

NEWS ALERT

National Watermelon Promotion Board FOR IMMEDIATE RELEASE

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Watermelon Board Launches 18th Annual Retail Merchandising Contest with Tajín® Partnership and Call for Entries

Winter Springs, FL – June 1, 2026 — The National Watermelon Promotion Board (NWPB) is proud to announce the launch of the 18th Annual Retail Merchandising Contest, inviting retailers from across the country to showcase their creativity and merchandising excellence for a chance to win top prizes, including a \$5,000 grand prize.

This year's contest introduces a partnership with Tajín®, encouraging retailers to incorporate the iconic chili-lime seasoning into their watermelon displays. To celebrate this collaboration, the first 100 qualifying entries that feature Tajín® in their merchandising will receive a \$20 Amazon gift card. In addition, the first 25 entrants will receive a \$20 digital gift card just for participating.

Retailers are encouraged to highlight watermelon's key attributes including health, happiness, value, and versatility, through innovative in-store and digital merchandising efforts. Eligible displays may feature any type of watermelon, including whole, fresh-cut, mini, yellow, red, or any mixed thereof.

Judging will be based on several criteria, including:

- Category visibility
- Visual merchandising creativity
- Effective use of materials
- Communication of nutritional benefits
- Inclusion of recipes or selection education
- Integration across print, online, and digital platforms

Prize Structure:

- 1st Place: \$5,000
- 2nd Place: \$2,500
- 3rd Place: \$1,000
- Honorable Mentions (3): \$500 each

“All year long, retailers play a vital role in connecting shoppers with fresh, nutritious foods,” said Juliemar Rosado. “This contest is a celebration of their creativity and dedication. We’re especially excited to partner with Tajin this year to inspire bold, flavorful displays that highlight watermelon in fun and unexpected ways.”

“We’ve proudly partnered with NWPB for several years,” said Eric Patrick, Tajin® fresh produce alliances. “Consumers love this flavor combination, and we look forward to seeing the innovative merchandising and marketing strategies retailers create. Together, watermelon and Tajin generate strong interest and engagement at retail.”

The contest officially begins June 8, 2026, and runs through August 31, 2026. Merchandising efforts must take place a minimum of one week throughout the months of June, July or August. For more information, including Official Rules and an Online Entry Form, visit <https://www.watermelon.org/audiences/retailers/retail-contest/>. Entries, including entry forms and photos, can also be submitted via email to retail@watermelon.org. All submissions must be received by midnight EST on September 14, 2026.

About the National Watermelon Promotion Board

The National Watermelon Promotion Board (NWPB), based in Winter Springs, Florida, was established in 1989 as an agricultural promotion group to promote watermelon in the United States and in various markets abroad. Funded through a self-mandated industry assessment paid by more than 700 watermelon producers, handlers and importers, NWPB mission is to increase consumer demand for watermelon through promotion, research and education programs.

A serving of nutrient-dense watermelon provides an excellent source of Vitamin C (25% DV), a source of Vitamin B6 (8% DV), and a delicious way to stay hydrated (92% water), with only 80 calories per 2-cup serving. Watermelon consumption per capita in the United States was roughly 15.4 pounds in 2025. Watermelon consumption in the United States approximated 5.3 billion pounds in 2025. Additionally, the United States exported 363 million pounds of watermelon. For additional information, visit www.watermelon.org.

About Tajín®

Industrias Tajín® is a market leader in both Mexico and the United States in chile products, in addition to being one of the most important brands in producing and commercializing products derived from chile worldwide. Today, it has a presence in more than 65 countries around the world. Tajín was founded in 1985, surprising consumers with the perfect blend of mild chile peppers, lime, and sea salt. In 1993, Tajín made its first export to the United States, and Tajín International Corporation was established in Houston, TX, from where all commercial activity of the brand in the U.S. is managed. The brand arrived in Central American and European markets in 2006. For more information visit www.tajin.com.

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