

Fall 2023 | 12th edition

Live Deliciously[®]



THINK FALL

SAVOR THE SEASON

Embrace the warm & cozy! We've put together delicious ways for you to savor the season with our organic snacking items & Craft House Collection®. Plus, decorate your home with the colors of the season and use our tips to stay active into fall.



NEW:
TIKI TOMATOES™
& ORONAI™ SWEET
CHARENTAIS MELONS



WHAT'S INSIDE

- Healthy Bento Box Lunch Ideas 4
- Plan ahead for Lunchtime Success! 6
- Stay Active this Fall with Faith's Fave Five! 8
- Tiki Tomatoes™ 12
- Embrace the Warm & Cozy this Fall 14
- The Power of Color: Celebrate Fall at Home 18
- Fall in Love with Organic Snacking 20
- Creepy Cuisine 22
- Oronai™ Sweet Charentais Melons 24
- The Secret is in the Sauce 26
- Fall Cooking with the Craft House Collection® 30
- Spicy Chicken Fajitas 32
- Our Energy Conservation Methods 34

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

HAPPY HALLOWEEN!



CONNECTED



PURE-FLAVOR.COM





GREENHOUSE
GROWN

Sweet Blooms®

**Berriously
Delicious®
Strawberries**

Delicately sweet no matter the time of year, Sweet Blooms® are sustainably grown in glass greenhouses to ensure consistency in berry quality & flavor.



**DISCOVER
THE FRESH
FLAVOR! →**



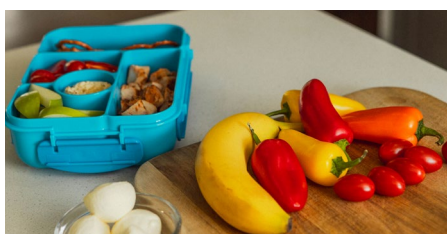
Healthy Bento Box Lunch Ideas

CHELSEA LEBLANC, RDN

📷 @chelsealeblancrdn



As the back-to-school and work season approaches, busy mornings can leave both parents and kids struggling to put together a balanced and nutritious meal to take along. But fear not! These healthy bento box ideas for adults and kids provide the perfect solution, offering a delightful way to pack lunch for you and your family!



A bento box is one of the perfect ways to help you organize lunch or any meal on the go. They have multiple compartments that help you put together a variety of options while keeping everything safe in its own spot! Some key things to look for are customizable sections, spots for dressings or dips, and a lid that securely keeps everything put when placed in a backpack or briefcase.

What Foods Are Best in a Bento Box?

When assembling your bento boxes, it's important to include a variety of foods that cover different food groups. Focus on lean proteins, colorful vegetables, whole grains, fruits, and healthy fats. Pure Flavor® has a great assortment of fruits & veggies that not only adds vibrant colors but also a plethora of essential vitamins and nutrients that the whole family needs. They are a fantastic addition to any bento box! When you are putting together your bento, make sure to consider the following:

Protein: Lean protein sources like grilled chicken, turkey, tofu, tuna, Greek yogurt, or boiled eggs offer the necessary building blocks for sustained energy.

Vegetables: Colorful veggies like cucumbers, tomatoes, bell peppers, and sugar snap peas require minimal prep and provide essential vitamins, minerals, and fiber.

Whole Grains: Choose whole grain options like whole wheat crackers, whole wheat pita bread, quinoa, brown rice, or whole wheat pasta to provide complex carbohydrates that keep you full and energized.

Fruits: Add a touch of sweetness with fresh fruits like berries, apple slices, or orange segments for a nutrient boost.

Healthy Fats: Nuts, seeds, nut butter, and guacamole are great sources of healthy fats that contribute to heart health and help keep us full.

Incorporating Pure Flavor® Veggies

Let's talk about how you can easily incorporate vibrant Pure Flavor® veggies into your bento boxes for both kids and adults alike:

Mini Cucumbers: These crunchy delights are not only hydrating but also low in calories. Slice them into sticks or rounds for easy dipping in hummus or Greek yogurt dip.

Uno Bites™ Nano Cucumbers: Their small size makes them perfect for snacking. Throw in a handful for a refreshing crunch.

Juno® Bites Red Grape Tomatoes: Bursting with flavor, these tomatoes are a colorful addition to any bento box. They're rich in antioxidants and vitamins too – key to keeping the immune system healthy!

Oriana® Orange Grape Tomatoes: These tomatoes not only add a pop of color but also a boost of Vitamin A and iron. They offer a slightly tangy sweetness- making them great for snacking!

Aurora Bites Mini Sweet Peppers: With their vibrant colors and naturally sweet taste, these mini peppers are a kid-friendly addition that provides an extra boost of Vitamin C.

Plan and Prep for a Stress-Free Morning

One of the main advantages of bento box meal prep is the ability to plan and prepare ahead of time. Spend a little time over the weekend chopping vegetables, preparing your lean protein, and cooking whole grains. When you wake up on a busy weekday morning, you'll have all the ingredients ready to assemble a balanced meal in no time.

Smart Ingredient Storing: After washing and chopping your veggies, store them in airtight containers or resealable bags. This not only keeps them fresh but also saves you precious minutes during the week.

Batch Cook Grains: Cook a larger batch of whole grains like quinoa, brown rice, or couscous over the weekend. Portion them into individual servings and refrigerate or freeze them. This way, you can simply reheat and add them to your bento box.

Protein Power: Whether it's chicken, tofu, seafood, or beans, consider marinating and cooking your protein ahead of time. This not only infuses flavor but also speeds up cooking time during busy weeks.

Sauce It Up: Pre-make your favorite sauces, dressings, or dips and store them in small, leak-proof containers. This adds an extra layer of flavor to your meals and snacks!

Double-Up Dinner: When preparing dinner, consider making extra portions that can easily be repurposed into bento box components. For instance, roasted vegetables, cooked chicken, or leftover stir-fry can find a new home in your lunchtime bento.

Mind the Order: When assembling your bento box, think about the order in which you place ingredients. Keep wet ingredients away from dry ones to prevent sogginess. Layering protein on top of grains and placing delicate items like tomatoes on top can help maintain freshness.

Ice Packs and Insulation: If you're including perishable items like yogurt, meat, or cheese, consider using a small ice pack and a well-insulated lunch bag to ensure food safety and freshness.

Can Bento Boxes Be Made the Night Before?

Absolutely! The beauty of bento box meal prep is that you can definitely prepare them the night before. In fact, prepping the components ahead of time can make your mornings less hectic.

Get Creative and Have Fun!

Bento box meal prep allows you to get creative with your meal combinations. Play with different textures, colors, and flavors to keep things interesting. Involve your kids in the process - they'll love helping assemble their own bento boxes.

Bento boxes are a fantastic way to ensure your family's meals are balanced, nutritious, and tasty! By following these simple steps, you'll elevate the nutritional value of your meals and make mornings smoother during the busy back-to-school and work season.

~ Chelsea



Plan ahead for Lunchtime Success!

Make lunchtime delicious with these bento box combinations.

In the midst of our fast-paced lives, keeping things organized and staying on top of a balanced diet might seem like a tough nut to crack. But guess what? We've got a super fun and tasty fix – our personalized weekly bento box meal planner, perfect for the whole family! Let our weekly planner be your trusted guide, covering everything from protein and grains to fresh veggies of course!

MONDAY

Adult Combinations

- Poco Bites®
- Cocktail Cucumbers
- Black bean & corn salsa
- Sliced Grilled Chicken
- Monterey Jack Cheese
- Cloud 9® Bite-Sized Fruity Tomatoes
- Tortilla chips

Kid Combinations

- Cloud 9® Bite-Sized Fruity Tomatoes
- Apple Slices
- Peanut butter
- Roasted Pepper Hummus
- Grilled Chicken
- Pretzels



DOWNLOAD OUR WEEKLY GROCERY LIST & MEAL PLANER TO HELP WITH SCHEDULING! →

TUESDAY

- Sangria® Medley Tomato Skewers
- Aurora Bites Mini Sweet Peppers
- Whole Wheat Bread
- Turkey Pepperettes

WEDNESDAY

- Sliced Sweet Bell Peppers
- Pita Bread
- Shredded Chicken
- Baby Spinach
- Apple Slices

THURSDAY

- Long English Cucumbers
- Azuca Red Cherry Tomatoes
- Pita Bread, Hummus
- Garlic Dip
- Hard Boiled Eggs
- Swiss Cheese

FRIDAY

- Alonna™ Canary Melons
- Grilled Bell Peppers
- Grilled Zucchini
- Rice
- Greek Yogurt
- Flatbread
- Tzatziki Sauce

- Uno Bites™ Nano Cucumbers
- Whole wheat bread
- Turkey Slices
- Sangria® Medley Tomatoes
- Kale

- Alonna™ Canary Melon
- Blueberries
- Sweet Blooms® Strawberries
- Waffle
- Maple Syrup

- Sweet Bell Peppers
- Apple Slices
- Walnuts
- Hummus Dip
- Pita bread
- Carrots
- Ranch

- Sangria® Medley Tomatoes
- Tortilla Chips
- Chili
- Cheddar Cheese

PRO TIPS - Here are five quick pro tips for creating bento boxes:

1. **Mix and Match:** Combine protein, grains, fats, and veggies for a delicious medley.
2. **Flavor Fun Zone:** Experiment with different textures and flavors to keep your taste buds excited.
3. **Perfect Portions:** Keep things balanced with just-right portion sizes for a happy tummy.
4. **Showcase Your Style:** Have a blast with the presentation - try shapes, colors, and a dash of your own flair!
5. **Plan Ahead for Ease:** Shop your ingredients ahead of time with our grocery list planner to breeze through busy days.



STAY ACTIVE THIS FALL WITH FAITH'S FAVE FIVE!

Faith Monaco, owner of Impact Health and Fitness Centre in Leamington, ON shares with us her favorite five low-impact exercises using only your body weight for resistance and some simple stretches to help keep you and your family moving this fall.



FAITH MONACO

📷 @impacthealthandfitnesscentre

As the warm summer weather begins to fall behind us and cooler weather arrives, it is still important to stay active. Taking care of our bodies should happen all year round. Just like when we get up every morning to brush our teeth. Getting in daily exercise and movement is essential to staying healthy and increasing life longevity. Humans thrive off routine. When we have a daily routine, we are setting ourselves up for success.

Motivation in the cooler months can often begin to decline, however building yourself a 15- to 30-minute routine that you enjoy and can stick with, will be beneficial to you. The biggest trick to staying on track with your health goals is to find things you enjoy doing. Once you enjoy finding an exercise routine you like, it won't even feel like work. Always have something set up for you daily that you will look forward to.





Luckily for you, there are so many activities and exercises that you can do indoors during the winter months. Here are a few ideas to get you started:

1. Group Fitness Classes

Take this as an opportunity to step out of your comfort zone and try a group fitness class. Grab a friend, schedule a few days a week to meet at your local gym and join in. Classes are a fun way to stay connected and socialize with other people within the community, try a new workout, get advice from fitness professionals, and have fun. There are many indoor classes to choose from like Pilates, Spin, Yoga, Zumba, Kickboxing, and classes that use many different equipment pieces like dumbbells, barbells, balls and more.

2. Nature walk

Now that the temperature outside is tolerable and more comfortable, getting in your daily steps is a free workout. Turn off your phone or place it on “do not disturb”, grab a tea, a walking friend, and get some fresh air. This is also a great way for the whole family to stay active and spend more time together. Make it an after-dinner ritual to take a walk on a local trail or around the neighborhood.

3. YouTube Videos

Did you know that there are millions of free workouts all online right at your fingertips? You can search on YouTube “Workouts” or if you want to get more specific, you can search up things like “Yoga”, “Full Body Workout”, “Lower Body Workout” and watch how many results pop up! You can even save some exercises for later.

4. Join a gym

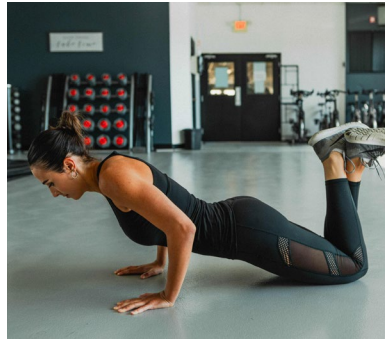
We saved the best for last. Joining a local gym can be affordable, fully accessible, with lots of space and so much to offer. This can be intimidating for someone that has never been to a gym or are not familiar with what to do at the gym. Personal training is a great way to invest in your health if you need that little extra support on top of getting a gym membership. Finding a gym that you like and makes you feel at home, we highly recommend giving it a try. Gyms will have all the equipment you could possibly need, and more.



There are many exercises and stretches you can do from anywhere that requires no equipment. I've shared with you my Fave 5 Body Weight Exercises and Stretches to help you get started. Just give yourself some space, push back your coffee table, and try a routine. This will allow you to provide your family, friends, and co-workers with your best self. You can't expect to take care of everyone else without making sure to take care of yourself first. Get back to making your health your top priority- rain, shine, hot or cold!

~ Faith

FAITH'S FAVE FIVE BODYWEIGHT EXERCISES



Push up.

This is a challenging movement for many people so take a peek at this, modified version. Place your knees on the ground, tuck your elbows tight to your sides. Drop your body including your hips and glutes down to the ground, close enough to the ground so your chest almost touches. Then slowly press yourself back up to extended arms staying on your knees to complete a few repetitions.



Lunges.

Lunges can be done stationary, or you can do walking lunges anywhere. Starting with your feet together, take a step forward, place your hands on your hips, and drop your body down towards the floor by trying to get your back extended knee close to touching the floor. Continue to stand up tall and keep your core tight.



Butterfly Stretch.

A great stretch to open up the hips, stretch the inner thighs and groin. Simply place the bottoms of your feet together, sit up tall, and drop your knees towards the ground.



Chest Opener.

To perform this stretch, interlock your fingers behind your back, push your chest out and raise your arms slightly away from your back. You will feel the amazing wonders of this stretch through your chest and shoulders. Sit up tall and slightly gaze up.



Single Leg Stretch.

Take a seat on the ground and bring one foot in to meet your inner thigh. Extend your opposite leg long. Take your hands and place one on to your foot or modify by placing it on your shin, while your opposite arm reaches over your body to come in towards your extended leg. This is a great stretch for the back and hamstrings.



Glute Bridge.

Another great lower body specific exercise that also targets the core. Start by laying on the ground, place your feet flat to the ground with your knees up. Rest your arms to your sides. Make sure the low back is flat to the floor before beginning. Once the low back is flat to the floor, one vertebra at a time, you will slowly lift your hips off the floor and extend the hips towards the ceiling. Slowly return the hips back to the floor.



Squat.

Spread your feet shoulder width apart and slightly turn your toes outward. Standing up tall, you will slowly drop your body towards the ground by bending your knees. Imagine you are about to sit down in a chair behind you. Get as low as you can in the squat and slowly press yourself back up to a standing position. This lower body movement targets your glutes and thighs.



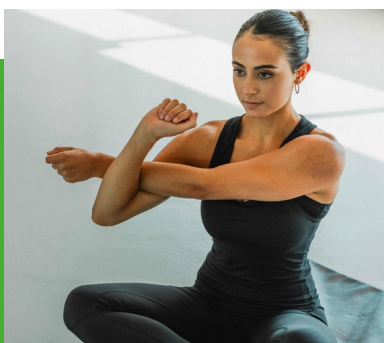
Plank.

To get yourself into a plank, you can begin on your knees, on a comfortable base. Extend your arms in front of you, press your palms into the ground. Once you feel secure, press your legs back and stay on your toes. Keep your hands stacked under your shoulders and hold your body still.



Runners Pose.

On a soft base (carpet or yoga mat), get down to your knees and take a step forward. Make sure that your knee does not go over your toes on the front leg. Lean forward into the elevated knee. You should feel this stretch all along your back extend leg that is rested on the ground. For a modification you can place an elbow on your knee.



Cross Body Stretch.

Sit up tall by crossings your legs (you can also do this standing), and gently pull your arm across your body and hold for up to 30 seconds. You should feel a nice stretch all along your shoulder blades in your back.



FAITH'S FAVE FIVE STRETCHES

*Get back to making your health
your priority - rain, shine, hot or cold!*

fiki

TOMATOES™

NEW!

Tropically Sweet & Juicy!

Tiki Tomatoes™ unleash a crunchy burst of fresh flavors, creating beach vibes with sunny & tangy waves – a taste that transports you seaside with every delightful bite.



Named for its tropical sweetness, Tiki Tomatoes™ deliver on this promise. A rich snacking experience, these bite-sized tomatoes glow brightly with their cosmic-like exterior while delivering a crunchy bite with balanced flavor.

Imagine a snacking tomato that embodies the essence of tropical sweetness and juiciness. Each bite unleashes a generous burst of delectably luscious juice, rendering it an exceptionally revitalizing and satisfying snack.

GOES WELL WITH

Herbs, Spices and Flavors:
Dill | balsamic reduction | mint
Foods: Prosciutto | garlic | corn tortillas

SUGGESTED RECIPE: Tortilla Breakfast Quiche



DISCOVER TIKI TOMATOES™ →

EMBRACE THE WARM & COZY THIS FALL

Get warm & cozy this fall with our collection of recipes designed to wrap you in comfort and fill your home with the flavors of the season.

From main dishes to desserts, these recipes will help embrace the joys of cooking this season. potluck, these healthy recipes will hit the spot!

SEE RECIPE →

BAKED CHEDDAR, TOMATO & ARTICHOKE DIP



40 min



4



easy

Dive into this Baked Cheddar, Tomato & Artichoke Dip. Whether you're hosting a cozy get-together or simply craving a flavorful snack, this dip is sure to be the star.

SANGRIA® FALL PIZZA



35 min



6



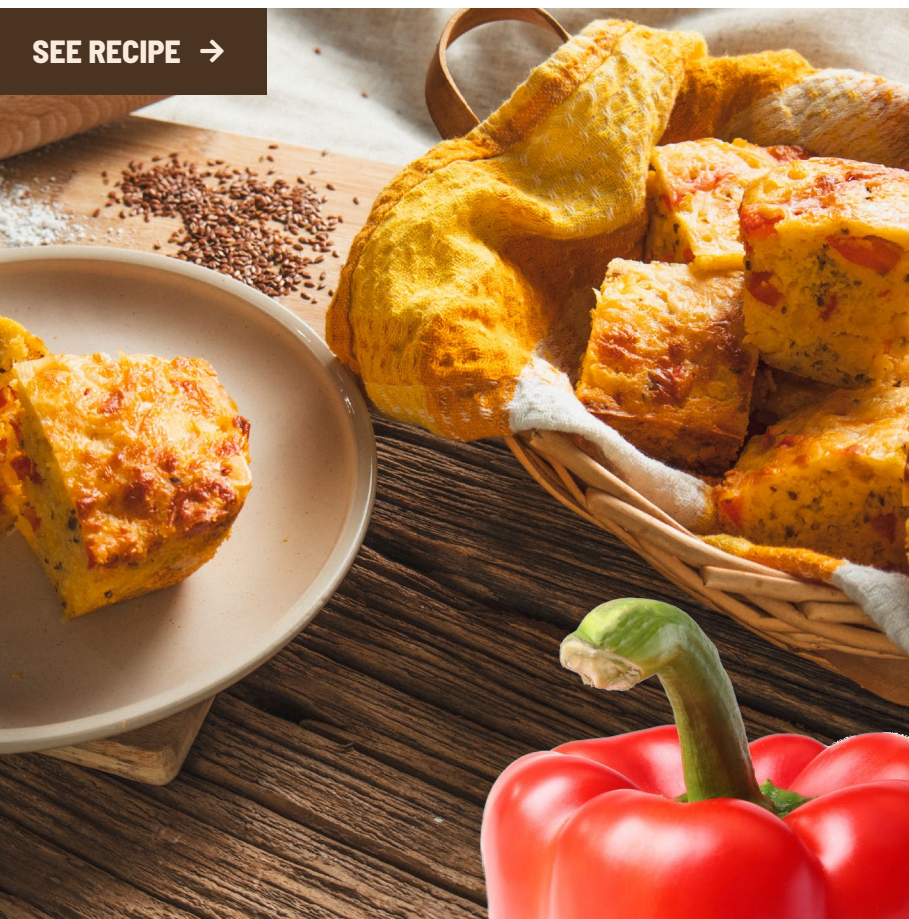
easy

Elevate your autumn gatherings with the comfort of freshly baked pizza made with Sangria® Medley Tomatoes.



[SEE RECIPE →](#)

[SEE RECIPE →](#)



SWEET PEPPER CORNBREAD



60 min



6



easy

Elevate your favorite cornbread with the natural sweetness of Red Bell Peppers.



70 min



6



easy

This savory Cloud 9[®] Caprese Pie combines sweet tomatoes and rich, creamy mozzarella cheese all wrapped up in a flakey pie shell.

CLOUD 9[®] CAPRESE PIE

[SEE RECIPE →](#)



[SEE RECIPE →](#)

TOMATO & BUTTERNUT SQUASH MAC & CHEESE



70 min



8



easy

This delicious Tomato & Butternut Squash Mac & Cheese is a twist on a traditional favorite.

SWEET BLOOMS® ALMOND TART



65 min



12



easy

These Sweet Blooms® Almond Tarts will tempt your taste buds whether they are offered at a gathering or as a personal treat!

[SEE RECIPE →](#)



THE POWER OF COLOR:

CELEBRATE FALL AT HOME

There is something so special about the Fall season when the air begins to feel a little crisp, the leaves start falling and it's time to go apple picking and decorating for the festivities. It's a distinct season where the hues ranging from fiery reds to yellow ochres take over landscapes. It's nature taking the final stage, showing off its last burst of beauty before it retreats into hibernation during winter.

We are fans of the rich warm colors this season brings, so we have put together some inspiration for your dinner table that will mix in the multitude of autumn colors, fall foliage, plaids, and seasonal elements.



RUSTIC CHARM

Evoke a rustic flair to your fall tablescape with the addition of live edge wood charcuterie boards, burlap and woven elements. Keep the tones warm with accents of green to symbolize the turning of colours as we transition from summer to fall. We added a white pumpkin to add an extra touch of the new season! You can also play around with layers and different materials to make the space feel more eclectic and cozier. What a beautiful look for getting together with friends and family!

MAD FOR PLAID!

Another great way to bring autumn to your table is by incorporating patterns, especially plaids! With flannels and sweater weather on the horizon, it couldn't be a more fitting element for your dinner table. By adding a simple or neutral-colored tablecloth, your red and orange décor will pop! Make your food the centerpiece by wrapping a leaf garland around your display. Beautiful and tasty, there's no better combo!



COZY & CASUAL

Keep things simple with warm tones and add a pop of color with autumn leaves or foliage. Tie in harvest items like acorns and apples to give an earthy touch. Try adding candles to bring a warm cozy glow to your gathering. For larger gatherings, add personalized place cards to handwritten menus to add a thoughtful touch. Showcase the enchanting essence of nature's colorful transition from summer to fall.



FALL ^{IN} LOVE

WITH ORGANIC SNACKING

Experience the irresistible colors & flavors of Organic Aurora Bites Mini Sweet Peppers, Organic Mini Cucumbers and Organic Sangria® Medley Tomatoes this harvest season. Greenhouse grown, this rainbow of warm hues and textures is yours to enjoy all year round. Embrace the joy of organic eating, whether you're satisfying a craving or sharing these veggies at a family gathering this fall.



Nutrition Facts	
2 servings per container	
Serving size 1 cup (94g)	
Amount per serving	
Calories	40
% Daily Value*	
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 9g	3%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 1g	not a significant source of protein
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.5mg	8%
Potassium 280mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

©Pure Flavor | Pure-Flavor.com



Experience the convenience of quick snacking on the go with our Organic Aurora Bites Mini Sweet Peppers! Pair them with an assortment of meats and cheeses for delightful combinations, or enhance any meal with their Vitamin B6, Vitamin C and iron-filled goodness, perfect to add into pasta, rice, and whole grain dishes!

Organic AURORA BITES MINI SWEET PEPPERS

GOES WELL WITH Herbs, Spices and Flavors: Basil | chiles | lemon
Foods: Rice | sausage | shrimp



DISCOVER ORGANIC AURORA BITES MINI SWEET PEPPERS →

Organic SANGRIA® MEDLEY TOMATOES



Elevate your culinary creations with the vibrant flavors of our Organic Sangria® Medley Tomatoes! Bursting with a mix of colors and sweetness, these tomatoes are perfect for snacking, adding a pop of color to salads, or enhancing your favorite dishes. Infuse your recipes with fiber, potassium or iron found in these delightful medley tomatoes, making every bite a celebration of health and taste.

GOES WELL WITH Herbs, Spices and Flavors:
Breadcrumbs | garlic | parsley
Foods: Chicken | red onions | tuna



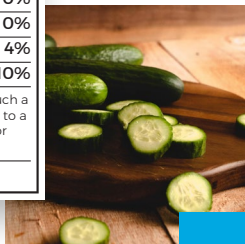
Nutrition Facts	
2 servings per container	
Serving size 1 cup (162g)	
Amount per serving	
Calories	40
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 9g	3%
Dietary Fiber 1g	5%
Total Sugars 5g	
Includes 0g Added Sugars	0%
Protein 2g	not a significant source of protein
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	4%
Potassium 500mg	10%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

©Pure Flavor | Pure-Flavor.com

DISCOVER ORGANIC SANGRIA® MEDLEY TOMATOES →

GOES WELL WITH Herbs, Spices and Flavors:
Sea salt | sour cream | vinegar
Foods: Green onions | salmon | shrimp



Nutrition Facts	
2 servings per container	
Serving size 1 cup (107g)	
Amount per serving	
Calories	15
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 3g	1%
Dietary Fiber 1g	3%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 1g	not a significant source of protein
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.2mg	6%
Potassium 230mg	4%

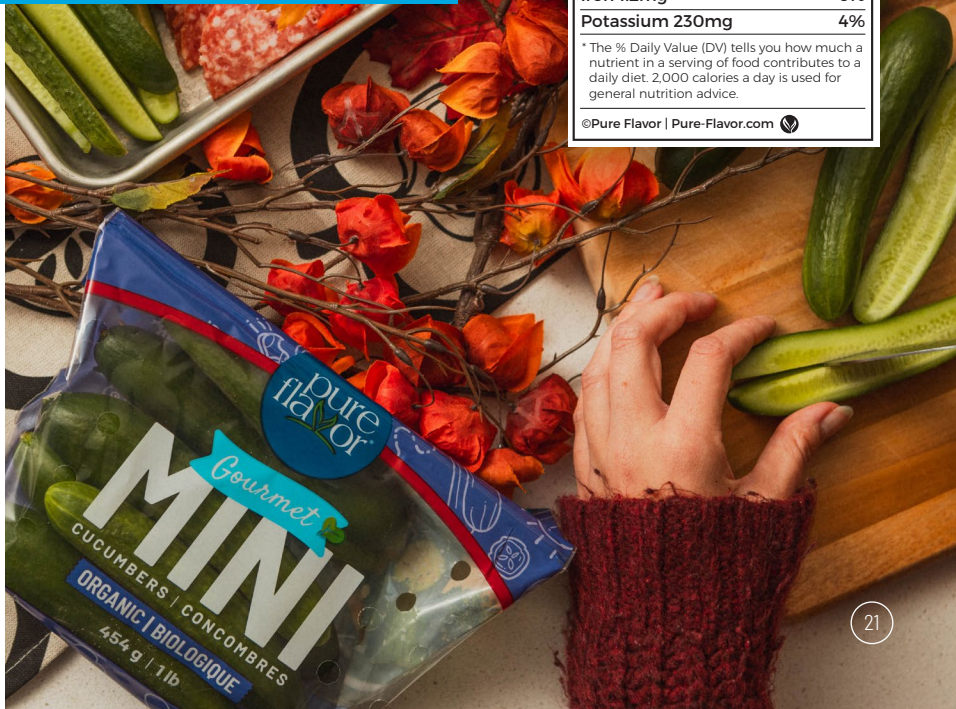
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

©Pure Flavor | Pure-Flavor.com

DISCOVER ORGANIC MINI CUCUMBERS →

Organic MINI CUCUMBERS

Our Organic Mini Cucumbers are extremely hydrating and packed with vital phytonutrients, and fiber. Beyond their refreshing taste, they are great for snacking, delivering a refreshing and nutrient-packed experience in every bite. Organic Mini Cucumbers are more than just a snack they provide a crisp contrast to creamy cheeses, enhance salads, and a satisfying crunch in sandwiches and wraps.



CREEDY CUISINE

Looking to create a Spook-tacular spread to keep the kiddos nourished and away from the candy this Halloween? Get ready for some ghoulish fun featuring fresh greenhouse grown veggies that will get the whole family fueled for trick-or-treating! From spooky snacks to creepy cakes, we've compiled a variety of fun Halloween recipes that are sure to add a ghoulishly good touch to your festivities! Let your inner chef run wild and create a menu that's as delightful as it is spooky.

MINI HALLOWEEN STRAWBERRY SHORTCAKES

Indulge in the spookiest shortcake this Halloween with our strawberry-infused cupcakes. Savor every bite of this delicious treat.



85 min



6



easy

STRAWBERRY MUMMY HAND PIES

Get wrapped up in these taste bud-tingling Strawberry Mummy Hand Pies! Raise the dead this spooky season with a sweet pastry of ooie gooey goodness!



55 min



6



easy



REDROYALS® HALLOWEEN CAPRESE SALAD

No gathering is complete without a salad! Have a hauntingly good time with this Halloween Caprese Salad!



15 min



4



easy

BEET & EGGPLANT HUMMUS

Enjoy delicious and healthy roasted beet and eggplant hummus with mini sweet peppers, cucumbers, and tomatoes.



45 min



5



easy

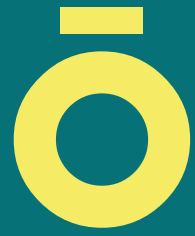


oronai™

SWEET CHARENTAIS MELONS

Tastefully Tropical™

Prized for its sweet, succulent taste, the intensely fragrant Oronai™ Charentais Melon is personal in size with an orange flesh as vibrant as the summer sun.



A FRESH TASTE OF PARADISE™

A small, fragrant French inspired delight, renowned for their sweet, juicy, and floral-infused flesh.



GOES WELL WITH

Herbs, Spices and Flavors:
Honey | rosemary | chili flakes
Foods: Serrano Ham | arugula | wild rice

SUGGESTED RECIPE: California Melon Salad

NEW!

DISCOVER ORONAI™ MELONS →



THE
Secret
IS IN THE
SAUCE

Sauces are indeed the stars of culinary traditions worldwide. They enhance the taste of dishes and embody the essence of the cultures they originate from. Each sauce is deeply rooted in its cultural heritage, from the rich and spicy salsas to the tangy and creamy tzatziki. As the cooler months approach, it's the perfect time for sauces to become a part of everyday meals.

We've compiled some of our favorites from around the world that all feature Pure Flavor® greenhouse grown tomatoes. The consistent quality and flavor of these greenhouse grown products significantly contributes to the vibrant flavors that define these sauces. So, the next time you're enjoying your favorite sauce, take a moment to appreciate the cultural significance and the role Pure Flavor® greenhouse grown produce can play in making it genuinely authentic.

ROMA TOMATO MARINARA

 **ORIGINS:**
SOUTHERN ITALY

Marinara sauce is a beloved Italian culinary masterpiece with a rich history and is cherished worldwide. Its humble origins can be traced back to Southern Italy, where it was initially a simple combination of tomatoes, garlic, olive oil, and herbs. Over time, it has evolved into a versatile base for many beloved Italian dishes. Seafarers' families initially crafted the sauce to nourish sailors after long journeys, and today, it symbolizes Italian home cooking, evoking memories of family gatherings and traditional Sunday feasts.

The key ingredient in marinara sauce is tomatoes; ripe, flavorful tomatoes are crucial for authentic flavor. One can achieve marinara sauce's ideal taste and quality by using Pure Flavor® Roma Tomatoes. Simmering tomatoes with garlic, olive oil, and herbs such as basil and oregano helps to intensify the flavor of the sauce.

Marinara sauce is a versatile ingredient that goes well with many dishes. For example, it pairs perfectly with al dente pasta, as a dipping sauce for warm bread, or as the base for a classic Margherita pizza. So, whether you're cooking for your family or hosting a dinner party, marinara sauce is an essential ingredient in any kitchen.



[SEE RECIPE](#) →

ZACUSCA **ORIGINS:** ROMANIA

Zacusca is a famous Romanian condiment that embodies the tradition and togetherness of Romanian culture. This vegetable spread carries a rich history passed down through generations and is enjoyed throughout the country.

Born in the heart of Romania's rural landscape, Zacusca is a sauce that unites generations, reflecting the country's agricultural heritage. The blend of roasted eggplants, bell peppers, and tomatoes resonates with the simplicity and freshness of rural life. Pure Flavor® greenhouse grown Tomatoes On-The-Vine infuse every bite with the essence of sun-ripened produce, bridging the gap between the sauce and its origins.

To create Zacusca, the ingredients are typically roasted or grilled before being finely chopped and mixed with seasonings such as garlic, onions, and various herbs and spices. The result is a vegetable spread or sauce bursting with flavor and can be enjoyed in multiple ways. Zacusca goes well with grilled meats, sandwiches or as a tangy dip alongside your favorite snacks. It is a versatile condiment that can be used to elevate any meal.



[SEE RECIPE](#) →

SOUTHERN TOMATO GRAVY



Southern Tomato Gravy is a sauce cherished in the American South for generations. A symbol of warmth and hospitality, this classic sauce has a rich history steeped in tradition. The recipe for Southern Tomato Gravy has been lovingly passed down through families and communities, with each generation adding its unique twist to this beloved staple.

The origins of this sauce can be traced back to the humble kitchens of Southern American states and has evolved as it journeyed through the region, incorporating locally cherished ingredients like bacon grease and a touch of sugar.

Cloud 9[®] Bite-Sized Fruity Tomatoes can be used at the heart of Southern Tomato Gravy. These delicious tomatoes are greenhouse grown to ensure a vibrant and fresh flavor. They create a hearty and delicious sauce with a roux made from flour and fat, salt, pepper, and sugar.

Southern Tomato Gravy is the perfect complement to a variety of dishes. Whether serving it with flaky biscuits, fried chicken or as a savory topping for creamy mashed potatoes, this sauce will satisfy your craving for Southern comfort food. Its rich history and cultural significance make it a beloved staple in Southern cuisine. With Cloud 9[®] Bite-Sized Fruity Tomatoes and a few simple ingredients, you can enjoy the taste of the South in your own kitchen.

SEE RECIPE →



RANCHERA SAUCE



Ranchera sauce is a traditional Latin sauce that embodies the fiery spirit of Latin America and is a staple in Mexican cuisine, known for its bold and intense flavor. This spicy tomato-based sauce celebrates Latin culture, infused with tomatoes, onions, garlic, chili peppers, and various herbs and spices. Whether drizzled over tacos or enchiladas, Ranchera adds a lively touch to every dish it graces.

Originating in the vibrant kitchens of Latin America, Ranchera sauce has evolved over time, mirroring the region's dynamic history. Influences from indigenous, Spanish, and African cultures have been woven into this sauce, resulting in a flavor profile as diverse and intricate as the tapestry of Latin identity. Pure Flavor[®] greenhouse grown Tomatoes On-The-Vine are perfect for Latin cuisine to achieve Ranchera sauce's authentic taste and texture. The sauce is typically made by blending or simmering tomatoes with onions, garlic, chili peppers, herbs, and spices such as cumin and oregano. The result is a burst of heat and flavor that resonates with Latin culture.

Ranchera sauce is a versatile condiment that goes well with various dishes. It adds a zesty kick to tacos, enchiladas, and grilled meats, making a delightful accompaniment for tortilla chips. Whether you're a fan of spicy foods or simply looking to try something new, Ranchera sauce will leave a lasting impression on your taste buds.

SEE RECIPE →





COCKTAIL TOMATO MASALA



Masala sauce is a cornerstone of Indian cuisine, and it reflects the aromatic heritage of India's spices, contributing to a symphony of taste and tradition. The word "masala" refers to a blend of aromatic spices, and this sauce captures the essence of India's rich culinary history. Masala sauce's evolution is intertwined with India's diverse cultures and regions, from bustling marketplaces to royal kitchens.

Masala sauce is a testament to India's reputation as the land of spices. The blend of tomatoes, onions, garlic, and an array of aromatic herbs creates a symphony of tastes that's both bold and harmonious. As the sauce traveled from region to region, variations emerged, giving birth to a range of Masala-based dishes that showcase India's culinary creativity.

Masala sauce is a popular and versatile option in the context of sauces. It can be used as a dipping sauce for appetizers like samosas, or it can be used to enhance the experience of fragrant rice dishes, tandoori specialties, and naan bread.

When making Masala sauce, the specific ingredients and spices used can vary depending on the region and the prepared dish. However, some common elements in Masala sauce include tomatoes, onions, garlic, ginger, and aromatic spices such as cumin, coriander, turmeric, and garam masala. To achieve the desired acidity and sweetness in the sauce, Luna® Sweets Cocktail Tomatoes are a fantastic option. These tomatoes add a delicious and natural sweetness to the sauce and are easy to find in most grocery stores.

Masala sauce is a delicious way to add flavor to your meals. Whether you're a fan of Indian cuisine or just looking to try something new, Masala sauce is a great place to start.



Sauces are mere accompaniments and carriers of culture and heritage. With greenhouse-grown produce, these sauces are elevated to a new level, preserving tradition while embracing innovation. The combination of traditional and modern techniques in sauce-making can result in a unique and flavorful experience that truly embodies the essence of a culture. **The next time you enjoy a sauce, take a moment to appreciate the rich history and traditions that come with it.**

FALL COOKING WITH THE CRAFT HOUSE® COLLECTION



DISCOVER AURORA LONG SWEET PEPPERS →

AURORA LONG SWEET PEPPERS

Upgrade your culinary game with the premium taste of Craft House Collection® Aurora Long Sweet Peppers. These cooking peppers are carefully crafted to deliver an exquisite flavor and rustic charm that will take your gatherings to new heights. Whether you grill, stuff, dice, or serve raw or roasted, these elongated peppers are a versatile ingredient in your kitchen.

Apart from their homegrown look, Aurora Long Sweet Peppers also have extensive health benefits. They are an excellent potassium source for the heart, kidneys, and bones. They are low in calories, fat, and sodium and high in Vitamin C. To get the best out of these peppers, wash them before use and remove the stems, cores, and seeds.

Grilling Long Sweet Peppers is a fantastic way to showcase their natural sweetness. With a sweetness rating of 5 out of 5, these peppers will impress any crowd. Discover their vibrant colors, unique textures, and crunchy goodness today, and take a trip down memory lane with every bite.



DUTCH OVEN THAI GREEN CURRY



SPICY SUMMER PASTA SALAD



GRILLED FLANK STEAK PEPPERONATA



Experience the artistry of crafting unique & flavorful recipes using premium ingredients that are cultivated for the Chef in You.



DISCOVER BABY EGGPLANTS →



BABY EGGPLANTS

Unlock the full potential of your culinary creations with the richness and versatility of Baby Eggplants. These Mediterranean staples boast a delicate, meaty texture and a smooth, flavorful taste that can enhance any dish. Whether you prefer them grilled or roasted, Baby Eggplants are the perfect ingredient to experiment with and inspire creativity in your kitchen. With their incredible versatility, use them as a delicious side or elevate the texture of your main dish.

Craft House Collection® Baby Eggplants are tender and the perfect addition to any meal. Pair them with herbs like rosemary, sesame, soy sauce, or tahini, or use them with foods like pesto, rice, parmesan, or tofu. With a 3 out of 5 softness rating, these eggplants are versatile and can be steamed, fried, grilled, baked, or breaded. Cook them completely to absorb all the flavors of other foods, sauces, and spices for a delicious meal.

Aside from being a delicious addition to any cuisine, Baby Eggplants also offer numerous health benefits. Low in fat and calories, these veggies are a great source of potassium, which helps reduce the risk of Type 2 diabetes and heart disease. They are also sodium and fat-free and high in phytochemicals, which help lower the risk of heart disease. Start exploring the endless possibilities of Baby Eggplants and elevate your culinary creations today.



GRILLED EGGPLANT WITH TAHINI



BBQ EGGPLANT & BELL PEPPER BOWL



SZECHUAN EGGPLANT

SPICY CHICKEN FAJITAS WITH GRILLED AURORA LONG SWEET PEPPERS

These spicy chicken fajitas have the most delicious seasoning with a kick, perfectly grilled Aurora Long Sweet Peppers, and can be topped with your favorite fajita fixings!



JACKIE & SAMANTHA

Instagram: @doublethespoonfuls

There's nothing more satisfying than a fajita dinner with all the best fillings and toppings! These fajitas have chicken with a classic taco seasoning with a cayenne kick, some onions, and the most delicious grilled Aurora Long Sweet Peppers from Pure Flavor®!



These peppers have the best texture, hold up great once grilled, and get the perfect char! We love cutting the peppers into thin long strips, ensuring each fajita bite has the ideal sweet pepper addition. These peppers have the best flavor, and you must try them!

3 Reasons You'll Love These Fajitas

1. They're so delicious but also quick! These fajitas are ready in just 40 minutes for a perfect weeknight easy dinner.
2. They have the perfect spice level. The spicy chicken pairs so well with the sweet peppers, and a little sour cream or avocado on top makes for the best combination.
3. They're great for serving a group. Fajitas are such a fun option for sharing between family or friends, and this recipe could easily be doubled to serve a larger group!

SPICY CHICKEN FAJITAS WITH GRILLED PEPPERS



40 min



4



easy

This recipe uses a simple list of fresh, satisfying, and nutritious ingredients!

Aurora Long Sweet Peppers - These sweet peppers from Pure Flavor® are perfect for grilling, have the best slightly sweet flavor, and are the prettiest bright colors!

Chicken breasts - Cut into long strips, making it perfect for adding to a tortilla.

Olive oil - For coating the chicken with spices and cooking the chicken and onion.

Chili powder, paprika, cumin, onion powder, garlic powder, oregano - The usual taco seasoning suspects!

Cayenne and a sprinkle of crushed red pepper - With ½ a teaspoon of cayenne and a sprinkle of crushed red pepper, the chicken has a kick that's the perfect heat!

Lime juice - also helps the spices coat the chicken and adds brightness and zest.

Onion - Pairs great with the chicken and peppers.

Tortillas - Whichever kind you like best!

Sour cream, avocado, cilantro, cheese, and salsa - For topping the fajitas, you can use any other toppings that are your favorite!

Tips for Making These Spicy Chicken Fajitas with Grilled Peppers

- While it may seem like a high quantity of spices, they ensure that the chicken will be perfectly seasoned and blackened, so don't be shy!
- I recommend using the Aurora Long Sweet Peppers as they have the perfect flavor to pair with the chicken, and the long strips work great in the fajitas.
- For this recipe, I like to slice the onion thinly, but not as thin as I would for other recipes, as I think the bite from the onion is perfect in the fajita!

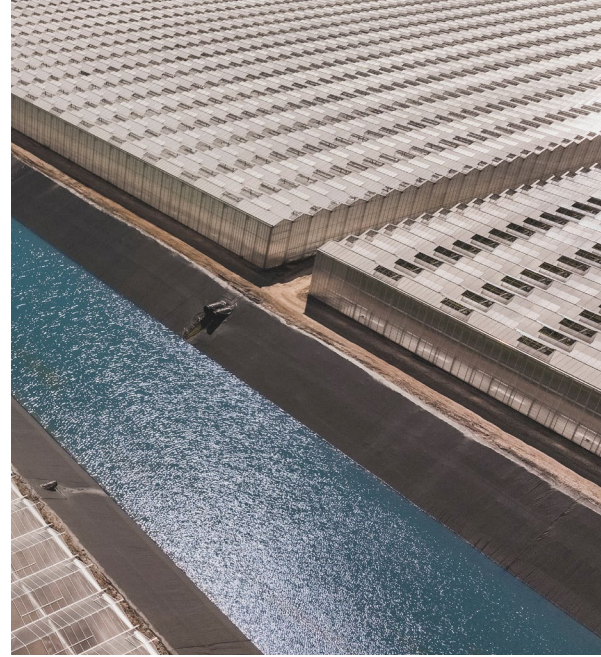
We love using the Aurora Long Sweet Peppers in these fajitas because of their sweetness, and the long strips are perfect with the chicken and onions! If you want a less spicy dish you can easily leave out the cayenne pepper. We recommend using a cast iron skillet for searing the chicken at a high heat so that the spices blacken and the chicken gets a perfect char!

~ Jackie & Samantha



GET RECIPE →

OUR ENERGY CONSERVATION METHODS FOR SUSTAINABLE GREENHOUSE GROWING



At Pure Flavor[®], we understand the importance of conserving energy and are constantly taking steps to reduce our carbon footprint. We always seek ways to minimize our energy usage and promote sustainable practices.

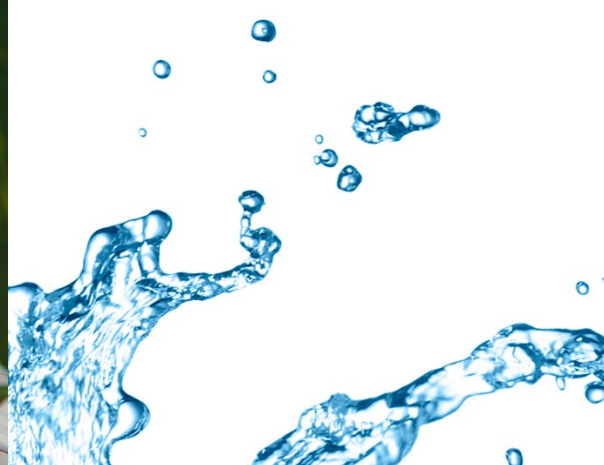
It's more important than ever before to take steps towards reducing our carbon footprint and conserving energy. One area where this is particularly important for us is greenhouse growing. By implementing energy conservation techniques, we're able to reduce our carbon footprint while improving the overall health and productivity of our plants.

Here are some of the ways through which Pure Flavor[®] works to conserve energy in a positive way:

1. RAINWATER COLLECTION SYSTEM:

Our greenhouses have a rainwater collection system that helps conserve energy. We collect rainwater in a 1.5-acre area and give each plant the exact amount of water it needs - no more, no less. With precise closed-loop drip irrigation, any water the roots don't soak up (known as "leach") is recycled through our filtration system to minimize waste.

To ensure the collected rainwater is safe for our plants and the environment, we incorporate treatment techniques that include ultra-filtration, pasteurization, and ultraviolet light to sterilize and clean it. Our efforts ensure a safe and healthy water supply for our plants and the environment, promoting sustainable and eco-friendly practices.



2. LED LIGHTING:

Aside from water, lighting is one of the most important aspects of growing healthy plants. Lighting can also be one of the largest drains on energy consumption in terms of raw power traditional lights produce. Pure Flavor[®] is working to update our existing lighting and future greenhouse lighting with LED lights. LED lights convert 95% of their energy into light, with only 5% being wasted. This means LED requires less power than regular HPS (High-Pressure Sodium) lighting. HPS bulbs generally have 10,000 to 18,000 hours of lifespan in them, with growers often replacing them far sooner. Compare that to the LED light lifespan of 50,000+ hours, and it becomes obvious there's no competition in terms of their longevity, durability, and sustainability.



LED lighting is not only more efficient and more sustainable than traditional HPS gold bulbs, but they also run cooler than HPS. Having an optimized temperature in the greenhouse is crucial for healthy, vigorous growth. LED grow lights, on the other hand, are much cooler than HPS grow lights. Producing only tiny amounts of heat, LED grow lights can be placed closer to the plants and, because they provide different types of light spectrum, they can be positioned intelligently around a grow space to optimise plant health and yield.



LED lights convert 95% of their energy into light, with only 5% being wasted.



3. ENERGY CURTAINS:

Our greenhouses use retractable Energy Curtains to reduce energy consumption in greenhouse growing. These dual-purpose curtains do an excellent job of blocking excess light that causes overheating and plant stress, promoting healthier plants. Moreover, during colder months, they help to keep heat in, reducing heating costs and creating a more sustainable and cost-effective growing environment.



These energy curtains are an important part of creating a greener future, minimizing our environmental impact. They play a crucial role in maintaining a stable and consistent environment for our plants, ensuring they receive the best possible growing conditions. It's clear that implementing these energy curtains is a crucial step towards creating a more sustainable and responsible future for agriculture.





4. CO₂ MANAGEMENT:

Our greenhouse has a highly effective and environmentally conscious hot water heating system in place. Through photosynthesis, plants use LED lighting, rainwater, and CO₂ to exhale oxygen. We run our high-efficiency boilers during the day when plants are most active in absorbing CO₂. The heating system involves storing hot water in two 5-million-liter tanks so we can heat the greenhouse all night without the boilers when the CO₂ is of no use to the plants and would otherwise be expelled into the environment.



We have implemented dual-purpose heating pipes in the form of grow pipes and rails to minimize our energy use for heating. The lower rails are dual purpose, in that they provide the majority of the greenhouse heating, as well as an efficient rail for carts to transport both our employees and harvested product, while a 3rd pipe (grow pipe) provides targeted heat close to the plant & fruit. The water in the grow pipe is heated and recycled back to the greenhouse, this helps us reduce our overall energy consumption. Overall, our greenhouse is committed to sustainable practices that benefit both our plants and the environment.



We are dedicated to promoting sustainable and eco-friendly practices in our greenhouse operation and by implementing these practices, we aim to contribute a greener future for the environment. We remain committed to finding new ways to minimize our energy usage and promote sustainable practices in all aspects of our greenhouse operations.



GREENHOUSE
GROWN

AFTER SCHOOL SNACKS.

Hydrate by the handful with the one-bite snack that's so small and flavorful it's out of this world!



UNO
BITES™
NANO CUCUMBERS



PURE-FLAVOR.COM/UNOBITES



Live Deliciously®



alonna™



Exotically Delightful™

A melon for every meal, the exotic flavors of Alonna™ Canary Melons meld effortlessly with fine cheeses, cured meats, mixed berries and honey. With its lunar like glow & silky texture, the quality & consistency of availability of a greenhouse grown Alonna™ Melon ensures consumers have a flavorful & continuous supply regardless of the season.

PURE-FLAVOR.COM/ALONNA



Live Deliciously®





Live Deliciously®

Pure Hothouse Foods Inc. | PO Box 607 | Leamington, ON | N8H 3X4 | PURE-FLAVOR.COM