



Courtesy Harvest Sensations

Sampling is one of the best ways to increase sales of specialty items, and melons are some of the best to sample, says Gwen Kvavli Gulliksen, vice president of marketing, Harvest Sensations, Los Angeles. The company provides a variety of specialty items, including this Ogen variety of melon, which is grown by Weiser Family Farms, Lucerne Valley, Calif.