

# PRESS RELEASE

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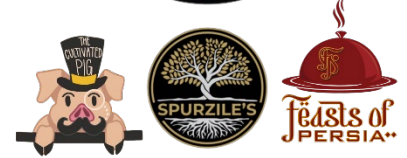
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## FOR IMMEDIATE RELEASE



## THREE LAKELAND-BASED CULINARY BRANDS UNITE TO LAUNCH “THREE FORKS” — A NEW CONCEPT BRINGING LOCALLY-MADE OPTIONS TOGETHER

**Lakeland, Florida, November 12, 2025**—Three of Lakeland's favorite food brands—Spurzile's, The Cultivated Pig, and Feasts of Persia—have joined forces to create Three Forks, a new collaborative brand offering quick, convenient, and locally-made meals for life on the go.

The concept will officially make its debut inside the Marathon convenience store at the corner of 98 (Bartow Rd) and Edgewood Rd in Lakeland, with a soft opening scheduled for this Friday, November 14. Connecting Downtown and South Lakeland, Three Forks will take over the location's ready-to-eat and ready-to-heat sections, bringing chef-driven meals and local favorites to one easy stop for the Lakeland community.

Together, the three brands represent a powerful fusion of flavors and craftsmanship:

- **Spurzile's**, born from a cultural love of food and people, paired with a deep desire to bring families together around the table, serves gourmet comfort foods that balance indulgence with quality.
- **The Cultivated Pig** delivers authentic, Texas-inspired barbecue crafted by competition pitmasters, cultivating love and happiness and sharing their passion for all things BBQ.
- **Feasts of Persia** brings a Mediterranean and American fusion cuisine, bringing food together the way it brings people together. Customers who miss their food truck menu since they ventured into the packaged foods space are in for a tasty surprise!

“This collaboration is what Lakeland is all about—innovation, community, and incredible local food,” said Kevin Aydelott and Jimmy Fox, co-founders of The Cultivated Pig. “We each bring something unique to the table, and Three Forks lets us combine our strengths to serve even more people.”

Spurzile's co-founders Jeremiah & Kathryn Lewis added, “Three Forks was born out of friendship and shared roots at Catapult. The Cultivated Pig and Spurzile's started in that kitchen with a dream to create something meaningful—and now, together with Feasts of Persia as their fulfillment partner, we get to bring that dream to life for our city.”

From the FOP Burger, Chicken Kabob Nuggets, and Falafel Sandwich to smoked meats and hearty pasta dishes, the menu will offer a little something for everyone that's made with love, locally sourced, and easy to grab on the go.

"Three Forks is proof that when small businesses come together, we all grow stronger," said Farhad & Gianna Rahmani, co-founders of Feasts of Persia. "This is local food, made by local people, for our local community."

Three Forks is located at 3071 Bartow Road, Lakeland, FL 33803. The soft opening on November 14, between 6am and 5pm, marks the beginning of what the trio hopes will become a recognizable local brand synonymous with *convenience without compromise*.

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