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## **Big Chuy partners with Tajín on watermelon promo**

May 3, 2021

Big Chuy & Sons is joining with Tajín Seasonings for a promotion featuring Big Chuy brand watermelons and Tajin Seasonings. The bins will start distribution just prior to Cinco de Mayo and will be available throughout the year.

“The joint partnership between our watermelons from Mexico, and Tajín , which is the number 1 produce seasoning in Mexico and the United States, just makes sense. The flavor combination of our sweet watermelons seasoned with Tajín is the perfect sweet and savory profile with a zing that consumers love,” said Jesus Lopez, president of Big Chuy. “By showcasing this partnership on the bins, we hope to help increase the consumption of watermelons by giving consumers another way to enjoy our melons with a fun, family friendly interaction of produce and seasoning. “

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The promotional bins are available to retailers nationwide, and feature images of a bottle of Tajín Seasoning and the Big Chuy logo.

“Watermelon has always been one of the most popular fruits for use with Tajín Seasoning,” said Juan Carlos Limon, marketing manager, Tajín USA. “It creates a unique, refreshing flavor. We are thrilled to be working with Big Chuy on this promotion. It fits with our overall strategy for 2021 of creating excitement about healthy eating with produce and Tajín .”

The Mexican watermelon season started in March and is just now reaching peak volumes in late April. Quality has been high, although volume a bit lighter than usual due to some weather issues. Mexico accounts for roughly 80 percent of all imported watermelons.

“Tajín sales have been remarkably strong during the pandemic,” said Limon. “We have continued to experience unprecedented growth as the demographics of our Tajín users has continued to expand within many ethnicities and age groups. People have been looking at new and tasty ways to eat their fresh fruits and vegetables and Tajín has been one of the many benefactors,”

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