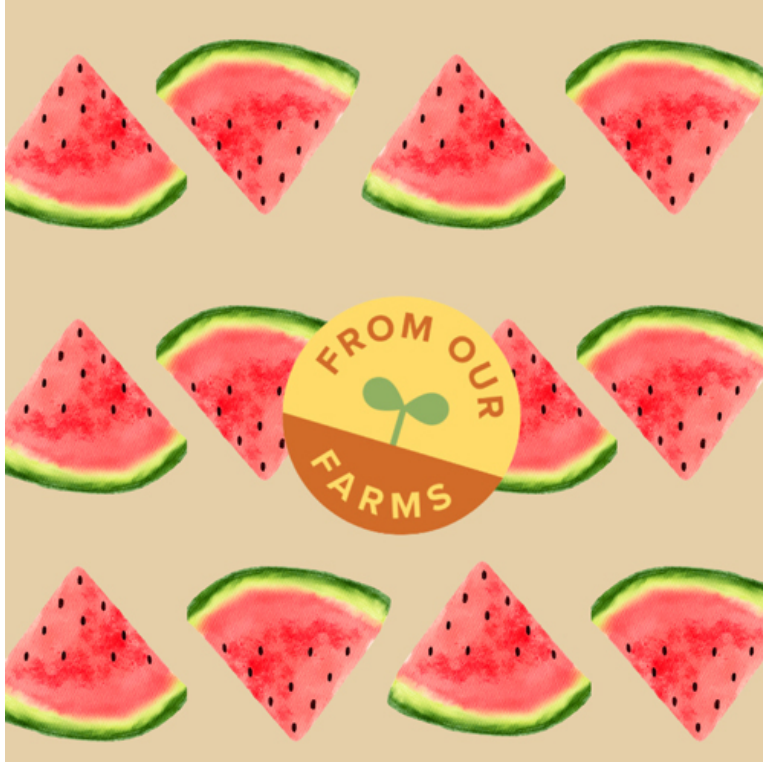




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**Ark Foods to debut specialty watermelons**

[Ark Foods](#), the modern-day farming company on a mission to showcase the magic of vegetables, knows that fruits, too, can be magical. In its most recent venture, the innovative company has announced a pilot project expanding into the fruit industry with a watermelon trial.



This trial of four specialty watermelon varieties, hand-selected for their convenient size and mouth-watering sweetness, reflects Ark Foods' dedication to creating unique and exciting food experiences. The company plans to release the new watermelon varieties at the start of the new year.

"Watermelons are an immensely popular fruit that offer plenty of room for innovation," said Noah Robbins, founder and CEO of Ark Foods. "After careful consideration, we have chosen the right fruit as our first addition to our product offerings that will inspire excitement and curiosity in the produce section."

The Ark Foods R&D team is excited to offer modern shoppers multiple watermelons that are small in size yet big in flavor. Watermelons are typically in highest demand during the summer months but have become a popular year-round delight. The company aspires to offer these watermelons year-round, based on trial results and consumer receptivity in the market.

While you can't rush perfection, Ark Foods plans to begin its soft regional launch of personal-size watermelons in January of 2024, appearing in select retail stores. As the pilot program grows, shoppers will soon see Ark Foods' watermelons spreading to produce departments nationwide.

"Our expansion into fruit is a resounding testament to our dedication to offering consumers a kaleidoscope of fresh and diverse produce options," said Robbins. "With this venture, Ark Foods will solidify its position as a forward-thinking company with a mission to provide accessible food choices

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that excite you about veggies (and now fruits) and the clean-eating benefits they provide.”

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