



Kiss Melons



Dulcinea Farms' CEO Josh Leichter Discusses Exclusive Kiss Melon Season

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by Jenna Plasterer

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LOS ANGELES, CA - As the summer heat kisses the skin of consumers here in the Northern Hemisphere, Dulcinea® Farms' exclusive Kiss melon varieties are hitting the produce aisles. Just in time to greet shoppers as they rush to fill their baskets with tantalizing melons of all varieties, Dulcinea's Kiss offerings have everything retailers need to meet rising demand and inspire summer snacking.



Josh Leichter, Chief Executive Officer, Pacific Trellis Fruit

“Retailers benefit from being able to cross-promote Kiss melons with other Dulcinea-branded offerings, including PureHeart® Mini Seedless Watermelon, Sunny Gold® Yellow Watermelon, Tuscan Style® Cantaloupe, premium grapes, and citrus,” Josh Leichter, Chief Executive

Officer, tells me. In other words, Dulcinea has everything you need to stock up your aisles this season. “Due to the variety’s **unique flavor profile**, retailers can also leverage in-store signage that allows shoppers to better understand each Kiss melon offering.”

Kiss melons are grown in Yuma, Arizona, and California’s San Joaquin Valley, with their season lasting from May through November. Already, demand for the melon varieties from both retailers and consumers has been high, and to meet that surge, Dulcinea will be offering **significantly more volume this season**. As Josh explains, shoppers search out Kiss melons because they



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fall in line with their desire for premium offerings and new flavors.



Promoting its exclusive Kiss Melon varieties, Dulcinea has an increased volume to meet rising retail demand

“Consumers are increasingly seeking out ‘treasure hunt’ type foods with special flavor experiences, which is a growing trend we are seeing across different produce categories. As such, Kiss melons will add a lot of depth to the melon category,” says Josh.

If Kiss melons have grabbed your attention like they have consumers, look no further than Dulcinea, as the varieties are exclusively offered by the company.

“Kiss melons are **exclusively distributed by Dulcinea**, which is exciting because we are a one-stop shop able to deliver depth and breadth to meet our customers’ needs when it comes to melons,” Josh adds.

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Buyers, what are you waiting for? Grab your phone and call a Dulcinea rep to get Kiss melons on display just in time for your shoppers to clear them out—trust me, they won't stay stocked for long.

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- Melon
- Melons
- Cantaloupe
- Cantaloupes
- Watermelon
- Watermelons
- Grape
- Grapes
- Table Grape
- Table Grapes
- Citrus
- Dulcinea Farms
- KISS Melon
- Kiss Melons
- PureHeart® mini seedless watermelons
- Tuscan-Style® Extra Sweet Cantaloupe
- Sunny Gold® Yellow Mini Seedless Watermelons
- Season
- Seasonal
- Exclusive Variety
- Varieties
- Volume
- Volumes
- Sales
- Display
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