

GOT WATERMELON?

Enter to WIN the
Watermelon Display Contest!
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A message from NWPB



The National Watermelon Retail Display Contest Turns 10!

Get Ready to Enter by Ordering Your Merchandising Kit

The National Watermelon Promotion Board (NWPB), invites all retail chains, independent retailers and commissaries to submit entries to their 10th annual Watermelon Retail Display Contest. It is used by NWPB to encourage retailers to create displays that showcase the many benefits of watermelon including health, value and versatility.

Displays should promote watermelon of any kind, including whole, fresh-cut, mini, yellow and red watermelon or any mix thereof. Judges will consider a display's overall appearance, creativity, shop-ability and use of point-of-sale materials such as informational one-sheets and/or selection and storage tips. While supplies last, the NWPB is providing a free resource to retailers in the form of a display contest merchandising kit that includes two "iron man" size posters ("health esteem" and "selection & prepping"), two large watermelon balloons, stickers and a 100-pack of "ABC's of watermelon" informational one-sheets. Retailers can submit their displays through the end of August. To request a display contest kit, visit <http://www.watermelon.org/Retailers/Retail-Display-Contest-Kit> on or before August 15, 2018.



WATER MELON BOARD



More than \$10,000 in cash and prizes will be awarded to top entrants, including "Classic" and "Star Spangled" watermelon categories. Winners in both categories will receive \$1,500, \$800 for 2nd place winners, \$600 for 3rd place winners and \$400 for both 4th place winners, respectively. Eight honorable mentions in each category will win \$200 each. An additional incentive will also be provided to the first 50 entries in the form of a \$15 digital gift card. For more information, including official contest rules, visit <http://www.watermelon.org/Retailers/Retail-Contest> or contact retail@watermelon.org.

Retailers can submit their entry beginning July 7 via mail, email or the online contest entry form at <https://www.watermelon.org/Retailers/Retail-Contest> (recommended). All mailed entries must be postmarked by midnight EST on September 7, 2018.