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Watermelon retail merchandising contest

July 1, 2022

The National Watermelon Promotion Board invites all retail chains, independent retailers and commissaries to submit entries to their 14th annual Watermelon Retail Merchandising Contest. More than \$10,000 in cash and prizes will be awarded to top entrants, including \$5,000 for the grand prize for winner. The second place winner will receive \$2,500, third place will receive \$1,000 and three honorable mentions will each receive \$500. An additional incentive of a \$15 gift card will be awarded to the first 25 entries.



**National
Watermelon
Promotion Board**

Additional prizes will be awarded thanks to a new partnership with Tajín for the 2022 season. The first 100 entries that include watermelon and Tajín seasonings in their in-store display submissions, or in their mixed merchandising tactics in social, digital, print and web marketing will each receive a \$20 Amazon digital gift card.

NWPB's partnership with Tajín will add to the chance for incentives for stores to enter and will increase the reach of the contest while offering retailers a great cross-merchandising opportunity. Fresh watermelons and Tajín – a chili/lime seasoning – are a perfect complement, as the flavor profile of watermelons combined with the 'zing' of Tajín creates a new eating experience for many consumers.

"We couldn't be more thrilled to 'add a little zing' to our contest with Tajín," said Juliemar Rosado, director of retail and international marketing. "Watermelons and Tajín lend themselves to many flavors and cuisines. Cross-merchandising promotions are always a great opportunity to showcase more than one item AND the benefits of both."

"We have partnered with the NWPB for several years," stated Eric Patrick, partnership brand manager. "Consumers always love the experience, and we look forward to seeing the creative displays and marketing efforts that retailers big and small will create this year. Watermelons and Tajín

are a delicious combination, and these joint efforts create a ton of interest in both products.

The contest will start in July to honor National Watermelon Month and run throughout the month of August and is used by NWPB to encourage and identify retailers who are showcasing watermelon's benefits including health, value and versatility.

To enter a promotion, retailers can submit their entry and photos, links, screenshots, etc., online, via email or postal mail beginning July 8, 2022. All entries must be submitted/postmarked by midnight Eastern on September 14, 2022. Visit: <http://watermelon.org/Retailers/Retail-Contest> for more information, including official contest rules and entry form or email NWPB at retail@watermelon.org.

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