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Ambitious expansion plan for Dulcinea Farms

Dulcinea Farms™, after five years of being the leader in branded, innovative premium fresh produce, continues to substantially grow and expand its business activities by reinforcing its leadership in sales and operations. The company announces the appointments John McGuigan as Vice President of Sales and Marketing and Frank Mejia as Senior Manager of Operations for Mexico.



"We are delighted to welcome John and Frank to our dynamic team," said Luzius Caviezel, General Manager of Dulcinea Farms™. "The additions of these two senior professionals will help us exceed our customers and vendors expectations as we reinforce our management structure and execute ambitious expansion plans. Our goal is to consistently deliver the Dulcinea brand promise and premium service every day."

McGuigan held senior management positions at Sunkist Growers Inc. He successfully led sales and operations, built solid business relationships, and continuously improved efficiencies and strengthened the brand equity. With his proven track record in sales, his first priority at Dulcinea Farms™ will be to build a comprehensive and powerful sales and customer service team.

Mejia has a solid and proven knowledge in growing melons and watermelons on a large production scale. Most recently he served as General Manager for the Southwest Production Unit for Del Monte Fresh Produce. In his role at Dulcinea Farms™, he will enforce the strict Dulcinea quality standards and strengthen relationships with current and new grower partners.

Dulcinea Farms™ continues to build on its successes with its unique solution-based approach for consumers and retailers. Having created new categories in melons with the PureHeart®, the best tasting mini watermelon, and with the delectable Tuscan-Style™ Cantaloupe, it's now aggressively expanding its offerings and ramping up off-shore programs.

About Dulcinea Farms, LLCTM

Dulcinea Farms™ has created a category of premium produce with a guaranteed taste and a truly unique eating experience for consumers. Retailers, vendors and growers have recognized the value of providing a naturally grown quality produce for consumers on a year-round basis. Our product line includes the PureHeart™ Miniature Seedless Watermelon, Ruby Bliss™ Watermelon, Tuscan-Style™ Cantaloupe, Sweet 'n Crisp™ Asian-Style Melon and the Rosso Bruno™ Premium Vine-Fresh Tomato. For more information, please visit www.dulcinea.com