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Pure Flavor unveils new melon brand, ships first sold-out supply

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Pure Flavor has launched its third melon under a new brand, Amora mini melons. The Amora mini melon is a Charentais variety, with origins in the Charente region of France, where it is beloved for its sweet, juicy flesh and intense, floral aroma.



“With a number of years of experience growing greenhouse melons under our belt, we are feeling confident in this variety’s potential to be a growth driver in the melons segment,” said Tiffany Sabelli, senior director of sales for Pure Flavor. “Melons today remain a hugely seasonal category, with the large majority of good quality melons only available through the summer months. Our greenhouse grown melons eliminate that seasonal factor, offering consistent flavor, quality and supply all year.”

Pure Flavor continues to lead innovation in the greenhouse melon category, identifying and selecting varieties with markers for success in both the growing process and with consumers. This newest Charentais melon is an heirloom variety, personal in size and weighing approximately 850-900 grams. Its fragrant, finely netted skin is only the first clue to what’s inside — a vibrant orange flesh that is intensely sweet and juicy. These gourmet melons have for decades been a prized delicacy in their native France for their exceptional flavor and aroma.

“Amora mini melons really do offer incredible flavor, and we wanted to ensure that was apparent to

consumers at shelf,” said Julia Shreve, marketing director for the company. The melons are offered in one- and two-count netted bags with header, and packed in boxes with vibrant, colorful graphics and a clear callout to their “Super Sweet & Juicy” promise. “We know once consumers try these, they will be pleasantly surprised by how good they are. We leveraged packaging and brand design to ensure they are enticed to pick them up and try them,” said Shreve.

Amora mini melons begin shipping its first sold-out crop this month, with more plantings to follow. The melons will also be on display at booth No. B3879 at the upcoming IFPA Show in Atlanta Oct. 18-19.

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