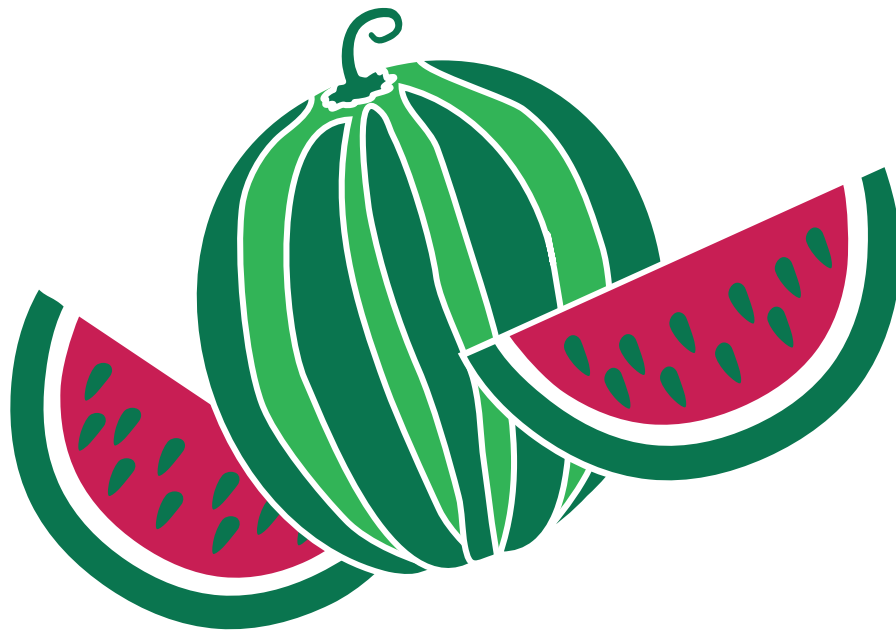
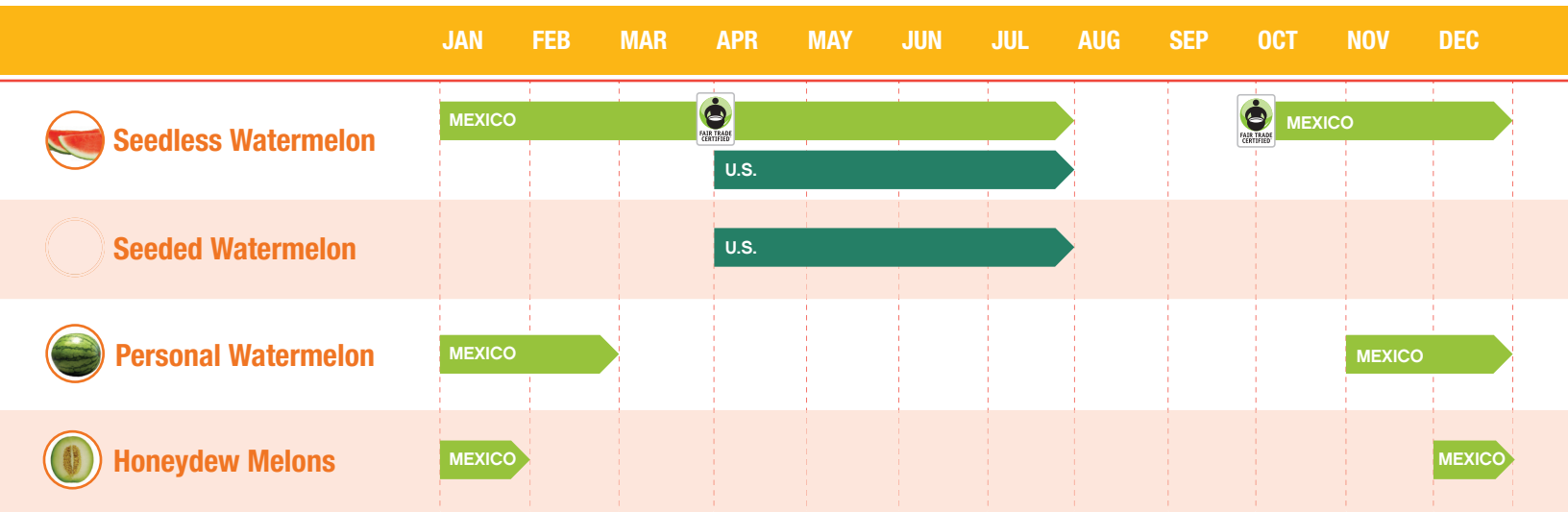




Melons



MEXICO

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MARKETING & MERCHANDISING

Melons

CONSUMER MELON PREFERENCES


77%
 of consumers prefer seedless watermelon.



WATERMELON IS THE MOST-CONSUMED MELON IN THE U.S., followed by cantaloupe and honeydew.




62%
 of consumers who purchased watermelon say they purchased an individual-sized watermelon in the past 12 months.



PROMOTING FOR SALES SUCCESS

Displaying whole and cut watermelon side-by-side can increase sales of both by an average of **67%**



*Be sure to always refrigerate cut melon.

OFFERING A VARIETY OF WATERMELON SIZES will appeal to a wide consumer base.



Boost watermelon sales during peak holidays by promoting with large displays and attractive pricing.



MARKET HEALTH

- Watermelons are a good source of vitamin A and an excellent source of in vitamin A. The red color of watermelon is due to lycopene, a phytonutrient that may help protect cells from damage.

PROMOTE FLAVOR

- Watermelons are 92% water and their refreshing flavor is ideal to promote during hot weather.
- Cross-merchandise watermelon with picnic and salad items.

MERCHANDISING TIPS

- Store and display whole watermelons at 50°-59°F. Refrigerate cut melons.
- Utilize colorful, eye-catching bins and signage to generate excitement and increase sales.