

Sink or Swim: Melissa Bartow's "Wanna Date?" Flavored Date Butter Startup appears on ABC's "Shark Tank"



Beverly Hills, California Feb 27, 2024 ([Issuewire.com](https://www.issuewire.com)) - Not being eaten alive by the sharks is fortuitous for the humorous Play-On-Words date butter brand "Wanna Date?". WANNA DATE LLC, the innovative date butter manufacturer that has been taking the food industry by storm, made a splash on the latest episode of Shark Tank, capturing the attention and investment of the sharks. Founded by Melissa Bartow, the company offers a healthier alternative to traditional sweet spreads by utilizing the natural sweetness of dates.

Melissa Bartow, CEO and founder of WANNA DATE LLC, shared her journey from a dorm room experiment to the big stage of Shark Tank. Inspired by her love for dates and a desire for healthier food options, Bartow developed her signature date spreads as a solution to the excessive added sugars found in many popular food products.

"I had my first date (Talking about the fruit...I'd been on dates before) when I moved to New York City for college and it was love at first bite. Dates are SO sweet and SO good for you! Better yet, dates have kept all of my unhealthy sugar cravings away. Food guilt was something I struggled with for years," says Bartow.

The idea for Wanna Date? struck Bartow during her time working at a smoothie and acai bowl shop, where she realized the prevalence of added sugars in supposedly healthy foods. Determined to make a change, she experimented in her dorm room, creating her first batches of date spread with just dates, water, and cinnamon.

Since its inception, Wanna Date? has garnered attention for its unique and delicious offerings. The company's success has been featured in numerous publications, including Forbes, Entrepreneur, and VegNews, among others. Bartow's appearance on Shark Tank further solidified Wanna Date? as a standout in the health food industry.

"I never gave up and continued to figure it out as I went, every day, always learning something new on the fly and solving problems as they presented themselves," says Bartow.

With the support of Shark Tank investors and an ever-growing fanbase, Wanna Date? is poised to expand its reach and continue revolutionizing the way people think about sweet spreads.

For more information about Wanna Date? and their products, visit <https://eatwannadate.com>

Swimming with the shark's: The Sharks Accuse The Creator of Wanna Date? of Having Everything Handed To Her;

<https://www.youtube.com/watch?v=5hEeDh5hoPQ>



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