

Live Deliciously[®]

Holiday 2022 | 9th edition

HEALTHY HOLIDAYS GUIDE

Experience the magic of the holidays as we once again come together to gather with friends & family. Family meals are a building block for happiness, and we are here to help in fueling healthy lives[®].

pure
flavor[®]

**CUCUMBER
SHRIMP
COCKTAIL**
p.8

DON'T MISS OUT!
Spotify Top 25
Holiday Songs
p.13

Top 10 Holiday
Movies & Snack
combos
p.26

INFLUENCER
AND CHEF
RECIPES

WHAT'S INSIDE

Uno Bites™ Nano Cucumbers	3
Snack Fuel for the Holidays	4
Solara™ Mini Galia Melon	6
Cocktail Party Recipes	8
Friends of Pure Flavor®	12
Spotify Fresh Holiday Playlist	13
Alonna™ Canary Melon	14
Traditional Family Meals with a Twist	16
The Melon Story with Jamie Moracci	20
Festive Holiday Brunch	22
Top 10 Holiday Movies	26
Memories & Recipes from the Pure Flavor® Family	28
Holiday Baking	32
Must Have Holiday Grocery items!	34
Cloud 9® - A tiny taste of heaven™	35
Organic Cucumbers	36



HAPPY HOLIDAYS

from the Pure Flavor® team!



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

CONNECTED



PURE-FLAVOR.COM





UNO¹ BITESTM

NANO CUCUMBERS



Snacking that suits your lifestyle, any season of the year.
May your days be merry & bright and your hands full of Uno BitesTM this holiday season. You can hydrate by the handful with this one-bite snack that's so small and flavorful it's out of this world!

EXPLORE UNO BITESTM RECIPES →



SNACK FUEL FOR THE *Holidays*



Having snacks on hand when friends decide to pop over is always a challenge... especially when they drop by unannounced! Everyone loves to snack, and what better to snack on, than greenhouse grown fruits & vegetables? They are the perfect fresh pop of color & flavor that fuels you through to the next holiday meal.



Busy schedules, festive parties, never-ending wrapping, and last-minute holiday to-do's mean you need healthy fuel options to keep your festive spirits high. As you pack the car for a road trip or spend time with family, having ready-to-go snack options will ensure there are no hangry family members along for the ride.

During the winter season, Mini Munchies®, Cloud 9® Bite-Sized Snacking Tomatoes, and Solara™ Mini Galia Melons are perfect for on-the-go snack options or to create a snacking spread for hungry friends. They are all packed with vitamins & nutrients to help fight off pesky winter colds that no one wants interfering with holiday plans.

Top 5 Snacks for On-The-Go Plans this Winter:



- 1 Mini Munchies® Snack Sized Veggies**
Why make it difficult? These snack packs are Healthy for Kids. Easy for You.
- 2 Uno Bites™ Nano Cucumbers**
So small and flavorful, everyone will be reaching for them!
- 3 Solara™ Mini Galia Melons**
Paradise in the palm of your hand for a perfect winter snack.
- 4 Cloud 9® Bite-Sized Fruity Tomatoes**
Instead of sweet treats have this fruity flavor in every bite.
- 5 Aurora Bites Mini Sweet Peppers**
The perfectly, pop-able crisp, sweet snack.

FUEL UP WITH MORE SNACK IDEAS →

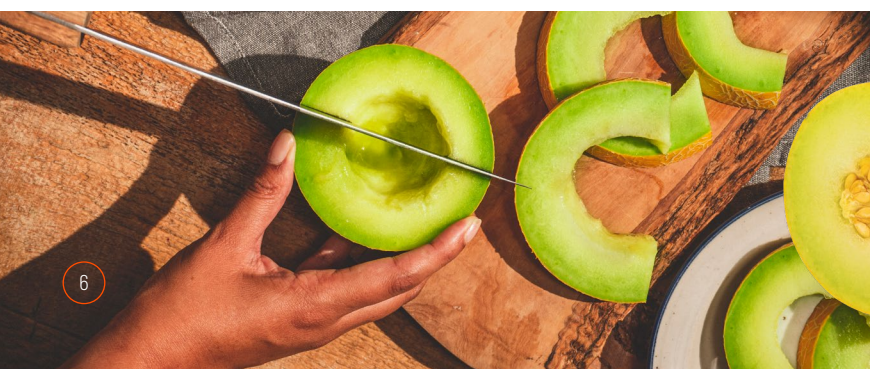




**A tropical
paradise
regardless
of the
season!**



Solara™ Mini Galia Melons will whisk you away on a tropical adventure with every bite. The Tastefully Tropical™ and ever-so-sweet melon is the perfect addition to every meal. A bright start in the morning, layered on salads at lunch, or diced at dinner, the always available greenhouse grown melon reminds you that it can be paradise every day.





The Latin origin of the word Solara™ translates to 'of the sun'. From the name to the eating experience, everything about it takes you on a tropical escape in the middle of winter. And did we mention they are packed with vitamins to keep your immune system at its peak this winter?

Solara™ Mini Galia Melons are grown sustainably 365 days a year, so they are always ripe and ready, even when the temperatures begin to drop outside. They are the perfect slice of paradise bringing tropical culinary adventures to a lackluster winter menu.

**Join our Solara™
Mini Galia Melon
adventures →**

IT'S TIME TO MINGLE!

We've set the stage with our Top 10 Cocktail Party recipes that include fresh greenhouse grown fruits & vegetables:

Brush off the sparkles, pop the bubbles, and wow your guests this holiday season with grazing boards & the most flavorful party ideas! No need to look any further as we have the flavors to create a buzz with fresh greenhouse grown products in every bite.

Prepping ahead of gatherings or having items on hand is a must over the holidays. Both help you feel prepared, set a beautiful stage for guests, and allow you to relax & enjoy time with your visitors when the party starts. Boards offer flavors for everyone and can display sweet and savory items together, while pop-in-your-mouth snacks add unique flavor pairings.

CUCUMBER SHRIMP COCKTAIL



[SEE RECIPE →](#)

COCKTAIL PARTY **RECIPES**

MINI PEPPER POPPERS



[SEE RECIPE →](#)



[SEE RECIPE →](#)

CUCUMBER SALSA ON CRISPY RICE

ABIGAIL HARRIS-SHEA  @bon_abbetit

SPICY SHRIMP MELON KABOBS



[SEE RECIPE →](#)



[SEE RECIPE →](#)

CUCUMBER MINT JULEP

TOMATO PESTO FLATBREAD

A healthy gourmet flatbread featuring savory pesto and refreshingly sweet Cloud 9® Bite-Sized Fruity Tomatoes.

[SEE RECIPE →](#)



[SEE RECIPE →](#)

PEPPER & HALLOUMI TARTS

HANAN GHADBAN @ohmygoodiescc

"The Aurora Bites Mini Sweet Peppers are amazing. They always work perfectly with my recipes. The peppers add a sweet and crunchy aspect to the dish. They are also perfect for snacking."

CLOUD 9® WHIPPED FETA

CAELI-ROSE WHITE @happierinthekitchen

"I roasted the Cloud 9® Bite-Sized Fruity Tomatoes prior to adding them in with the feta dip and WOW. They performed so well."

[SEE RECIPE →](#)



MEDITERRANEAN MEZZE PLATTER

HEATHER ENGLUND  @fitmamarealfood

"The Cucumbers, Tomatoes, and Aurora Bites Mini Sweet Peppers were used in my mezze platter and they were the perfect addition to give the recipe a boost of nutrition, color, and great flavor!"

[SEE RECIPE →](#)



CANARY MELON AGUA FRESCA

[SEE RECIPE →](#)



[GET YOUR PARTY RECIPES →](#)



FRIENDS OF PURE FLAVOR®

As we look back on the year, some of our fondest memories are the relationships that came together. Our influencer partners collaborate with us daily to bring new flavors and inspirational ideas to all of us which creates lasting memories throughout the year.

The holidays are a great time to try new recipes. No need to look any further because we have some unique ideas right here!



SWEET BELL PEPPER JELLY



LAUREN BRITTAIN

@healthyhomebakes



20 min



4



easy

[SEE THE RECIPE →](#)



15 min



12



easy

PROSCIUTTO-WRAPPED PEPPER POPPERS



ABIGAIL HARRIS-SHEA

@bon_abbetit

VISIT
@BON_ABBETIT
DECEMBER 13 -17
FOR A CHANCE
TO WIN!



[SEE THE RECIPE →](#)



[SEE THE RECIPE →](#)



4 hr 20



4



easy

HOLIDAY FOCACCIA BREAD



LAURA ASHLEY JOHNSON

@dinnerin321

12



Fresh Holiday Playlist

'Tis the season to switch to your holiday play list. It's never too early to fill your house with the magic of the holidays so we've curated the perfect playlist to take you through the season. From road trips & cocktail parties, to holiday baking, we have all your musical needs taken care of!



All I want for Christmas is You
Mariah Carey



Christmas (Baby Please Come Home)
Mariah Carey



Winter Wonderland
Johnny Mathis, Percy Faith & His Orchestra



Jingle Bell Rock
Bobby Helms



Santa Claus Is Comin' to Town
Bruce Springsteen



I Saw Mommy Kissing Santa Claus
The Jackson 5



It's Beginning to Look a Lot like Christmas
Michael Bublé



Rudolph the Red-Nosed Reindeer
Gene Autry



Dominick the Donkey
Lou Monte



Rockin' Around The Christmas Tree
Brenda Lee



A Holly Jolly Christmas
Burl Ives



I want a Hippopotamus for Christmas
Gayla Peevey



Deck the Halls
Nat King Cole



Sleigh Ride
The Ronettes



Frosty The Snowman
Bing Crosby



It's the Most Wonderful Time of the Year
Andy Williams



Wonderful Christmastime
Paul McCartney



Happy Holiday / The Holiday Season
Andy Williams



Let It Snow! Let It Snow! Let It Snow!
Dean Martin



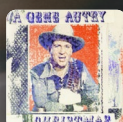
Mele Kalikimaka
Bing Crosby



Santa Baby
Henri Rene & His Orchestra



You're A Mean One, Mr. Grinch.
Thurl Ravenscroft



Here Comes Santa Claus
1947 Version



Christmas Time is Here
Vince Guaraldi Trio



Santa Claus is Coming to Town
The Jackson 5

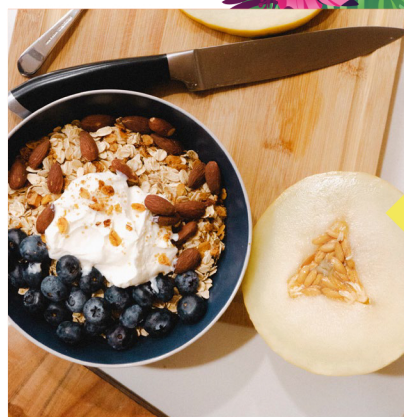


alōnna™



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 and consistent availability of a greenhouse grown Alonna™ Canary Melon ensures consumers have a flavorful & continuous supply regardless of the season.



BREAKFAST

PARADISE IN THE PALM OF YOUR HAND

Grown indoors in climate-controlled greenhouses where it's paradise 365 days a year, Alonna™ Canary Melons are nurtured with the ideal amount of light, nutrition, and water to deliver the same sweet flavor families love, no matter the time of year. It's your own personal paradise, right in the palm of your hand.

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

DINNER

SNACK

LUNCH



TRADITIONAL FAMILY MEALS WITH A TWIST





We are always trying to eat more fruits & vegetables so let's not lose sight of that goal over the holidays. It can be easy to stay on track and not overindulge while still enjoying family favorites from the past. Sometimes it's as simple as adding fresh greenhouse grown fruits & vegetables to a favorite dish or doubling up on the number of fruits & veggies the recipe calls for.

Adding fresh greenhouse grown fruits & vegetables to your favorite family meal boosts the nutrients and adds a festive pop of color to every dish. The colors of the holidays come alive with Sweet Bell Peppers, Long English Cucumbers, and Tomatoes of every color.

Try some of our traditional family meals with a twist this holiday season!



VEGGIE STUFFING



40 min



8



easy

Low-carb & plant-based vegan stuffing made with savory Aurora Bites Mini Sweet Peppers! This is a healthy alternative to classic bread stuffing.



[SEE THE RECIPE →](#)



KETO MASH STUFFED PEPPERS



50 min



6



easy

Enjoy a creamy alternative to a loaded baked potato with Pure Flavor® Sweet Bell Peppers stuffed with a garlicky celery root mash. The perfect comfort food that is light and not too heavy.

[SEE THE RECIPE →](#)

STUFFED MOROCCAN TOMATOES

These mouth-watering Stuffed Moroccan Tomatoes feature Chocolate Rose Brown Beefsteak Tomatoes and make for a healthy vegetarian appetizer or side dish.



70 min



6



easy



[SEE THE RECIPE →](#)

TURKEY VEGGIE SKILLET



30 min



6



easy

This one-skillet savory pasta features ground turkey and Aurora Bites Mini Sweet Peppers.



[SEE THE RECIPE →](#)

SOLARA™ BRUSSELS SPROUT SALAD



20 min



4



easy

Enjoy sweet and juicy Solara™ Mini Galia Melons as a vegan side dish made with brussels sprouts, pumpkin seeds, and cranberries tossed in a bright apple cider dressing.

[SEE THE RECIPE →](#)

GLUTEN-FREE SQUASH BAKE



1 hr 55



4



easy

Full of flavor, this healthy, gluten-free casserole with RedRoyals® Sweet Cherry Tomatoes On-The-Vine is both warm and delicious!

[SEE THE RECIPE →](#)



INNOVATION IN GROWING:

THE MELON STORY WITH JAMIE MORACCI

Let's spread a little sunshine on a winter day and chat with Jamie Moracci, President of Pure Flavor®. Jamie loves to follow the sun, especially when it comes to greenhouse adventures. On this adventure, our tastebuds are departing on a tropical journey with Solara™ Mini Galia Melons.

What excites you about Solara™ Mini Galia Melons?

Jamie: Solara™ Mini Galia Melons are the first of their kind, offering a personal, handheld eating experience that puts paradise in your palm. What makes these gems so unique is that you can eat them in one sitting. They can easily be used as an on-the-go snack; all you have to do is cut them in half, scoop out the small seed cavity, and get snacking!

How did you get started on this tropical adventure?

Jamie: We did a deep dive into melons and researched them for over eight years before Solara™ Mini Galia Melons came to life this past summer. It is amazing that these vibrant, green-fleshed beauties truly grow towards the sun, with vines climbing vertically under the rooftop of a sun-drenched greenhouse. We are proud to grow them year-round with forward-thinking technology to grow sustainably.



Why are they an experience?

Jamie: I feel like it's a slice of paradise. It's not just a melon, it truly is an experience. The outside is beige in color with a net-like pattern. Slicing it open is when the magic happens as a light, tropical aroma and vibrant emerald green flesh is revealed, with little seed pulp. Bite into the Solara™ Mini Galia Melon, and you experience an explosion of juiciness and fresh flavor right off the bat. This is where you get hooked—immediately finding yourself associating the melon with warm, beachy weather that brings a paradisiacal experience year-round.

How do you like to eat Solara™ Mini Galia Melons?

Jamie: Solara™ Mini Galia Melons fit perfectly in the palm of your hand and can be used as a serving vessel, or they can be diced into bite sized cubes to take you beyond a fruit salad. The flavor of a Solara™ Mini Galia Melon comes alive when paired with herbs like mint, basil, lime, and cardamom, and with foods such as Camembert cheese, prosciutto, grilled sausage, strawberry, and oatmeal. I love each of these elevated pairings but one of my favorite ways to eat them is to slice the melon in half, scoop out the seeds, and dive in with a spoon!

Do your kids love them as much as you?

Jamie: Well, that's a tricky one! We never seem to have any left in our house. It may be because of the perfect small size that there is no waste, or it might just be the amazing juicy flavor that everyone seems to love. Even as the days get colder, the melons consistently taste the same and remind us of the summer months and the taste of paradise. Whenever they are available, it's the first fruit my kids ask for!



Learn more about Solara™ Mini Galia Melons →





Festive HOLIDAY BRUNCH

What better way to kick off the day than with a holiday brunch surrounded by friends & family. You may still be in your pj's or putting on your festive holiday sweater. No matter the theme, we can help create a brunch to remember.

When the doorbell rings you can set the stage for your guests to dig into amazing brunch options filled with greenhouse grown fruits & vegetables. The vibrant colours and fresh flavors will keep everyone coming back for seconds!

FLAVORFUL GREENHOUSE BRUNCH IDEAS →

BREAKFAST BOARD

TANYA ANURAG

@tanyasbowlsandbrushes



15 min



4



easy



[SEE RECIPE →](#)

MELON STRAWBERRY SALAD

PRASHI SRIVASTAVA @rasoikigupshup



10 min



2



easy



[SEE RECIPE →](#)

[SEE RECIPE →](#)



SAUSAGE & MINI PEPPER FRITTATA

LYNN POLITO @lynnswayoflife



20 min



12



easy



12 min



6



easy

SUNSHINE MELON CRISP

[SEE RECIPE →](#)

CUCUMBER & SALMON PUFF PASTRY

LAUREN BRITTAIN

📷 @healthyhomebakes



30 min



9



easy

[SEE RECIPE →](#)



TOP 10 HOLIDAY MOVIES

EVERYONE WILL ENJOY!

Some movies just must be watched annually over the holidays. Grab cozy blankets, pile up the cushions, and gather round for laughs & reminiscing. But before you press play, make sure your movie snacks are in order by having tasty greenhouse grown fruit and veggie treats for everyone to experience.

ENJOY OUR FAVORITE HOLIDAY MOVIE AND SNACK PAIRINGS TO BINGE WATCH BEFORE NEW YEAR'S.



Elf

Snack: Solara™ Mini Galia Melons

We all know Buddy the Elf loves sweets!



How The Grinch Stole Christmas

Snack: Uno Bites™ Nano Cucumbers

Because they are green like the Grinch!



The Santa Clause

Snack: Alonna™ Canary Melons

Santa's beard is a beautiful hue of white like the inside of an Alonna™ Canary Melon



Miracle on 34th Street

Snack: Mini Munchies® Snack Board

To graze through a classic!

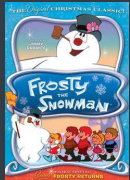




Die Hard

Snack: Rocky Road Melon Skewers

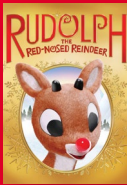
This snack is healthier than the twinkies eaten in the movie, but just as delicious!



Frosty the Snowman

Snack: Aurora Bites Mini Sweet Peppers

Bright like Christmas lights and the orange peppers are perfect for your next snowman's nose!



Rudolph The Red-Nosed Reindeer

Snack: Cloud 9® Bite-Sized Fruity Tomatoes

These beauties shine bright, just like Rudolph's nose!



Home Alone

Snack: Homemade pizzas with Sweet Bell Peppers

Inspired by Little Nero's Pizza Delivery!



The Christmas Chronicles

Snack: Cucumber Lemon Shortbread Cookies

As a reminder of the delicious broccoli cake right out of the "Meal for the kids" scene



National Lampoon's Christmas Vacation

Snack: Tropical Melon Salsa

Definitely better than Aunt Bethany's Jell-o®!





Memories & Recipes from the Pure Flavor[®] Family

Around the globe the holidays are a time to come together with friends & family to reflect on fond memories and look to a bright New Year. As people gather, food is always a comfort in the present, and a reminder of past traditions that people shared together over the years. We are excited to share recipes from members of the Pure Flavor[®] Family this holiday season and their thoughts on how special the holidays are to them.

Join us on the journey.



Miguel Puebla

General Manager & Grower
Fort Valley, GA

For me the holidays have become an excuse to be a kid again and enjoy it with my family! We like to travel during the holidays to a different place each time. When we can't travel, we like to have dinner and party with our friends. The best memories that I have during the holidays are always filled with family, friends, and lots of different kinds of food. My family is known for throwing the best Posada fiesta every year in our neighborhood in Mexico; that is something I really miss. I look forward to having my family with me on another holiday adventure and creating new memories together.

Recipe – Fiesta Veggie Salad

SEE RECIPE →



Jose Balderas

General Manager
San Antonio, TX

The holidays are important to me because it is an opportunity to share time with family & friends, and a time to make new memories. I'm a kid at heart and I love playing with my kids outside. Whether it is playing catch or chasing my kids around the yard with a nerf gun, we are always laughing together during the holidays.

Recipe – Caprese Tomatoes

SEE RECIPE →



Carmine Borrelli

Key Account Manager
Leamington, ON

Holidays are all about FAMILY! From a young age it was instilled in me through my parents that Christmas is not about the gifts you receive, but about the time that you spend with your family. The holidays are always filled with lots of love and fond memories of games, singing, dancing, and most of all cooking. These are memories for a lifetime. Now as parents, my wife and I try to instill these same values in our daughters, to teach them about the value of the quality time spent together with grandparents, aunts, uncles, cousins, and friends.

Recipe – Cloud 9® Bacon Carbonara

SEE RECIPE →



Paul Murracas

Key Account Manager
Leamington, ON

The holidays give us the opportunity to spend time and to pause and reflect on the important things around us. Especially, making memories with our family & friends, and ALWAYS going back to the dinner table for seconds!

Recipe – Grandma's Stuffed Peppers

SEE RECIPE →



Daniela David

VP Finance
Leamington, ON

Christmas is one of the most important holidays for me, as it has a deep spiritual meaning in my culture and reminds me of my childhood. Being away from my family, I always try to incorporate as many traditions as possible which helps me reconnect with my roots. A very important part of the Christmas festivities in the Romanian culture is caroling. Children go from door to door on Christmas Eve and sing traditional carols in exchange for cookies or money. Adults use this tradition to get together with friends and have dinner together on Christmas Eve. We spend Christmas Day around the table with all the family enjoying home cooked meals and baked goods.

Recipe – Meatball Sour Soup

SEE RECIPE →





Brenda Necic

Key Account Manager
Leamington, ON

When I think of Christmas, I think of family. I remember as a child anxiously waiting for Christmas day to open our gifts and a house full of family. All my mom's sisters with their families would be over to enjoy opening gifts and have an amazing dinner that would take my mom weeks to prepare! It was a warmth that made the holidays for me the best time of the year. I have now taken over hosting, with of course my mom still contributing her famous turkey, made in her outdoor oven. It truly is the most wonderful time of the year!

Recipe – Creamy Turkey Tetrazzini

[SEE RECIPE →](#)



Tony Youssef

Director of Operations
Leamington, ON

The holidays to me mean family traditions and unwinding with loved ones. Lots of laughing, reminiscing, and eating delicious traditional Lebanese dishes. Losing my father this year will make the holidays feel different, but to him there was nothing more important than holding the titles of son, father, husband, brother & uncle. I will continue to celebrate his legacy by keeping old traditions and making new ones with my family.

Recipe – Classic Tabouli

[SEE RECIPE →](#)





HOLIDAY BAKING

with greenhouse grown fruits & veggies

Baking over the holidays is a tradition in many homes as everyone gathers for the holidays. Nothing beats fresh scents wafting from the oven as you walk in the door and are greeted with a smile.

Everyone has fond memories of the recipes they grew up with, or the recipes that children ask for every year, but we have a few new ones to try. From our own Pure Flavor® recipe book and the kitchens of our influencer partners, we have freshly baked items bursting with greenhouse grown fruit & veggie flavor. From sweet to savory and ready for any occasion, turn your oven on and get ready!

**ALONNA™
MELON
COBBLER**



TOMATO PEACH COBBLER



MINI PEPPER CORNBREAD MUFFINS



CUCUMBER LEMON BANANA CAKE

MEGAN HUTSON
@mamaofwholelittles



MINI TURKEY POT PIES

LAUREN BRITTAIN @healthyhomebakes

MELON CRANBERRY PIE



MUST HAVE HOLIDAY GROCERY ITEMS!

We've got you covered as you head out the door to tackle the aisles of the grocery store this holiday season. Write your list and check it twice **but don't forget these Top 10 items to have on hand to get you through the holidays!**

1. Solara™ Mini Galia Melons
2. Alonna™ Canary Melons
3. Cloud 9® Bite-Sized Fruity Tomatoes
4. Uno Bites™ Nano Cucumbers
5. Sweet Bell Peppers
6. Aurora Bites Mini Sweet Peppers
7. Poco Bites® Cocktail Cucumbers
8. Sangria® Medley Tomatoes
9. Sweet Blooms® Strawberries
10. Luna® Sweets Cocktail Tomatoes





**LEARN MORE ABOUT
GREENHOUSE GROWN
FRUITS & VEGGIES →**



cloud9[®]

A tiny taste of heaven[™]

Satisfy your sweet tooth this holiday season with a bite-sized blast of fruity flavor. Cloud 9[®] Bite-Sized Fruity Tomatoes offer a tiny taste of heaven at this magical time of year. They are sure to brighten your day!

[LEARN MORE ABOUT CLOUD 9[®]](#) →



Organic CUCUMBERS

When it comes to making your organic choice, select products from growers you trust. Pure Flavor® Certified Organic greenhouse grown vegetables meet the strict USDA guidelines, ensuring what you buy is truly organic.

The Pure Flavor logo, which consists of the words 'pure' and 'flavor' in a white serif font, with a green leaf icon integrated between the two words. The logo is set against a blue circular background.

pure
flavor®



Live Deliciously[®]