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Watermelon Retail Merchandising Contest open for entries

June 18, 2024

The [National Watermelon Promotion Board](#) announced its call for entries for its 16th annual Watermelon Retail Merchandising Contest. Retail chains, independent retailers and commissaries are invited to compete for over \$10,000 in cash and prizes.



The grand prize winner will receive \$5,000, with \$2,500 awarded to the second place, \$1,000 for third place and \$500 each for three honorable mentions. In addition to starting the contest a month earlier in an effort to capture the early summer market when watermelon demand begins to soar, the first 25 entries will receive a \$15 gift card as an early bird incentive.

Thanks to a continued collaboration with Tajín for the 2024 season, the first 100 entries featuring watermelon and Tajín seasoning in their in-store displays or across social, digital, print and web marketing efforts will each receive a \$20 Amazon digital gift card. This partnership not only increases the contest's appeal but also offers retailers a fantastic cross-merchandising opportunity. The combination of fresh watermelons and Tajín's chili-lime seasoning provides a unique and flavorful experience for consumers.

“We are excited to infuse our contest with an extra ‘zing’ through our partnership with Tajín,” said Juliemar Rosado, director of retail and international marketing. “Combining watermelons with Tajín enhances a variety of dishes and cuisines, offering a fantastic opportunity for cross-merchandising promotions to showcase the unique benefits of both products.”

“Our enduring collaboration with NWPB consistently delights consumers,” said Eric Patrick, partnership brand manager. “We look forward to seeing the creative merchandising and marketing strategies from retailers of all sizes this year. The combination of watermelons and Tajín creates substantial interest in both products.”

Retailers can enter by submitting their entries, including photos, links, screenshots, etc., online or via email. All entries must be received or postmarked by midnight Eastern on September 13, 2024. For more information, including official contest rules and entry forms, visit [Watermelon Retail Contest](#) or contact NWPB at retail@watermelon.org.

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