

WE ARE EXPANDING • HALLOWEEN PLANS • AFTER SCHOOL SNACKS • TASTE THE RAINBOW

Fall 2022 | 8th edition

Live Deliciously[®]

FLAVORS OF FALL

pure
flavor[®]

Plus:
the Power of
H2O, Halloween
Party Planning
and much more!

Transition into fall with fresh colors. Keep active and continue to enjoy delicious greenhouse vegetables as you return to your fall routine.

HAVE FAMILY
FUN WITH **KIDS**
ACTIVITY SHEETS
AND **HEALTHY**
HALLOWEEN
FOOD CRAFTS

INFLUENCER
AND CHEF
RECIPES

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16

24

22

4



**ARE YOU
PASSIONATE ABOUT
KEEPING ACTIVE
AND WHAT YOU PUT
IN YOUR BODY.**

As a nutritionist or personal trainer, you could become a Pure Flavor® brand partner and work with a brand that strives to Live Deliciously®. We have lofty goals of bringing North Americans along on our journey to promote healthy & active lifestyles.

As a brand partner, your lively content can be a part of our social media, eNewsletters, media publications, and, of course, the Live Deliciously® magazine – Pure Flavor® products were seen in brand partner content 175+ million times in the last year alone!

✉ **Send an email to:** community@pure-flavor.com

**CON
NEC
TED**

Engage the conversation, no matter where you are:



PURE-FLAVOR.COM

SOLARATM

Selfishly perfect

Just for you

Personal size in the palm of your hand

Zero waste

Single serve to enjoy every bit

Perfect every time

Always consistent size, shape, nutrition, and flavor

Sustainable

Vertically grown to maximize space, dedicated water for growing, food stable, minimal packaging

Convenient

Serving vessel for you to eat right out of

Versatile

Great for a snack or any meal of the day

THE ME MELON

DISCOVER SOLARATM →

TASTEFULLY TROPICALTM



**We are
growing...
more than
just fresh
fruits and
vegetables!**

Our passion for sustainable greenhouse growing is stronger than ever as we continue to grow and are excited about our upcoming expansion. We have accepted the challenge to feed North Americans healthy and flavorful fruits and vegetables, 365 days a year, and to do this we must expand.

A new 40-acre high-tech, fully lit facility as well as a new 210,000 square foot centralized pack-house distribution center are being built over 115 acres in our hometown of Leamington, Ontario. To put it in perspective, close to 45 NBA basketball courts could fit in the new distribution center... that's a lot of moving fruits and vegetables!



*Building a greenhouse is a huge undertaking but one we are very excited about. **Here are a few numbers that might just wow you!***

92,000

panes of glass will be installed

144

people will be employed

235,600

Tomato-On-The-Vine plants will grow to produce

1,064,000

cases of TOV's per year

489,000

Organic Long English Cucumber plants will be housed, producing

930,000

cases of Organic Long English Cucumbers per year

165,000

Organic Mini Cucumber plants will be planted, producing


103,000

cases of Organic Mini Cucumbers per year



The new facility is expected to be completed at the end of 2022 and will double our current organic crop offering. Don't let freshness be a concern - Pure Flavor® greenhouse fruits and vegetables are picked, packed, and shipped within 24 hours of being harvested, ensuring the freshest product reaches the store shelves near you.





As more and more consumers look to organics, we want to grow with the demand and be a part of everyone's snacks and meals. Our new expansion will provide more Pure Flavor® certified organic greenhouse grown vegetables year round at your local grocery store.

Pure Flavor®'s family-first organics program is helping to provide an important boost of nutrition and flavor to homes across North America.



It's clear that consumers recognize the value of a high-quality organic product grown in a controlled environment. With Pure Flavor® greenhouse grown organics, consumers can have peace of mind knowing exactly how their food is grown while also enjoying consistent quality and amazing flavor.

- Tiffany Sabelli, Director of Sales



TAKE A LOOK AT OUR ORGANIC RECIPES →



The full line of Pure Flavor® certified organic products grown in North America includes:

- Tomatoes on-the-vine
- Beefsteak Tomatoes
- Juno® Bites Red Grape Tomatoes
- Sangria® Medley Tomatoes
- Luna® Sweets Cocktail Tomatoes
- Roma Tomatoes
- Sweet Bell Peppers
- Aurora Bites Mini Sweet Peppers
- Long English Cucumbers
- Mini Cucumbers

EXPLORE ORGANICS →




Did you know?

Pure Flavor® organics always have the USDA organic seal.



Learn more about the promise and commitment →




BRAIN FUEL WHILE AT WORK

Some days lunch can feel like a lifetime from breakfast. Often you are starving and ready to grab whatever is fast and accessible, but you don't want to start falling asleep mid-afternoon with a dreaded food coma from heavy food. A healthy, balanced meal mid-day can raise your blood sugar levels just enough, which will help you focus and concentrate all afternoon.

Packing a salad with nutritious greenhouse vegetables and a balance of protein and/or carbohydrates will ensure your body and mind are fueled for the afternoon. Here are some tricks to having a healthy lunch salad ready for your busiest days:

- Cook extra protein at dinner that can be added to your salad
- Sprinkle on nuts for added protein and extra crunch
- Dried fruit satisfies a sweetness craving and provides added nutrients
- Enhance flavors with fresh herbs
- While prepping dinner the night before, cut up or roast extra vegetables to toss in your salad
- Seeds are packed with nutrients and add flavor – chia, flax, hemp, and pumpkin are great additions
- For savory additions add sliced olives
- Power up with beans and legumes, an excellent source of plant protein
- If you are a cheese lover, any cheese is a great addition!
- Hold the dressing – put it in a separate container to avoid soggy salad



Salad options are endless and can easily be packed in a container or Mason Jar for easy transport to work. The great thing about a Mason jar is you can either mix and eat in the jar, or dump it into a bowl, toss and enjoy! If you are organized and plan ahead, layer up the salad contents in a Mason jar and they can last up to 5 days in the fridge.



CAPRESE SALAD JAR

Cloud 9® Bite-Sized Fruity Tomatoes



10 min



2



easy



SEE THE RECIPE →



GRAB-AND-GO CHICKEN SALAD

Juno® Bites Red Grape Tomatoes



10 min



2



easy



SEE THE RECIPE →



NOURISH SALAD JAR

Aurora Bites Mini Sweet peppers



15 min



2



easy



SEE THE RECIPE →



GREENS ON THE GO

Uno Bites™ Nano Cucumbers



10 min



2



easy



SEE THE RECIPE →



Tastefully Tropical™ and ever so sweet

Solara™ Mini Melons are greenhouse grown where it's paradise 365 days a year. They are nurtured with the ideal amount of light, nutrition, and water to deliver the same sweet flavor families love, regardless of the time of day or the season. It's your own personal paradise, right in the palm of your hand.



BREAKFAST

WHY LIMIT PARADISE TO A TROPICAL HOLIDAY?

Solara™ Mini Melons are the all-day melon, ready to be enjoyed for any snack or meal. From a breakfast bowl featuring yogurt and granola, to a refreshing lunch salad, grilled with prosciutto at dinner, or finishing off the day as a sweet dessert, Solara™ Mini Melons bring adventure to every meal, every day.

If you need
inspiration, we've
been busy creating
Tastefully Tropical™
recipes to help you
Live Deliciously®! ➔

DINNER

DESSERT

LUNCH



**MARINATED
TOMATOES**



**MELON &
WATERMELON
RADISH
SALAD**



**AIR FRYER
CUCUMBER
CHIPS**



**GRILLED
GARDEN
VEGGIE PIZZA**



**BRUSCHETTA
GRILLED
CHICKEN**



**CLASSIC
STUFFED
PEPPERS**



**AVOCADO
CITRUS
CUCUMBER
BOATS**



**CUCUMBER
WATERMELON
SALAD**

Simplifying Life!

TIPS & TRICKS TO



Pinterest

Pinterest truly is a world's catalogue of endless ideas. Ultimately a visual bookmarking sight to search and find new ideas and organize them exactly how you want. From decorating to fashion, sports to travel, you can search it all. We love all the endless recipes you can search, pin, and enjoy, to fuel a healthy lifestyle and Live Deliciously®.

SUNSHINE PASTA SALAD

CUCUMBER RAITA

GINGER PORK & SHISHITOS

CUCUMBER SHRIMP COCKTAIL

LEMONY QUINOA CUCUMBER SALAD

CUCUMBER SUSHI

CUCUMBER CHICKPEA CHAAT

TERMS TO KNOW:

- Pin is an image or a video that someone picks or saves
- Boards are where you collect and sort your pins
- Feed is a collection of content and links from boards and users that the Pinner follows

GRILLED GARDEN VEGGIE PIZZA

CUCUMBER PEANUT SALAD

CUCUMBER SUSHI SPIRALS

FUN FACTS

- **433 million** monthly active users in Q1 2022
- **Over 70%** of Pinterest users are women
- **Over 200 billion** pins have been placed according to Pinterest
- **85%** of pins occur on mobile

GARLIC CUCUMBER SALAD

MELON FENNEL SALAD

VIEW OUR PINS



STAYING HEALTHY & ACTIVE INTO FALL WITH ERIN KANE

Keeping an active family all year round.

Although summer is coming to an end that doesn't mean our fun, physical indoor/outdoor activities must come to a halt. Yes, days are shorter, the air is colder. And while snuggling up on your couch may be all you want to do, keeping active as a family is a great way to pass the time, keeping our bodies moving and healthy.

There are many outdoor activities our family likes to do, here are a few ideas.

- Walk to the nearest park instead of drive
- Take a family bike ride or rollerblade
- Play tennis
- Play catch outside and see how many throws you can make until the ball falls
- Head to the nearest open field and have a family soccer game
- Go outdoor skating
- Tobogganing is always a hit at our house
- Head over to a local entertainment center and do some rock climbing, goofy golf, or hit up an indoor water park
- Stay in activities such as: dance parties, charades, musical chairs, twister, or creating a living room obstacle course are also great options

Time can be busy, and with parents working late nights sometimes staying active with the kids isn't always a priority. I would encourage families to try and set a goal of doing something active at least 3-4 days a week, especially if your child(ren) doesn't play any extra curricular activities. It is so important for our mental health, physical health, and longevity.

No matter the weather:

- 1 Keep it positive and fun.
- 2 Break up the time, it's recommended that children have a minimum of 60 mins of exercise each day. Depending on your child you may want to break this up into smaller chunks.
- 3 Create a routine and stick to it. Find activities that jive well with your family. The colder weather doesn't mean you have to give up on things you like, it might just mean finding a new way to do them.



Along with keeping our bodies physically active, we also want to be fueling our bodies with good food and snacks. Be sure if you are a family that is always on the go that you bring along simple and easy snacks with you to avoid having to stop for not so healthy options. We try to save our treat meals for the weekends as that is when we are typically travelling for sports. During the week- meal prepping and having some snacks ready to go is always a good life hack to avoid empty bellies and hangry kiddos. Have fun out there and be safe, more importantly have fun all while staying healthy.



ERIN KANE

Mom of four. Trainer and health coach.
Elementary School teacher. Lover of all things fitness.

TRICK -OR- TREATING FAMILY FUEL



What's more fun than setting the stage and serving spooky and scary healthy snacks on Halloween right before heading out trick-or-treating. Let your creativity go beyond and see the excitement on the kids' faces as you serve them these flavorful Halloween snacks featuring fresh greenhouse grown fruits and vegetables!



MELON MUMMY HEADS

Scariness is sneaking up on sweetness. Solara™ Mini Melons are carved for delight and paired with the Jell-O for a party show stopper.

TAKE A PEEK AT ALL HALLOWEEN RECIPES →

JACK-O-LANTERN STUFFED PEPPERS

Skip the pumpkin carving this Halloween. Instead, try carving Sweet Bell Peppers and stuff them full of delicious flavors to fill you up before a night of adventure.



HALLOWEEN HUMMUS

Smokey and spooky flavors merge for the ultimate dippable party flavor burst. Just try to keep your hand off this dip!



EYEBALL ROASTED RED PEPPER DIP

Come back after Trick-or-Treating to treat your tastebuds to this Roasted Red Pepper Dip.



SPOOKY 7 LAYER DIP

Fuel up to go Trick-or-Treating with this crowd pleasing 7 layer dip. Bursting with fresh tomato flavor!



CREEPY CRITTERS

Create your own creepy, crawly critters with a mix of greenhouse grown veggies. Ready to delight kids as they crawl across your table.



MUNCHIE MONSTERS

The perfect pop-able snack of refreshing & savory in each bite. These munchie monsters will set the stage with delight on your Halloween table.





THE POWER OF H₂O GROWING RESPONSIBLY

At Pure Flavor®, we understand that water has never been more precious. That's why we are so invested in greenhouse growing techniques that utilize cutting edge water recycling technology.

If you have any doubts about how important water recycling is in agriculture, consider this; it takes about 4 gallons of water to grow one pound of tomatoes in a greenhouse and approximately 415 gallons of water to grow one pound of tomatoes in an open field. That is over 100 times the amount of water! Are you curious about how this revolutionary technology works? Let's deep dive into the water at Pure Flavor®'s greenhouses.

To help better explain our water recycling program, we spoke with key team members who are responsible for growing & infrastructure at our facility in Leamington, Ontario. John Secker (VP-Growing Operations), Isaak Fast (Head Grower), and John Neufeld (Project Manager) helped explain the system we use at Pure Flavor® to recycle enormous volumes of water each and every day.

To start, our Leamington facility uses 1.6 million litres of water per day, and we recycle 35% of the water we feed the plants. While we do utilize municipal water, it is essential that we supplement it with recycled water, as the community's infrastructure cannot support the volume of water we need.

How exactly does the water get recycled?

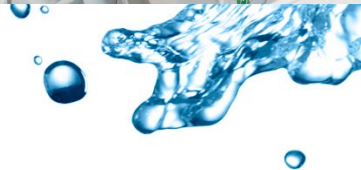
There are a few steps, but it all begins when we water our crops. Each plant is watered through a drip irrigation system from freshwater, and each plant is overwatered to ensure they take as much as they need. In Leamington, our plants are grown in a medium called Rockwool, which is made of fibreglass. It is porous enough that any water the plant doesn't use drips down into the trough system that the plants sit on.

The runoff water (or commonly known as 'Leach') from plants is collected and starts the recycling journey. At this point, the water is called "dirty leach" and needs to be filtered to eliminate bacteria and other particulate before it can be used again. It is stored in tanks while it is in this state and is filtered as the greenhouses need it.

Once the water is filtered through our UV units to disinfect it with ultraviolet light, it becomes "clean leach" water. The UV process, results in no chemicals being used to treat the water. From here, it will have fertilizer & nutrients added to it and be combined with freshwater from the municipality to be given back to the plants. By recycling our excess water, nothing is wasted, and any unused nutrition (plant fertilizer) goes directly back to the plants. Some of the nutrients we add to our water include calcium, potassium, nitrate, iron, magnesium, and copper. The water is tested bi-weekly offsite to ensure that all quality standards we met.



Fun fact:
*the entire water recycling process can be complete in about **3 hours time!***



We're excited to expand our water recycling capabilities with the upcoming Phase IV expansion of our Leamington greenhouses. The facility will rely exclusively on rainwater, stored in an outdoor pond, that will hold more than **43 million gallons** of water. This storage system is state of the art with the pond liner imported from The Netherlands. **It is 163,000 cubic meters and could cover the surface area of 3 football fields. It is the largest pond of its kind to be built in North America!**

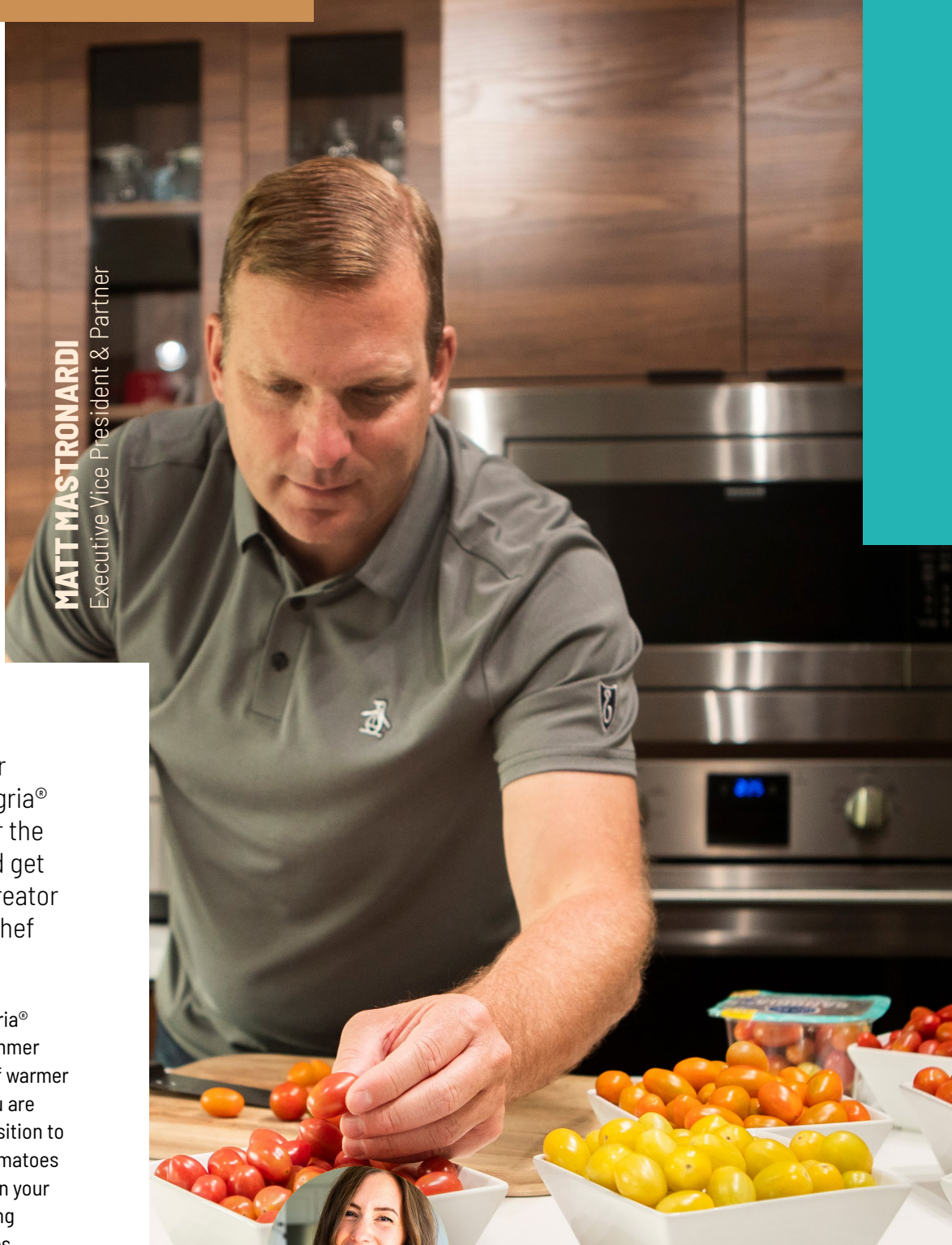
In our new Phase IV greenhouse, we will be growing organic vegetables which requires a filtration system optimal for those products. It will utilize a water pasteurization system, which is used in Kenya to treat drinking water; this method helps protect organics from pathogens and viruses. We are proud to say that we will be the first greenhouse in North America to utilize this system! The pond is fully frost protected and can be used to recycle water 365 days a year. During the winter, the water is pulled from the bottom three and a half feet of the pond - this is a truly ground-breaking system!

We hope you have enjoyed our water journey as it is a vital step in growing delicious & sustainable produce. Providing nutritious greenhouse grown fruits & vegetables for families throughout North America with our family and yours for a long time to come is part of our commitment. Responsibly and proactively conserving water is just one step in our growing & sustainability journey.



TASTE ^{THE} RAINBOW

MATT MASTRONARDI
Executive Vice President & Partner



Add flavor and color to your snacks & recipes with Sangria® Medley Tomatoes. Discover the unique profiles of each and get inspiration from content creator Heather Englund and our Chef partners.

The colors and flavors of the Sangria® Medley Tomatoes remind us of summer drawing to a close, the departure of warmer weather, and depending where you are located in North America, the transition to crisp fall days. Sangria® Medley Tomatoes offer the perfect shift from a pop in your mouth fresh summer snack to being included in your favorite fall recipes cooked at home. The array of flavors, from sweet to tart in the medley, makes them perfect for roasting, garnishing a pizza, or topping on a rustic fall salad.



HEATHER ENGLUND

📷 @fitmamarealfood

When a Holistic Nutrition Coach, Mama of four, recipe developer, and foodie gives tomatoes a 5+ rating... heads turn! Our friend in food, Heather Englund loved the flavor and range of colors in the Sangria® Medley Tomatoes and put them to work in her kitchen. Heather created a Grilled Southwest Chicken Salad which the juice, freshness, and over all deliciousness of the Sangria® Medley paired perfectly with.



Let's learn more about Sangria® Medley Tomatoes:

Matt Mastronardi, our Executive Vice President & Partner, knows a great tomato when he tastes it. In this case, one tomato just wasn't enough! His goal was to create the best medley possibly, complete with colors, tastes, and textures of the rainbow. Our Sangria® Medley Tomatoes offer a world of possibility and a new adventure with each bite.

We sat down with Matt to explore all things Sangria®

Q: What was your goal when you created the Sangria® Medley Tomato program?

Matt: We created Sangria® so consumers could experience multiple flavors all at once in a single purchase. The tomato section is massive in the grocery store and can be somewhat overwhelming - this gives consumers the opportunity to create unique dishes, from one simple package of tomatoes, using the various colors, sizes, and flavors depending on what they are making.

GRILLED SOUTHWEST CHICKEN SALAD



15 min



4



medium

Q: How many varieties are in the Sangria® Medley?

Matt: We aim for 5-6 varieties with at least 3-4 different colors. The varieties can change so it is always an adventure in every pack. We are constantly trailing new varieties in our greenhouses to give consumers a unique eating experience. Not everything has to be red to be flavorful!

Q: Why was each tomato selected?

Matt: Each tomato is unique, so we select them based on color, shape, and most importantly flavor. The goal is a true assortment in every pack that you pick up at your local grocery store, with lots of flavors and tastes to explore.

Q: How do you like to eat Sangria® tomatoes?

Matt: Personally, I love them fresh and to grab them on the go. Whenever I bring them home my kids race to pick their favorite tomato from the pack, usually the sweeter ones! It's like picking your favorite candy from the bowl and there is always a variety for everyone. They can be cooked, roasted, or added to a sauce but my go-to is fresh, right out of the pack. I really enjoy walking the endless rows of our greenhouses to see the different varieties come to life so to eventually seeing them in a pack is very rewarding as I know what it took for those tomatoes to get there.

Q: Does the color of a tomato have anything to do with the taste?

Matt: Absolutely! Every tomato, whether its red, brown, pink, orange, yellow, or purple, has its own unique flavor and eating experience. It's the balances of sugars & acids that create the flavor and the skin and meat of the tomato add to the crunch and overall eating experience. Varieties are consistently changing - Yellow and Orange tomatoes were traditionally the most mild in flavor, however we have seen new yellow and orange varieties with some pretty impressive flavors. Yellow tomatoes are also less acidic which consumers enjoy using in different dishes.

Q: What is the next tomato you are on the search for?

Matt: I think unique flavor attributes for sure. A snacking tomato with a great crunch but unique sweetness levels could really add to the Sangria® Medley experience. We will continue to search for tomatoes and possibly narrow down the selection in the medley so it is a go to snack option with an abundance of flavors. If you think about it, you are really eating the rainbow!





MINI CUCUMBERS

A great source
of fibre and high
in potassium



5 REASONS TO STAY FRESH THIS FALL!

We all know that vegetables are good for us, but we don't always do what is best for us. With busy lifestyles, eating out, and grab-and-go snacks, sometimes we don't give our bodies the nutrients we need or crave. Summer seems to be the season of fresh but let's take a look at the benefits of eating fresh this fall.

1.

Let's kick it off with staying young. Who doesn't want to look their best and erase a few years off their appearance? Staying hydrated is one step toward healthier and younger looking skin. Fresh vegetables help you hydrate as you enjoy their array of flavors and limit sodium intake that can sneak up on you in salty snacks. Also, tomatoes are high in lycopene which can help protect your skin from sun burns and slow the aging process.

2.

Many vegetables are full of cancer-fighting nutrients that may reduce the risk of certain types of cancer along with other diseases. Vitamin A, vitamin C, and vitamin E are some of the powerhouse vitamins to ensure you are including in your fresh diet. Peppers contain vitamin A and can prevent symptoms of deficiency which is the leading cause of blindness. Vitamin C which is found in tomatoes, helps protect against, while also lowering, cholesterol for a healthier heart. Vitamin E is an essential vitamin that improves muscle function and can help reduce your risk of heart disease and cancer and is present in all varieties of peppers.



3.

Decreasing your blood sugar can help reduce the risk of diabetes. Since vegetables are low in calories they can fill you up, and keep you healthy and active, while not causing spikes in your blood sugar. Simply try adding a few additional vegetables to everyday meals to lower your overall caloric intake. We know you will feel more energized!

4.

All vegetables are high in fiber which is great for overall gut health. Eating a diverse array of high fiber foods can help gut health but ensuring your diet is high in fresh vegetables is one of the best ways to maintain a healthy gut. Your physical and mental wellness are connected back to the center of your body and ultimately a happy gut.

5.

Seeing is believing. By eating fresh vegetables, you will not only feel great, but you can help to maintain your eye health. Most people spend more and more hours in front of screens today, so why not snack on fresh vegetables throughout the day to ensure you are getting enough carotenoids. Carotenoids help reduce the risk of age-related macular degeneration and can be found in red peppers. Slice up some peppers the next time you sit down in front of a screen to ensure healthy eyes.



SWEET BELL PEPPERS

Packed full of
calcium and
potassium



Eating fresh this fall will help to maintain happy bodies and may just help fight against pesky illnesses that tend to surface in the fall and winter. Incorporating fresh greenhouse fruits and vegetables in your snacks and meals will pave the way for you to feel vibrant, full of life, and ready to take on all that fall has to offer.



TOMATOES ON-THE-VINE

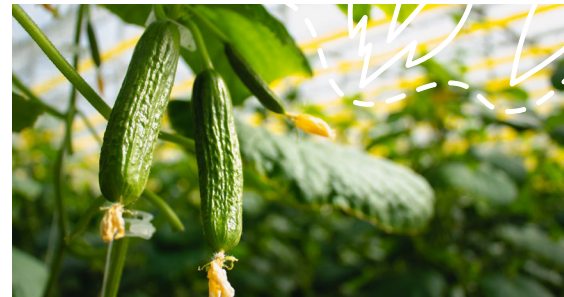
High in calcium
with a boost of
fibre and protein



THE UNBEATABLE SNACKING CUCUMBER

When we say out of this world, we mean it!

Often cucumbers are thought of as green and purely good for dipping, dunking, and dicing. Well... we just don't agree. Admittedly, our passion for cucumbers may be a little stronger than the average snacker, so join us on a deep dive into the wondrous world of Uno Bites™. They are far from just another green vegetable!



Uno Bites™ Nano Cucumbers are a unique variety that is amazing to watch grow and pairs with a ton of flavors. They truly are a wondrous vegetable and one that grows REALLY fast according to Head Grower Isaak Fast. From planting to production, these Nano sized cucumbers only take about 10-14 days to grow and from flower to Nano's being harvested, these little gems can grow in 4-6 days!



They grow so fast that they are actually harvested twice per day. The spec is so small that the size of the Nano in the morning might not be the right size, but if you wait until the next morning, it is too large!

Isaak loves growing Nano Cucumbers because they are consistent and a balanced crop, but don't be fooled, for such a cute little snacking option they require a lot of labour. Almost 2.5 times the amount of labour when compared to other greenhouse crops!

Now that we have your attention on how Uno Bites™ grow, and the wonders of the greenhouse, let's look at the endless ways to eat and enjoy these little treasures. You don't have to hear it from us... we have lots of Uno Bites™ fans willing to share their excitement.

When an influencer with 78,000+ followers raves that Uno Bites™ are ALWAYS a favorite we can't help but get excited along with her! Laura Ashley Johnson @dinnerin321 just loves Uno Bites™ and gushes that 'they are excellent as dippers, chopped/sliced, or just great to snack on!' You won't want to miss @dinnerin321's Lemon Blueberry Salad and Parmesan Toast featuring none other than Uno Bites™.



LAURA ASHLEY JOHNSON

@dinnerin321

Tanya Anurag @tanyas.bowlsandbrushes claims 'I always love to have these cucumbers in my kitchen as they are a family favorite. They taste great and are always fresh.' Tanya takes Uno Bites™ on an adventure and incorporates the crispness, along with spices into her Cucumber Achaar.

PICKLED CUCUMBER ACHAAR



12 min



4



easy



MORE OUT OF THIS WORLD UNO BITES™ RECIPES →



CITRUS CUCUMBER BLUEBERRY SALAD



20 min



2



easy

THERE'S A PEPPER GROWN *just for you!*

Peppers come in all shapes and sizes which makes them great to explore. We must admit that every Pure Flavor® greenhouse grown pepper is unique and offers flavors fit for every occasion. In every season, we're always growing fresh peppers in convenient shapes, sizes, and colors for your family to enjoy. Whether you are chopping and snacking, dicing and cooking, or sitting down to a homemade meal with friends and family, we have picked the perfect pepper for you.



AURORA SWEET LONG PEPPERS

Premium peppers that are enjoyably sweet and refreshingly crisp.



SWEET BELL PEPPERS

Explore a world of radiant color and rich sweet flavors. The adventure awaits!



AURORA BITES MINI SWEET PEPPERS

The super sweet, bite-sized snacking pepper that kids crave and parents love.



CRAFT HOUSE COLLECTION® SHISHITO PEPPERS

A savory, bite-sized pepper with an elusive bite that ignites the senses.



Did you know - 10 pepper facts:

- Low in calories
- High in Vitamin C – higher than an orange!
- High in Vitamin B6
- Peppers are actually a fruit since they have seeds
- Some parts of the world call them Capsicum
- Grown year round in a greenhouse
- Bell Peppers come in a range of colours: green, orange, yellow, red, white, brown, and purple!
- The sweetest pepper is the red Bell Pepper
- 1 in 10 Shishito Peppers can be spicy!
- Aurora Mini Sweet Peppers have a seed cap that make them easy to chop or bite into



55 min



6



easy

CHILI STUFFED PEPPERS



32 min



12



easy

MINI PEPPER EGG BITES

Top 10 pepper recipes from our website:

1. Stuffed and Roasted Bell Peppers
2. Mini Pepper Egg Bites
3. Chili Stuffed Peppers
4. Shishito Pesto Pasta
5. Classic Stuffed Peppers
6. Asian Vegetable Medley
7. Charcuterie Board Boats
8. Fire Roasted Peppers
9. Mini Pepper Pizza
10. Seared Tuna in Spanish Escabeche

DISCOVER MORE PEPPER RECIPES →

We love blogging and sharing our passion for fresh greenhouse grown fruits & vegetables, healthy active lifestyles, family, and the journey we are all on to Live Deliciously®! No time is better than now to come explore some of our favorite blogs written by influencer partners, and even our internal creative team, that truly do fuel healthy lives.



LIVE-FIRE COOKING: THE GRILLING EXPERIENCE



MIKE MENDEZ @foodandfire.ca



MAKE ANYTIME FEEL LIKE ISLAND TIME!

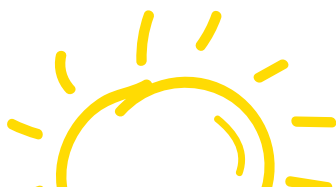


AMBER BOGARDUS @a_toastedcrumb

THE BLOGGING JOURNEY @PURE FLAVOR®

QUICK FACT

Almost 5000 people have visited the Pure Flavor® blog section on our website this year!



LUNCH BOX IDEAS YOUR KIDS WILL LOVE!



ERIN KANE @parker_mama4



WANT TO BECOME A BLOGGER?

Are you passionate about fruits and vegetables and what you put in your body? As a creative writer and blogger, you could become a Pure Flavor® brand partner and work with a brand that strives to Live Deliciously®. We have lofty goals of bringing North Americans along on our journey to promote healthy & active lifestyles.

HOW TO CHOOSE AND STORE FRESH VEGGIES



PURE FLAVOR  @pureflavor

HOW TO GET YOUR KIDS TO LOVE VEGGIES IN 4 SIMPLE WAYS



PURE FLAVOR  @pureflavor

We post new blogs weekly full of motivating and mouth-watering topics ready to be devoured... along with your favorite greenhouse snack!
Take a deep dive into all our blogs!

[VIEW ALL OUR BLOGS →](#)

As a brand partner, your lively content can be a part of our social media, eNewsletters, media publications, and, of course, the Live Deliciously® magazine – Pure Flavor® influencer content was seen over 854,000 times in 2021 with over 1.6 million impressions!

Send an email to:

✉ community@pure-flavor.com

THE TRUTH ABOUT EATING YOUR VEGGIES



PURE FLAVOR  @pureflavor

Choose Organic! **A LOOK AT ORGANIC BEEFSTEAK TOMATOES**

Once Pure Flavor® organics are hand-picked by our growing team, and then hand selected by you at the store, they are ready to fuel healthy lives for you and your family. No matter how you slice them, these tomatoes deliver a bright and balanced flavor every time. They are the perfect combo of sweet juice, with a meaty texture, perfect sliced on a sandwich or diced in a salsa any day of the week.

Certified Organic Pure Flavor® Beefsteak Tomatoes meet the strict USDA guidelines, ensuring that what you believe is what you buy. Always grown in a controlled environment and nurtured by our growers along every step of the growing journey. In our greenhouses, netting is installed in the vents to help prevent the odd pesky bug from entering. If pests do make their way into the greenhouse, we release good bugs, such as the ever so friendly and beneficial ladybug, to take care of the bad bugs, removing the need for pesticides..

Organic Beefsteak Tomatoes take you back to discovering the perfectly ripened tomato still clinging to the vine on a warm summer day. Always bright, juicy, full of flavor, with just the right sweetness, the way nature intended.



ORGANIC VEGAN BEEFSTEAK BURGERS



45 min



6



easy



SUPREME BEEFSTEAK BOWL



30 min



2



easy



ORGANIC COASTAL SEA BASS



35 min



4



easy



FRESH ORGANIC TOMATO TOAST



15 min



4



easy





Live Deliciously[®]

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