

THE PRODUCE NEWS

Vol. 110, No. 23

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

Week of June 4, 2007

Dulcinea introduces PureHeart mini seedless watermelons

Ladera Ranch, CA-based Dulcinea Farms, the fully integrated producer of innovative, ultra-premium-quality produce, has introduced a uniquely small, miniature seedless watermelon, offering consumers an entirely new level of taste and convenience.

Approximately the size of a large cantaloupe, Dulcinea PureHeart seedless watermelons combine deep red color and a full and juicy taste with a crispness and aroma not found in ordinary watermelons. Grown specifically to meet the needs of today's consumers, Dulcinea premium watermelons also have a distinctive one-eighth- to one-quarter-inch rind that sets them apart from their tradition-

al counterparts.

"We created the PureHeart seedless watermelon based on our research that many consumers preferred the convenience of smaller fruit — especially sweet, seedless fruit," Keith Kato, general manager of Dulcinea Farms, said in a release.

The seed for Dulcinea premium watermelons was developed through a conventional hybridization process, and now it is field-grown and vine-ripened to deliver the best possible look, feel and taste.

Each PureHeart seedless watermelon weighs between four and six pounds and has an approximate retail price of \$3 to \$5 per watermelon. They are available throughout the year.