

WATERMELON DAY AUGUST 3



About the Watermelon

Watermelon is thought to have originated in the Kalahari Desert of Africa. The first recorded watermelon harvest occurred nearly 5,000 years ago in Egypt and is depicted in Egyptian hieroglyphics on walls of their ancient buildings. Watermelons were often placed in the burial tombs of kings to nourish them in the afterlife.

From there, watermelons spread throughout countries along the Mediterranean Sea by way of merchant ships. By the 10th century, watermelon found its way to China, which is now the world's number one producer of watermelons.

Promoting Watermelon Day

- Offer slices of watermelon in grab bags as impulse items
- Offer watermelon chunks at your Salad Bar as a interesting salad ingredient
- Promote watermelon as a smoothie flavour at your morning smoothie bar
- Hollowed out watermelons to showcase fruit salad at your salad station
- Search "watermelon" in the ingredient search on the smart recipe™ database to find some great recipes featuring the Watermelon