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## FOR IMMEDIATE RELEASE

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### **Celebrate National Watermelon Day With Associated Food Stores**

Salt Lake City, UT (August 2, 2011) – There are few pleasures as sensational as the simplicity of slurping a sweet, sloppy, slice of watermelon on a hot summer day. Celebrate the flavor-filled fruit on **National Watermelon Day, August 3** with your locally owned member of Associated Food Stores.

Leigh Vaughn, director of produce for Associated Food Stores, offers tips for picking the perfect melon on its special day.

- Leigh says to begin by looking at the shape of the melon. A delicious watermelon is symmetrical. It does not matter if the fruit is round or oval, as long as it is evenly proportioned. (Avoid pear-shaped or bean shaped melons and do not worry about seeing “bee stings.” Leigh says bees do not sting watermelons.)
- Press the skin of the watermelon in various areas to test for firmness. Perfect watermelons will not have soft spots.
- While color isn’t everything, dark green melons tend to be sweeter than those that are lighter in color.
- When selecting a melon, pay attention to its weight. Watermelons are more than 90 percent water, so the juiciest melons are going to be the ones that appear heavy for their size.
- Look at the bottom of the melon and find the discolored spot where the melon was in contact with the ground. If this spot is light green, the melon is not yet ripe. If the spot is a yellowish color, the melon is likely ready because it had a chance to mature in the field.
- Leigh suggests listening carefully. When thumping the side of a ripe watermelon, it will sound as if the fruit is hollow. If you hear a thud or a tone that is high in pitch, the fruit may not be ripe.
- Finally, Leigh’s number one solution for picking a perfect watermelon is to ask any produce professional at your local member of Associated Food Stores to help.

For more information or interviews, please contact Kris Romeril at 801-978-8450 or Leigh Vaughn at 801-978-4129.

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Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides complete warehouse facilities and services to nearly 500 grocers throughout the Intermountain West. Associated can be found on the internet at [www.afstores.com](http://www.afstores.com).

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