

Merchandising Melons

Melons are a critical category for growing sales. It is important to **focus on merchandising** to encourage shoppers to select melons all year long.

Variety of Sizing



Demand for smaller melons has increased. By offering mini watermelons next to traditional melons you can pull more consumers to the category and drive incremental sales.

Add Sales by Cutting

Providing precut options is a visually appealing way to show customers the quality of the fruit and sell a smaller portion. Retailers can place value-added melons in multiple locations to capture incremental sales and impulse purchases all year long.



Emphasize the Visual Appeal of Melons



An easy and appealing way to emphasize melons is to buy bins. This gives a market feel to summer melons. During the fall and winter months, take advantage of your wholesaler's supply of graphic bins. Place these bins in different areas inside and outside of the department to maximize sales.

Provide Variety

Consumers want options and variety. Be one of the first to benefit from the growing popularity of Canary, Crenshaw, Galia, Santa Claus, and Casaba melons. **Sample** so customers can familiarize themselves with the unique tastes.

