contest. The retail display contest, which runs through September 9, is a win-win for both the consumer and the retailer. Watermelon is the biggest item in the produce section, so encourage your retailers to use it! Produce departments still have the opportunity to get creative with their displays that in turn attract customers to purchase watermelon. The retail display contest is open to any retailer who plans on creating a watermelon display during the months of July and August. This annual contest is a great way for a retailer to increase sales. Get your retailers to enter today! For more information visit <http://www.watermelon.org/retailers>.

## Ibotta Users Love Watermelon!

In mid-July, NWPB teamed up with the shopping app to educate retail customers on watermelon selection by providing an offer on whole watermelon that featured a video on how to select the best watermelon. **The offer was so popular that it garnered an unexpected 3.6 million impressions and a total of almost 32,000 units sold across the country in only three days! That is an average of 444 watermelons sold an hour!**

The Ibotta retail app currently has 17 million users and heavily targets the Millennial generation and shoppers who prefer their mobile device as their main avenue of internet usage. More than half of their users rarely or never use coupons and have at least one child at home.



## Watermelon Board Teamed Up with Go Raw



National Watermelon Promotion Board and Go Raw, a leader in raw and organic snacks, joined forces to task bloggers with whipping up creative recipes that include **both watermelon flesh and Go Raw's Sprouted Watermelon Seeds**. The contest homepage was located on Go Raw's Facebook page, where fans liked and voted for their favorite recipe throughout the month of July. The winning recipe, Frozen Watermelon Protein Bites by Anya's Eats, was announced on August 3, National Watermelon Day, and **will be featured in our 2017 Media Kit**.

Other contest recipes included:

- Watermelon Seed and Chocolate Chip Freezer Bars by Pine and Crave
- Watermelon Caprese with Lemony Basil Pesto and Watermelon Seeds by From Scratch with Maria
- Coconut Chia & Watermelon Seed Parfaits by Vegan Heartbeats

Go Raw's Sprouted Watermelon Seeds are the only commercially available organic watermelon seeds. The black seeds are shelled to reveal a tasty white hull that's then soaked, sprouted and dehydrated to retain the maximum level of nutrients and digestive enzymes. Watermelon seeds are protein-dense with approximately 10 grams of protein per ounce and are a good source of iron. Meanwhile, watermelons contain vitamins C, B6, potassium, lycopene and are 92 percent water.

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### Where will NWPB be next?

**New England Produce Council** – Brewster, MA – September 21 – 23

**Southeast Produce Council's Southern Innovations Symposium** – Williamsburg, VA – September 29 – October 1

**Watermelon Day at Penn State University** – Harrisburg, PA – September 29

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