



FOR IMMEDIATE RELEASE

October 16, 2017

MAS Melons & Grapes Introduces a New Line of Squash Under its Desert Pride® Brand

Rio Rico, AZ. – As a way to complement its current line of winter squash, which includes Kabocha, Butternut, Spaghetti and Acorn varieties, this season MAS Melons & Grapes is introducing Italian Squash, Yellow Straight Neck and Mexican Grey Squash.

To be able to distribute these new squash varieties in the market, the company developed a commercial alliance with Agricola Orqui, a growing and packing operation owned by the Ortiz Quiroz family, who has been growing squash for more than two decades in Hermosillo, Sonora, Mexico.

“We have marketed winter squash for more than twenty years and having the opportunity to add these new varieties to our product portfolio is a great fit as we continue to expand our global sales”, said Miky Suarez, president at MAS Melons & Grapes, LLC. “Adding this new line of vegetables under the Desert Pride® brand will translate into an additional 150,000 to 200,000 boxes throughout the season” he explains.

Packed in 4/7 Bushel (22-24 lb.) cardboard boxes, all these new squash varieties have Global G.A.P. certification issued by SCS Global Services since 2016.

For years, MAS Melons & Grapes has supplied its customers with exceptional Mexican squash quality, not only for the winter holiday season but also for the start of the summer.

“These new squash varieties will be exported to our customers in the United States, Canada, and eventually into Japan during five months out of the year, in two different seasons; from October through December, and again in April and May”, added Miky.



MAS Melons & Grapes is proud and thankful to commercially incorporate these new squash varieties as the company celebrates its 20th anniversary this year.

About MAS Melons & Grapes, LLC.

MAS Melons & Grapes is a leading, vertically-integrated agribusiness with strategic partnerships with major growers in Mexico, that annually markets more than 3 million boxes of melons, grapes, squash, asparagus, cucumbers, avocados and broccoli out of the best growing regions in Mexico, supported by unparalleled investments in state-of-art equipment to ensure every fruit delivers the sweetest and most delicious flavor to its highly diversified customer base in North America, Europe, Oceania and Asia.

Passionate with flavor and quality!

##

Contact Information:

Mikee Suarez
MAS Melons & Grapes, LLC
Tel. (520) 377-2372
mikee@masmelons.com