



**Welcome to the
23rd Annual
Tastes of the World
Chef Culinary
Conference**

Join the Conversation **#FoodPower17**



What About Watermelon?

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National
Watermelon
Promotion Board

Watermelon is on Trend

- Bringing produce front and center
- Minimizing food waste
- Focus on functional food for health and enjoyment
- Focused trends lead to menu transformations: beverages, spice, street food, etc.
- Global trends and traditions – regional America, etc.



Why Watermelon?

- Watermelon Attributes
 - Fresh, clean product available year-round
 - Whole fruit can be utilized
 - Utilized in many formats
 - Prepared in many ways
 - Pairs with many flavors, textures and colors
 - Versatile across the menu
 - Strong health halo



Expanding on Menus

- 2017 Datassentials MenuTrend Research
 - Featured on 1 in 10 menus and has grown by 27%
 - Ranks 20th among fastest growing fruits
 - Popular on all day menus – continues to expand across the menu
 - All regions of the U.S. are experiencing increased use
 - 3 in 10 savory dishes appear on American menus
 - One of the fastest growing fruits on salads
 - Most often paired with salad ingredients like cheese, tomato, vinaigrette, onion, and cucumber



Who Doesn't Love Watermelon?

- Summer 2016 Consumer Research

- 75% like the taste
- 62% have purchased a watermelon in the last 12 months
- Handling is one of the largest barriers to purchase at retail but you take care of that for them!
- About one-third surveyed have tried watermelon at a restaurant
 - Buffet and fruit salad are largest consumed but part of an entrée, desert, vegetable salad, and beverage are growing



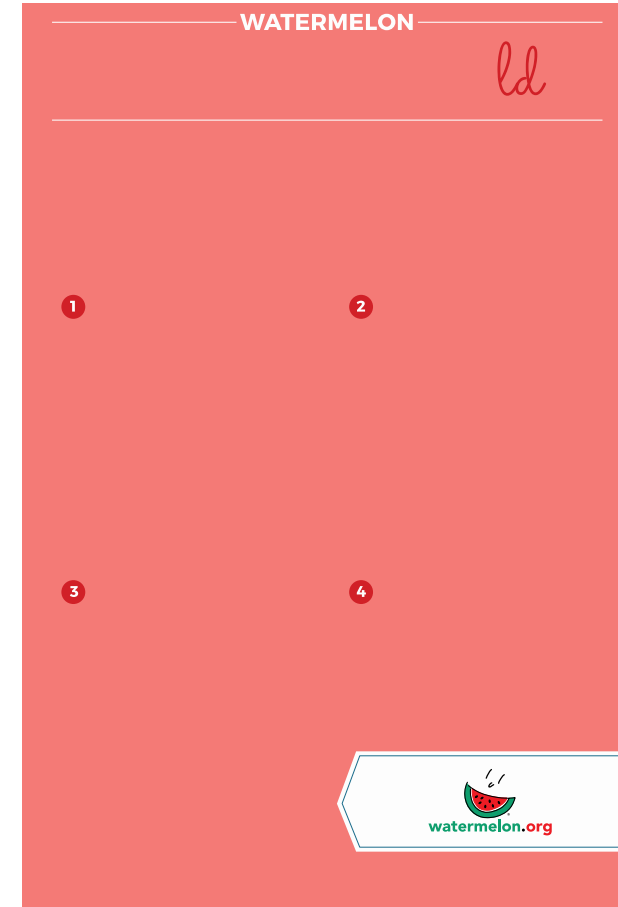
Bringing it together is delicious!

Try it for yourself!



What can the NWPB do for you?

- Education
 - Types, Formats & Availability
 - Receiving, Handling & Storage
 - Cutting & Yield
 - Research – Nutrition, Menu, etc.
 - ACF Accredited Curriculum
- Inspiration
 - Recipes
 - Photos
 - Menu Ideation
 - Promotion Ideas & Support





Thank you for your interest!

**If you have any questions
please email me at
mmckenna@watermelon.org**



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