



Giumarra

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GIUMARRA NOGALES SHIPPING TWO NEW MELON VARIETIES

Summer Sweet™ and ‘Sweet Pearl’ melons shipping from Mexico

LOS ANGELES – November 18, 2008 – Giumarra of Nogales announces that the division is offering two new melon varieties.

The division is now shipping all melons. It is also offering two new varieties, Nature’s Partner® Summer Sweet™ melons and Nature’s Partner® “Sweet Pearl” personal watermelons.

“The melons are coming from our new crops in Hermosillo and Guaymas Sonora,” says Division Sales Manager Nick Rendon. “Our crops look outstanding, as does the fruit. Volumes are ample right now and will be increasing.”

The Summer Sweet™ variety is a Tuscan-style cantaloupe that has high pressure and sugar when initially harvested, which is great for processing. Once at store level, the flesh softens and is sweet and flavorful with a tender, juicy texture. This melon is low-calorie and an excellent source of the antioxidant beta-carotene.

The “Sweet Pearl” melon is a personal, seedless watermelon with a solid dark exterior thin rind and a great flavor and interior color.

Giumarra Nogales is currently carrying the following items: seedless watermelons, “Sweet Pearl” melons, honeydews, English cucumbers, green bell peppers and assorted chili peppers. The division is also shipping Mexican avocados in conjunction with the Giumarra Escondido division. Avocado inquiries may be made to either division.

For more information, contact Giumarra Nogales at 520.281.1981.

About The Giumarra Companies

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompasses a world of freshness. Since its inception in 1922, the Giumarra group of companies has taken pride in a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information visit: www.giumarra.com.

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