



- Advertisement -

New Wintermelon toolkit supports year-round watermelon sales

December 1, 2022

The [National Watermelon Promotion Board](#) launched an [online toolkit](#) to promote watermelon during the winter months. The new landing page is designed as a resource for retailers, media and industry members, such as watermelon importers, to help position and promote watermelon year-round.



Although year-round watermelon promotion is not new, in the past few years the communications team at NWPB has created several new resources in support of winter watermelon marketing efforts. Those assets have been curated in a user-friendly, easy-to-navigate format and include:

- Lifestyle sizzle reel video
- Fun and energetic Wintermelon graphics and logos
- Social media sample posts
- Lifestyle images with people, including kitchen prep and grazing boards
- Recipes, like a Watermelon Mule
- Carvings, such as Christmas Tree cut outs and Snowman
- Health and nutrition messages

“It is not only our responsibility to promote watermelon year-round, but also to support others’ marketing efforts as well,” said Stephanie Barlow, senior director of communications. “While watermelon is synonymous with summertime, in the winter it is a welcome treat that provides happiness and healthiness for the family. At 92 percent water, it has the hydration we need every day of the year and also the excellent source of vitamin C helps keep us healthy during holidays, whether spending time indoors or out in the cold.”

This new bank of assets — images, video and Wintermelon graphics — is available to encourage

winter watermelon sales and marketing efforts.

"The board has learned that if retailers stock watermelon in the winter, their customers will purchase it," said Barlow. "We need to move past the summer-only bias. We are breaking the mold by educating on watermelon being a year-round fruit. Consumers want a dose of happy in the winter, a sweet treat that makes them feel good. Watermelon is a wintertime win!"

All promotional materials are free to download and use and can be found at <https://www.watermelon.org/wintermelon-toolkit/>. For more information about the Wintermelon Toolkit or the Board's support of year-round watermelon promotion, contact Barlow at sbarlow@watermelon.org.

[Print](#)