

Spring 2023 | 10th edition

Live Deliciously[®]

Spring weather can be unpredictable but as greenhouse growers, we bring certainty and consistency to the table. As the days become longer and everyone starts to head outdoors, our fruit and vegetable plants continue to thrive indoors, in our sustainable greenhouse ecosystems.

pure
flavor[®]

THE
POWER
OF A GREENHOUSE

SPEND MORE
TIME WITH FAMILY
AND LESS TIME
COOKING WITH
THESE QUICK AND
EASY RECIPES!

INFLUENCER
AND CHEF
RECIPES

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**CELEBRATE
EARTH DAY**
APRIL 22



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



Your Own Personal Paradise.

alōnna™

Spring is upon us! Let's delight the senses with the crisp, refreshing, and oh-so-smooth flavors of the Alonna™ Canary Melon. Cut into lunar-like wedges for an after-school snack, diced into a salad at lunch, or even blended into a mocktail for the evening - the tropical allure of this sustainably grown melon inspires culinary magic for any occasion!

NEW!



DISCOVER ALONNA™ →



EVERY DAY IS EARTH DAY IN THE GREENHOUSE!

We show up every day to consistently grow fresh fruits & vegetables for you to enjoy, but we also focus on the planet and sustainability practices. Often it is the little things that add up so when we look at all the little things inside the greenhouse from a sustainability standpoint, we feel we are making a big impact.

From tiny pests, to lighting and water, every single element in the greenhouse changes the outcomes.





**Here are
some of the
things that
we do every
day to make
a difference.**



SUSTAINABLE GROWING PRACTICES

High-tech greenhouse climate control systems carefully regulate energy consumption to ensure plants are thriving in an optimal environment without energy waste.



PACKING AUTOMATION

Our investment in packing automation allows us to efficiently supply millions of Tomatoes, Peppers, and Cucumbers year-round!



CLOSED LOOP IRRIGATION SYSTEM

This system avoids waste by capturing any water the plant does not consume and reusing it to replace what is lost from evaporation.



SUPPLEMENTAL LIGHTING

With the use of supplemental lighting we can grow year-round by providing the plants with the optimal amount of light.



RECYCLED GROWING MEDIUM

Our plants are grown in coconut fiber and other recycled mediums. Selecting the right growing medium is critical to overall plant health and strength but also to sustainability.



MISTING SYSTEM

We maintain favorable and consistent growing conditions through misting systems that keep humidity levels above 30% to encourage continuous plant growth.



ENERGY SCREENS

Regulating sunlight entering the greenhouse and insulating with energy screens allows us to maintain a stable climate in the greenhouse.



INTEGRATED PEST MANAGEMENT (IPM)

We use good bugs like Ladybugs to take care of the bad bugs in our greenhouses. This method eliminates spraying so you can enjoy produce the way it should be, all natural!

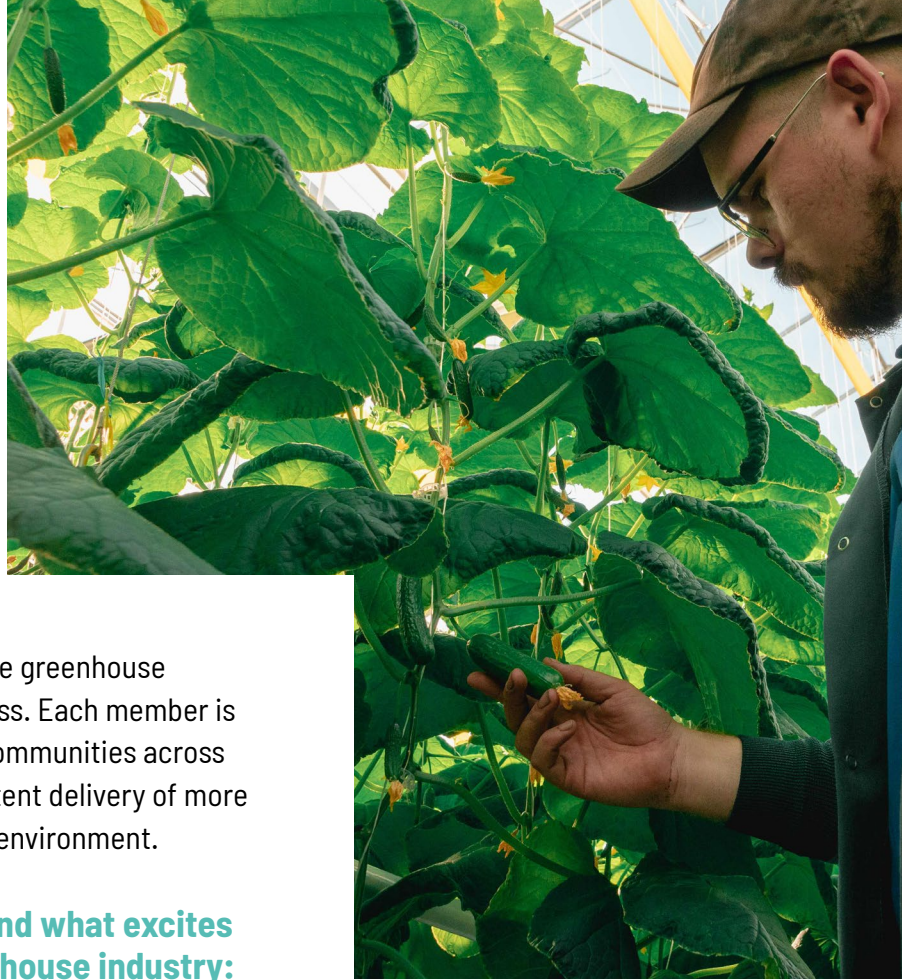
LEARN MORE →

As we continue to grow innovative fresh fruits & vegetables we also ensure to focus on sustainable innovation in our greenhouses. The more we build and grow, the bigger impact we will have on the planet, and we are here to ensure it is a positive impact. As you bite into your favorite greenhouse grown Tomato, Cucumber, Pepper, Melon, or Strawberry be confident in knowing that each one comes from a sustainable, eco-friendly environment.

THE PEOPLE BEHIND THE MAGIC

Our team wakes up excited each day to tend to the greenhouse fruits & vegetables that are nestled under the glass. Each member is committed to bringing A Life of Pure Flavor® to communities across North America. Their passion ensures the consistent delivery of more produce for you to enjoy, with less impact on the environment.

Let's take a look at what they are up to and what excites our team about being a part of the greenhouse industry:



**ANGELA
REDEKOP**
IPM SCOUT

What are the 3 main things you do every day?

- I scout the crop for various pests and diseases
- I deploy different biologicals to target different pests in the crop
- I communicate with the growers to discuss which actions should be taken if a problem occurs

What do you love most about your job?

I feel like my work is very important to the health and well-being of the crop, I feel very appreciated, and I love being part of such an amazing team.

What is your favorite Pure Flavor® product and why?

My favorite Pure Flavor® product are the Uno Bites™ Nano Cucumbers. They are such an easy on-the-go snack that are delicious and hydrating.





**STEVEN-JAMES
COUILLARD**
OPERATIONAL
GROWER

**What are the 3 main things
you do every day?**

I am an Operational Grower that primarily focuses on the organic side of cucumber production for our farm. I am growing Long English and Mini Cucumbers.

- I ensure the greenhouse climate is in a perfect balance between the plant's needs and ours as a farm in terms of cucumber production
- I spend a lot of time within my crop to better understand how the plants are thriving which is critical to growing. Labor is also a large aspect of growing
- I'm very involved with the planning and delegating within the greenhouse. Labor is the key factor between a good crop and a bad one.



What do you love most about your job?

What I love most about my job at Pure Flavor® Farms is the varied challenges that I face on a daily basis and the ways I overcome them as a grower. Every day is different, and I have yet to experience one that has been the same. Daily, I am given the opportunity to take these challenges on to further learn and grow my skills. But at the end of the day, being in a greenhouse surrounded by plants, insects, and a nice warm climate to work in all year round... who wouldn't love that?

**What is your favorite Pure Flavor®
product and why?**

By far my favorite Pure Flavor® product are the Uno Bites™ Nano Cucumbers that we grow. The size, taste, and crunch of them cannot be beaten. Although I have grown them for Pure Flavor®, so maybe I am biased.

**What are the 3 main things
you do every day?**

I oversee production, greenhouse operation and maintenance. I make sure everyone has what they need to do their job the best they can.

DAVE LOEWEN
GENERAL MANAGER
DETEMPORADA FARMS



What do you love most about your job?

First and foremost, I enjoy being a part of the agricultural industry. I enjoy watching the crop grow from small plants to the first flower, then waiting for the first harvest. It's amazing to see the beautiful fresh bell peppers come in to the packhouse to be packaged and then watching them go out the door. I feel fulfilled knowing that I am making a difference in the world by providing fresh, healthy produce to people.

Furthermore, I really enjoy coming to work every morning to a nice clean organized workplace. Coming from a background of conventional farming, all the work we did had to be planned around the weather. Working in a greenhouse with a controlled environment is great, where we as a team can sit down to plan the work that needs to get done, without having to worry about the elements.

Finally, I appreciate the sense of community that comes with working in a greenhouse. I work with a dedicated team of individuals who are just as passionate about working with bell peppers as I am.

**What is your favorite Pure Flavor®
product and why?**

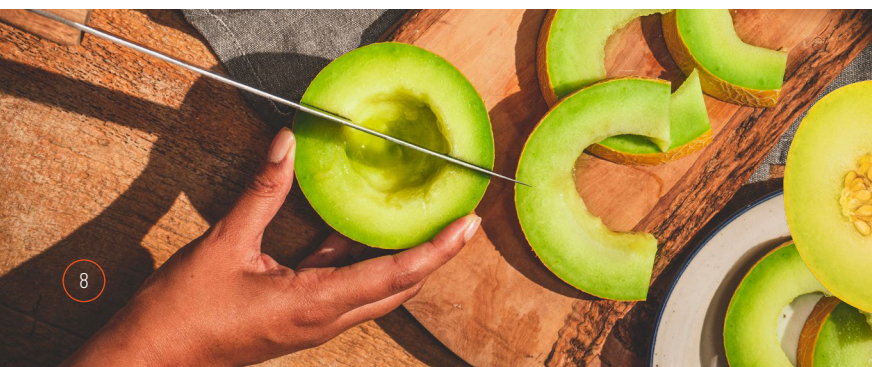
I love Uno Bites™ Nano Cucumbers because they are great as a snack, and I enjoy knowing they are a healthy choice.



**A tropical
paradise.
Every day
of the year!**



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 any season. And did we mention they are packed with vitamins to keep your immune system at its peak as the season changes?

Solara® Mini Galia Melons are grown sustainably 365 days a year, so they are always ripe and ready. They are the perfect slice of paradise bringing tropical culinary adventures to every menu.

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

A bag of Pure Flavor Aurora Bites mini peppers and a small potted plant on a table outdoors. The bag is green and yellow with a clear window showing the peppers. The plant is in a black pot and has a small tag. The background is a green lawn with yellow flowers and a black metal fence.

- 5 Ways - **TO CELEBRATE EARTH DAY**

Are you looking for ways to celebrate Earth Day?

We've put together five simple, fun, and environmentally-conscious things you can do on Earth Day to help make a difference. Earth Day is a wonderful opportunity to teach our kids more about protecting planet Earth. We can teach them about the 3Rs — recycling, reducing, and reusing — as well as how plants grow, among so many other fun activities.

2. PLANT SOMETHING

Spring is the perfect time to plant some flowers! Consider planting pollinators or native species which help provide animals and pollinating insects with food and shelter!

1. TAKE A CLEAN UP WALK

Turn your next walk around the neighborhood into an opportunity to clean up! Bring a trash bag & gloves and make a game of seeing how much each of you can pick up! Pick your favorite walk and do a one-time sweep or make cleaning up a regular family event. When you get home you can separate recyclables from trash.



3. POWER DOWN

Turn off the lights, and power down to conserve energy not only on Earth Day but any day. Light some candles and enjoy the company of friends. Turn off the TV or laptop and play board games or cards with your family.



4. LEAVE THE CAR AT HOME

Park the car and rely on pedal power to explore your neighborhood. Going car-free for the day will reduce harmful carbon emissions. Even one day can make a difference, but if you can commit to walking or biking more often in the future, that's even better!



5. SPEND TIME IN NATURE

One of the best ways to celebrate Earth Day is getting outside and exploring nature. As you explore, kids can birdwatch and observe wildlife in natural habitats found throughout city parks and conservation areas.



CREATING A POSITIVE RELATIONSHIP WITH FOOD FOR WELLNESS

EVELYN ARGUELLES  @livewellwitheve

**Our bodies need food for fuel and nourishment.
Essentially, food is needed to sustain life.
But food is so much more than just a biological need.**



Food helps us connect with our culture and different cultures, build connections, create memories, and share moments together. It can bring emotions such as nostalgia, happiness and comfort, among others. It can be a coping mechanism or used to celebrate a special occasion. It is safe to say that food plays a big role in our lives.

Many focus on improving the way they eat but forget to also focus on their relationship with food. The relationship you have with food is one of the most important in your life. It requires constant check-ins, work, and adjustments. So, you might be wondering What is a good relationship with food? How do I know if I have a good relationship with food?

Having a good relationship with food means you eat all foods in moderation and have unconditional permission to eat the foods that make you feel good physically and mentally. You are free of food guilt, no foods are off-limits, you know what you eat does not define you as a person, and you don't label foods as 'good' or 'bad'.

These types of labels that we, sometimes unconsciously, put on food are rooted deep in our culture and learned belief system. They can truly affect our relationship with what we eat every day. It is in our best interest to really be mindful about how we think of food, how we refer to it, and make changes in our mindset to better our relationship with it.

VEGGIE PACKED PASTA



30 min



4



easy

[SEE THE RECIPE →](#)



4

Strategies to Improve Your Relationship With Food

Identify Where You Learn To 'Fear' Food

Do you consider certain foods scary or do they cause you anxiety? Ask yourself "What would happen if I eat this?" The first step to heal our relationship with food is by identifying what foods are fear-provoking. Self-awareness is essential during this process. By becoming self-aware of our food fears, we can focus on creating behavioral change.

It is perfectly fine to want and enjoy foods that are not necessarily considered nutrient-dense. Food is not just meant to nourish our bodies - as I like to say, food is meant to be good for the soul too. Remind yourself that it is healthier to have a positive and low-stress relationship with food than the impact eating a single food has in your body and health.

Focus on Your Hunger Cues

Your body tells you it needs energy by sending you hunger cues. Self-awareness allows us to know whether we are eating for pleasure, or in response to situational, emotional, or environmental cues. Listen to hunger and satiety cues when eating. Slow down and tune in with your body and what it is telling you—is it full or still hungry?

Give Yourself Permission to Eat All Kinds of Food

A sign of a good relationship with food is allowing yourself to eat all kinds of food in moderation. Your likes and dislikes should guide your food choices. You should not only eat food that improves your health, but also foods that you actually enjoy.

When we restrict ourselves, it creates more anxiety around food. The feeling of deprivation may then provoke you to overeat. This causes you to feel guilt or shame, which may increase your restrictions and have an impact on your body image and self-esteem. It becomes a vicious cycle. Whether you overeat or not, you deserve to give yourself permission to eat when you are hungry and to enjoy all kinds of food. Your body deserves food no matter what.

Practice Mindful Eating

There are no food restrictions when we practice mindful eating, therefore, creating a more positive environment surrounding food and eating.



When eating mindfully, it's important to slow down the pace of your eating. Take a pause or a deep breath between bites. Allow yourself to be fully present in the moment. Slowing down and bringing more mindful awareness to what we are eating and how we are feeling before, during, and after meals is one of the best practices for bettering our relationship with food.

These strategies can help you improve your relationship with food, as they have helped me. I used to be scared of eating filling meals and eating certain foods like carbohydrates but now I know that they are an essential part of our diet.

Building a good relationship with food does not mean it has to be perfect. As with any relationship, you will have ups and downs and building a good relationship with food takes time, patience, and practice.

COOL AS CUCUMBERS

THERE'S
A CUKE
GROWN
JUST FOR
YOU!

LONG ENGLISH CUCUMBERS

Packed in your lunchbox, diced in your salad or blended in your favorite refreshing drink, enjoy the crisp, mild flavor of Long English Cucumbers.

Nutrition Facts	
2 servings per container	
Serving size	1 cup (123g)
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 10mg	0%
Iron 1.4mg	8%
Potassium 200mg	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.

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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.

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MINI CUCUMBERS

Super tasty and extra crunchy, Mini Cucumbers are the quick, crispy, crunchy snack that energizes on the go!

From Long to Nano and every size in between, we grow a variety of cucumbers so you can enjoy the flavor you love with the convenience you need. Small snacking cucumbers make a quick healthy snack that kids love while larger cucumbers are the perfect salad topping. Explore all the types of cucumbers we grow.



Nutrition Facts	
2 servings per container	
Serving size 1 cup (169g)	
Amount per serving	
Calories	20
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 1g	4%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 2g	not a significant source of protein
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 0.7mg	4%
Potassium 430mg	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	

POCO BITES® COCKTAIL CUCUMBERS

Crisp and packed with energy, these refreshing bite-sized Cocktail Cucumbers will hydrate you and fuel your adventures!



Nutrition Facts	
1 serving per container	
Serving size 1 cup (169g)	
Amount per serving	
Calories	35
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 3g	9%
Total Sugars 3g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 50mg	4%
Iron 0.3mg	0%
Potassium 390mg	8%
*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.	
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UNO BITES™ NANO CUCUMBERS

Loved by kids and parents alike, these Nano Cucumbers are packed with cool, crisp flavor that makes a big impression!



HEALTH BENEFITS OF CUCUMBERS

Cucumbers are over 95% water making them super hydrating and great for your overall wellness! But that's not the only reason you should include cucumbers in your meals & snacks – they are FULL of essential vitamins and nutrients to help you Live Deliciously®!

LEARN MORE →

IRON

Cucumbers contain important minerals like Iron, which is very important in maintaining a healthy count of red blood cells.

POTASSIUM

Cucumbers are high in Potassium, an essential mineral that helps your heart and muscles work properly. A balanced diet with Potassium from fresh, healthy vegetables like cucumbers can help regulate blood pressure.

VITAMIN K

Cucumbers are a good source of Vitamin K, an essential nutrient needed for building strong bones and preventing fractures so that you can stay active.

SPRING FORWARD WITH 31 DAYS OF BODY MOVEMENTS!

Spring is the season of awakening. Dust off the cobwebs, step into the sunshine and enjoy the renewed scents of the season. Add more fresh fruits & vegetables into your spring routine and make the time to move your body too!



We've got simple, fresh activities to try either inside or outside that will get your body moving. Grab your friend, parent, sibling, or even your dog and you will feel great trying out these simple body movements. Try something new every day to get your body moving!



KEEP THESE 10 TIPS IN MIND

1. Strive for Symmetry – Try to keep your body as symmetrical as possible when doing the stretches. You want to match the movements to each side you're working on and avoid leaning or slouching.

2. Don't bounce – Stretch with smooth movements without bouncing to avoid muscle strains or injuries.

3. Hold your stretch and don't rush – Hold each movement for 30-60 seconds to allow the muscles to warm up and relax fully.

4. Proper squat form – Stand with your feet shoulder-width apart, toes slightly out, core engaged and chest up. While squatting, avoid your knees going past your toes.

5. Know your limits – The goal of any stretch is to feel the muscle engage but avoid over-stretching where it becomes painful.

6. Breathe – It's important to continue breathing in and out and not hold your breath while stretching.

7. Warm up – It's important to avoid stretching cold muscles. Walk around for a few minutes to get the blood flowing in your body before beginning.

8. Be consistent – Flexibility will continue to increase by keeping stretching apart of your daily routine.

9. Modify your stretches – Understanding and listening to your own body is important when stretching. You can modify your stretches by using a chair instead of sitting on the ground, a cushion under your knees or hold the wall for balance.

10. Rest and Repeat – Separating your stretches by a quick break and then repeating them helps target the engaged muscles and extend range of motion.



THE POWER OF PLANTS

3 SIMPLE PLANT-BASED TIPS

HOPE MONACO @thelocalplanteater

Greenhouse grown fruits & vegetables are packed with vitamins, nutrients, and flavor to help fuel healthy lives. Plant-based diets encompass a wide range of dietary patterns that contain low amounts of animal products & high amounts of plant products. We all know that not one food can cure all, but an overall shift towards incorporating more plants into everyday meals can make a difference.



VEGAN SHAKSHUKA



25 min



4



easy

[SEE RECIPE →](#)

Our friend Hope Monaco provides her Three Simple Plant-Based Tips!

Being on a plant-based diet has been one of the most rewarding things for both my mental and physical health. As someone who has been on a plant-based diet for the last five years, I can confidently say that I have this whole thing down pat. If I were to go back five years ago when I started, this is what I would have told myself.

Remember, you don't have to go all-in right off the hop. I first started eating more plant-based meals, then I transitioned to a vegetarian diet. After months of doing so, I decided I was up for the change. Participate in #meatlessmonday or try switching one meal a day to a plant-based option. Making small changes every day can eventually create big impact. It's all about progress over perfection. You've got this!



1. Find Meal Inspiration - It's Everywhere

Give yourself credit for trying something new. Every pro once started as a beginner. The best way to figure out how to approach this lifestyle is to find inspiration, and with this digital age - it is everywhere! Create Pinterest boards to save your favorite recipes from websites like Pure Flavor®. Search some simple plant-based recipes and connect with people online who promote this way of eating.

2. Keep It Simple - You Don't Have to Be Perfect

Keeping it simple is one of my best pieces of advice. When it comes to preparing meals, grocery shopping, meal inspiration - keep it all simple. Some of the best meals I have made have been from using fresh produce with just a few spices - like this One Pot Vegan Shakshuka with Cannellini Beans. I find the simpler the ingredient list, the better the meal. Get creative with it and have fun! Using fresh greenhouse grown fruits and vegetables mean that you can create all year-round!

3. Focus On Yourself and How You Feel

When switching to a new way of living, you may find that people around you have a lot to say. At the end of the day, how you feel and eat is up to you. Focus on your health goals, and how good you feel when you are nourishing your body with healing plants. Continue doing research, reading articles and blogs, watching videos that remind you why you are choosing to eat this way.



TOMATO EGGPLANT CHICKPEA STEW

HANAN GHADBAN  @ohmygoodiescc



SEE RECIPE →



CHEESY WHITE BEAN TOMATO BAKE

DOUBLE THE SPOONFULS

 @doublethespoonfuls

SEE RECIPE →

PEPPER & CORN VEGAN CHOWDER



SEE RECIPE →

MELON SMOOTHIE BOWL

MEGAN HUTSON  @mamaofwholelittles



[SEE RECIPE →](#)

CREAMY VEGAN CUCUMBER SOUP



[SEE RECIPE →](#)

[CHECK OUT ALL OUR PLANT-BASED RECIPES →](#)



FAMILY FIRST. ALWAYS.

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.

Organics



WHAT IT MEANS TO BE USDA CERTIFIED ORGANIC

The USDA strictly regulates organic food production and regularly inspects our greenhouses so you can have peace of mind knowing how your food is grown. For more information on what USDA Organic Certification means, visit the [USDA website](#).

EXPLORE OUR CERTIFIED ORGANIC PRODUCTS →



CREATE THE ULTIMATE SPRING BRUNCH

From Easter to Mother's Day, and all the weekends in between, why not entertain this spring and showcase fresh new brunch recipe ideas full of greenhouse grown flavor.



STRAWBERRY MIMOSA MOCKTAIL



5 min



6



easy

[SEE RECIPE →](#)



EVERYTHING BAGEL CASSEROLE



30 min



8



easy

SEE RECIPE →



PEPPER QUICHE CUPS



30 min



24



easy

SEE RECIPE →



FLUFFY MELON PANCAKES



25 min



8



medium

[SEE RECIPE →](#)

FARMER'S BRUNCH SHEET PAN MEDLEY



45 min



12



easy

[SEE RECIPE →](#)



Pure Flavor® not only grows the traditional greenhouse grown tomatoes, peppers, and cucumbers you know and love, but also brings innovation to the offering with unique mini melons and the juiciest strawberries. **Wow your guests with something new at your next brunch and have them coming back for more.**

[MORE BRUNCH RECIPES →](#)



STRAWBERRY POUND CAKE



70 min



10



easy

[SEE RECIPE →](#)

ICED STRAWBERRY MATCHA LATTE



10 min



4



easy

[SEE RECIPE →](#)



CUCUMBER RICOTTA CROSTINI



10 min



24



easy

[SEE RECIPE →](#)





CREATING WITH A MOCKTAIL ROYAL FLAVOR

CAELI-ROSE WHITE  @happierinthekitchen

Even though they've been around forever, alcohol-free cocktails, more familiarly known as "mocktails" have increased in popularity over the last few years. For most of my mid 20's, I didn't see a desire to cut alcohol from my diet and assumed that making a mocktail was equivalent to how I would mix my two juice boxes together during elementary school lunch. It wasn't until about a year ago when I started to lean into the mocktail idea.



My desire to jump on this boat was inspired by the endless recipes I was finding online and fueled by the fact that I was saving a significant amount of money, and that I wasn't getting dizzy, sick, nor spending the entire day in bed the day after imbibing. I typically enjoy mocktails on weeknights, because I still get to have the treat of enjoying a drink after dinner but then I also sleep well and wake up feeling rested in the morning.



Mocktails encompass the elegance of craft cocktails in their non-alcoholic form. With cocktails the goal is to create a flavor profile of the spirit that's being used, whereas with a spirit-free cocktail, you can create this using a variety of techniques. Muddling, for example, is when you lightly mash fruits, herbs, and seasonings, to create a base flavor profile in the cocktail. I personally love muddling fruits with a complimentary herb - the variations are endless - mint and melon, thyme and cherry, cilantro and citrus, basil, and peaches. The mashing of the two together physically releases the oils from the herb, thus creating a fragrant, fruity base for your drink.



A squirt of citrus juice, a dash of bitters, some sliced cucumbers, and/or a sprig of fresh herbs are all going to give your drinker a well-rounded experience

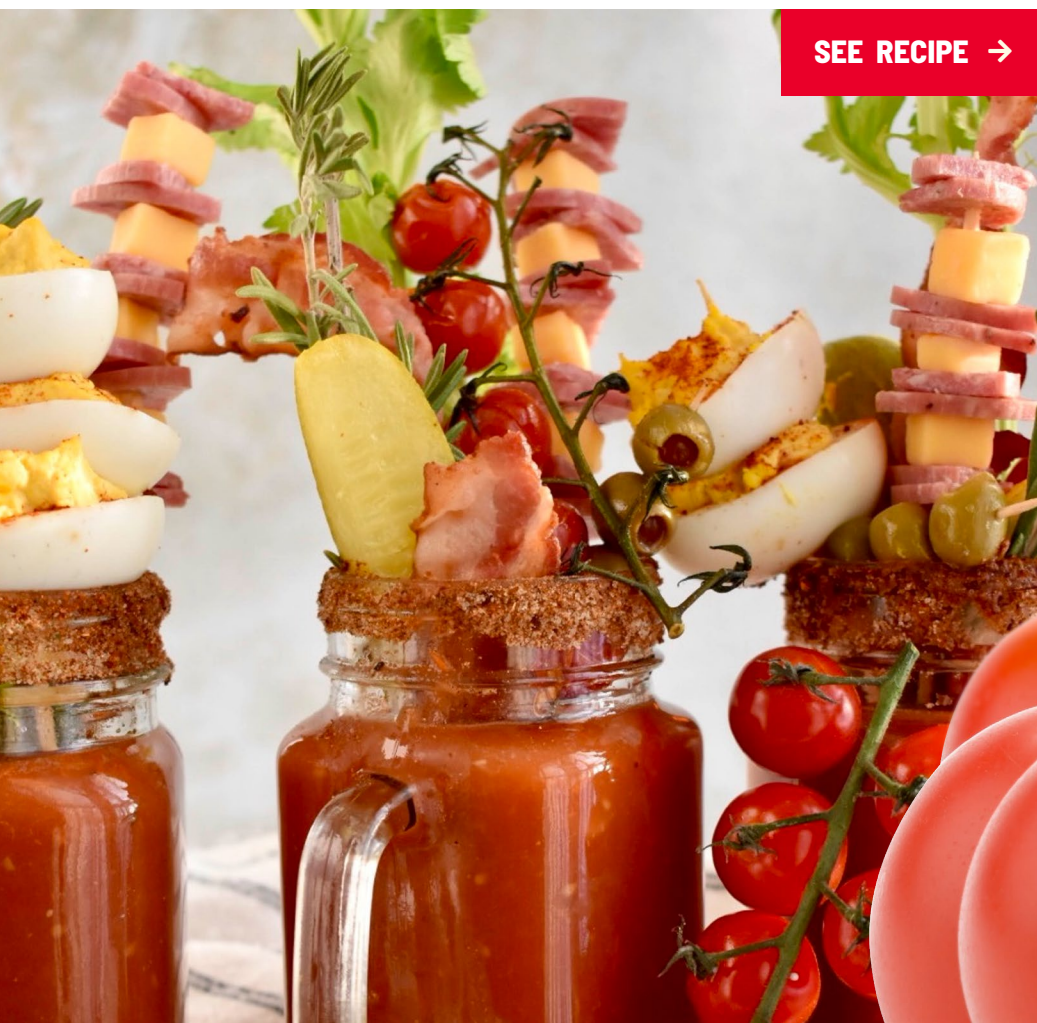


You can also get pretty creative with what you're making (or imitating) by using unique ingredients. A lot of mocktails stray from the familiar fruit base, and sway on the savory side. If you're imitating a dirty martini, you'll be called to use ingredients like starchy potato water and olive brine. In my recipe for the Virgin Bloody Mary, I use steak sauce, Worcestershire, and hot sauces, as well as pickle juice, olive brine and lemon juice, to create a unique flavor combination that isn't missing the spirit!

In addition to ingredients and techniques, how you garnish your alcohol-free drink is a game changer.

This Bloody Mary Mocktail, made with Pure Flavor® RedRoyals® Sweet Cherry Tomatoes On-the-Vine, was the perfect way to explore the savory world of mocktails. I found myself being able to get even more comfortable with the balance of ingredients I was using, and because there are so many ways to make Bloody Mary's, any flavor preference could be accommodated for.

Overall, I truly do think that experimenting with non-alcoholic cocktails and learning how to make some can be great to have in your toolkit. You'll directly cut down on alcohol consumption, which has health benefits of its own, without sacrificing the flavor and fun that comes with enjoying a fancy beverage. I encourage anybody who's wanting to get into the craft of mocktail making, to treat it as though it's just as legitimate as cocktail art. Buy yourself a nice shaker, ice molds, fancy rock glasses and some herbs or edible flowers for garnish. When you're ready to start mixing, start with a few key ingredients and taste as you go. Garnish appropriately and enjoy!



BLOODY MARY MOCKTAIL



35 min



6



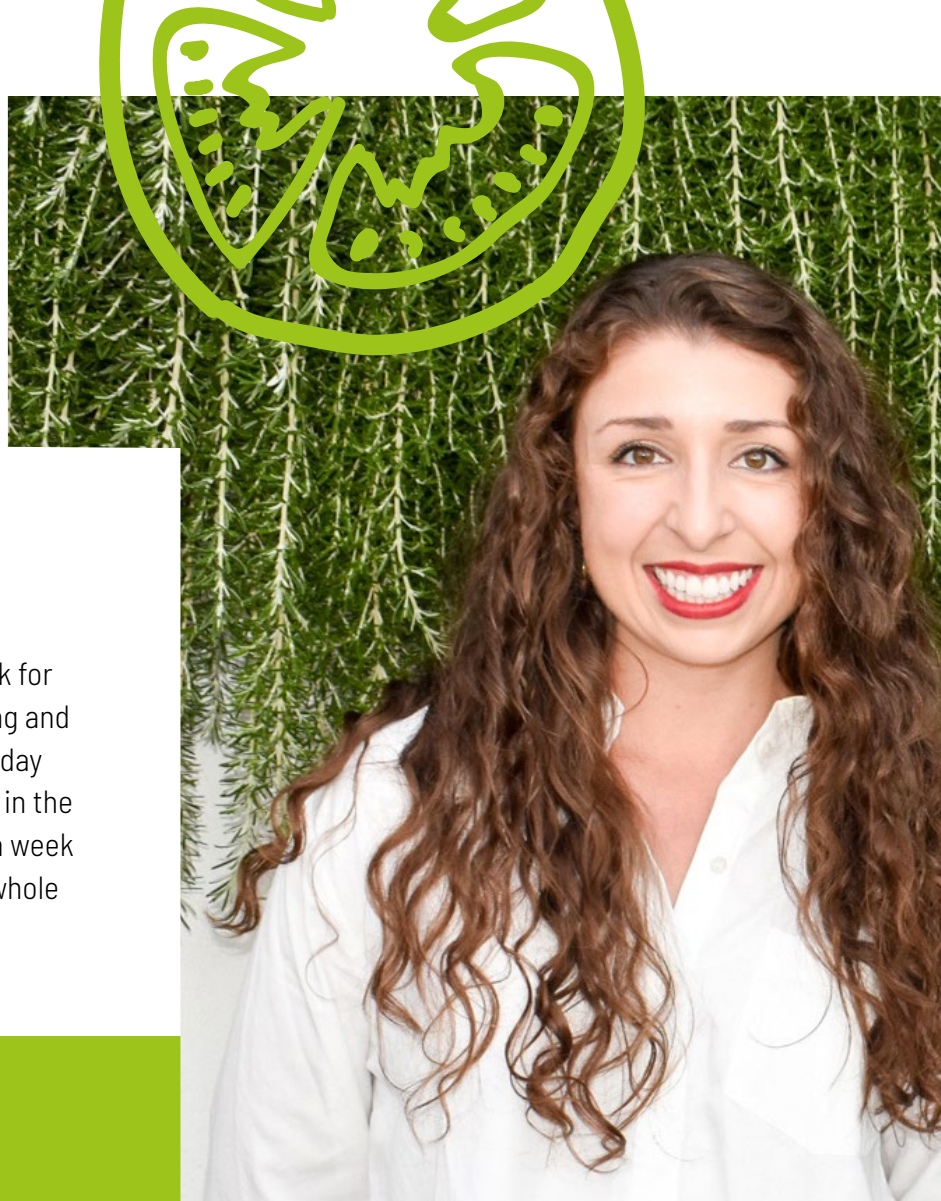
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MEAL PLANNING BENEFITS & TIPS

CHELSEA LEBLANC  @chelsealeblancrdn

As a Registered Dietitian Nutritionist, I always look for quick and easy recipes to help make meal planning and prep a little easier. I love to cook, but after a long day of work, the last thing I want to do is spend hours in the kitchen. Spending a little time at the start of each week to meal plan can be such a time saver and has a whole slew of other benefits.



WHAT ARE THE BENEFITS OF MEAL PLANNING?

Save time and reduce stress

Planning meals in advance can save you time as you can prepare ingredients and cook meals ahead of time. It can make mealtime more enjoyable, too, since you don't have to worry about what to make for dinner at the last minute.

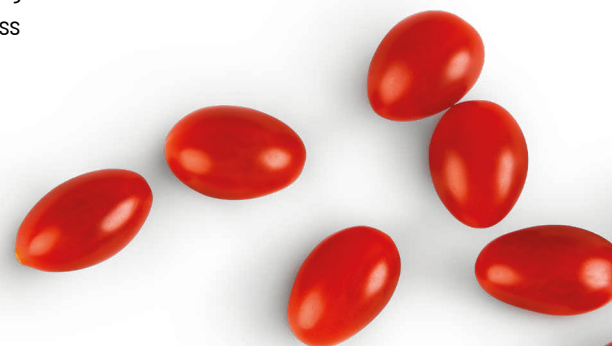


Save money

Planning meals in advance can help you save money by reducing food waste and avoiding impulse purchases at the grocery store. Research shows that the total annual cost of wasted food was estimated to be \$240 billion or \$1,866 per household. That's \$155.50 of wasted food EACH MONTH! Meal planning and using a grocery list can help you assess what food you already have and can help prevent over-purchasing at the store.

Improve nutrition

Meal planning allows you to make healthier food choices by ensuring that you have a variety of nutrient-dense foods on hand. It helps you plan meals and snacks centered around nourishing fruits and veggies, which we often fall short on.





MEAL PLANNING TIPS TO INCLUDE MORE FRUIT AND VEGGIES

Planning snacks that include a fruit or veggie

Do you consider certain foods scary or do they cause you anxiety? Ask yourself “What would happen if I eat this?” The first step to heal our relationship with food is by identifying what foods are fear-provoking. Self-awareness is essential during this process. By becoming self-aware of our food fears, we can focus on creating behavioral change.

It is perfectly fine to want and enjoy foods that are not necessarily considered nutrient-dense. Food is not just meant to nourish our bodies - as I like to say, food is meant to be good for the soul too. Remind yourself that it is healthier to have a positive and low-stress relationship with food than the impact eating a single food has in your body and health.

Fill half your plate with veggies

Your body tells you it needs energy by sending you hunger cues. Self-awareness allows us to know whether we are eating for pleasure, or in response to situational, emotional, or environmental cues. Listen to hunger and satiety cues when eating. Slow down and tune in with your body and what it is telling you—is it full or still hungry?

Luckily, you can still enjoy your favorite fruits and vegetables year-round thanks to the latest innovative greenhouse technology that allows Pure Flavor® to grow the highest quality produce in every season. Like tomatoes!

Their Cloud 9® Bite-Sized Fruity Tomatoes are just as healthy as they are sweet, making them the perfect addition to this sheet pan salmon. Each tomato is packed with vitamins and nutrients like Vitamin C, lycopene, and iron to help create a nutrient-packed dinner.

SHEET PAN SALMON & ROASTED TOMATOES



30 min

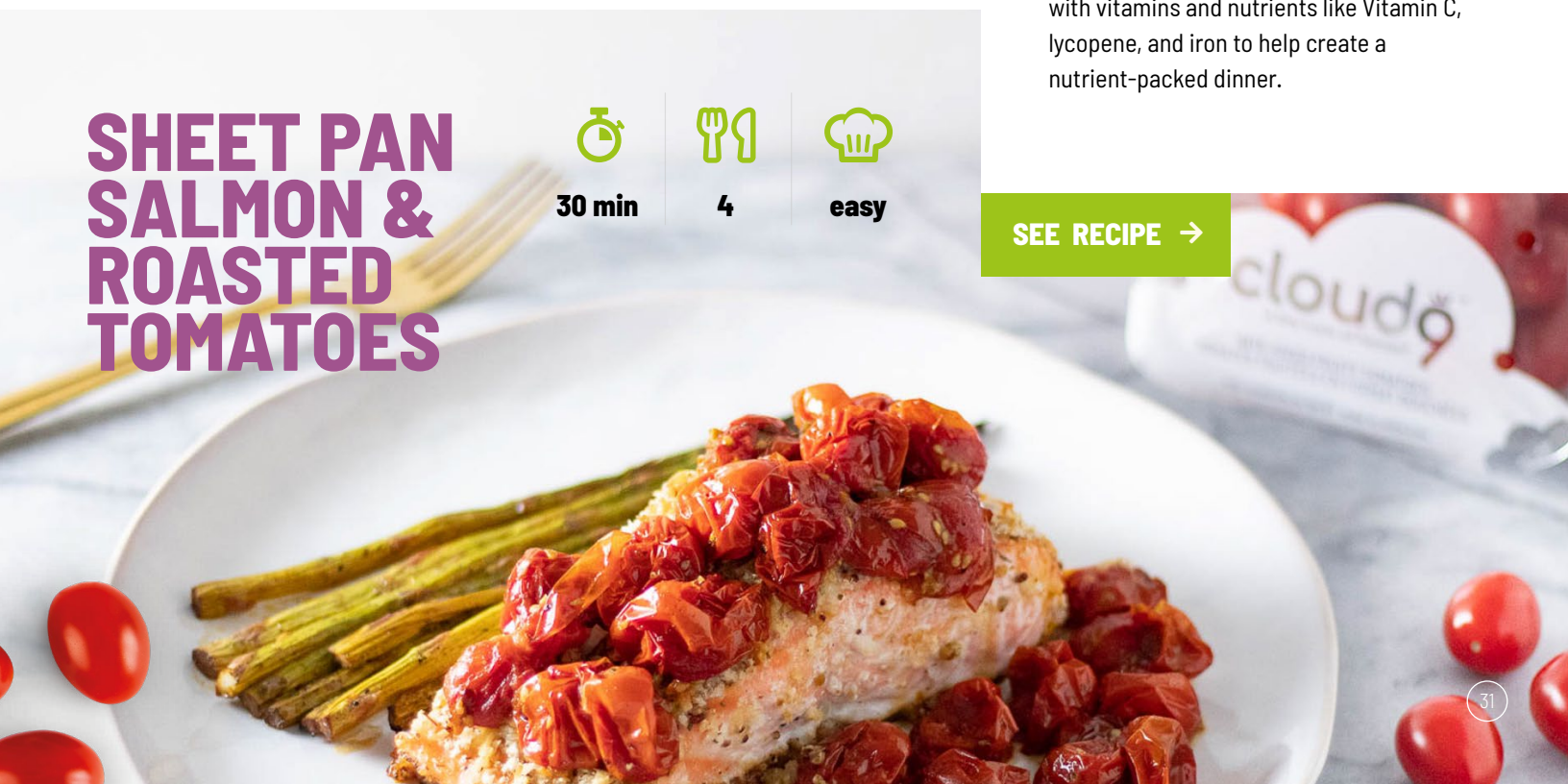


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[SEE RECIPE →](#)





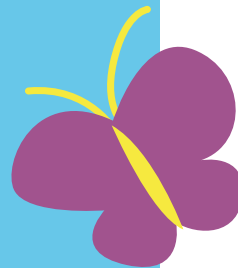
STUDENT CHEFS

AT JAMES L. DUNN ELEMENTARY

Our Pure Flavor® Adopt-A-School partners help us encourage kids to become lifelong veggie lovers! Mel Brown, Principal at James L. Dunn Elementary School, shares some insight as to how the students at her school like to use Pure Flavor® veggies beyond snack time as part of their "You're the Chef" student cooking program!

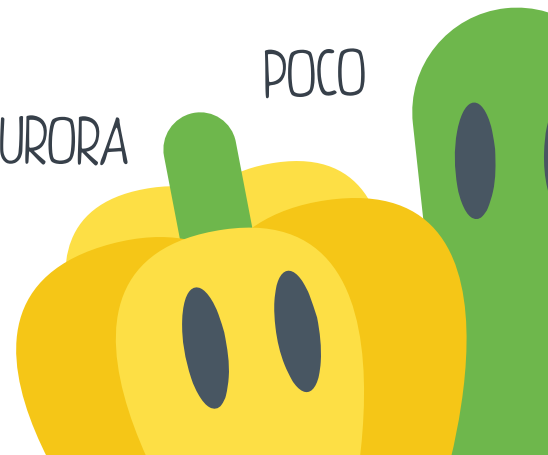
Recently, one of our Kindergarten teachers was teaching students about healthy eating and getting students to try new foods. Our youngest learners were surprised to find out that there were vegetables in many of the things they liked to eat. Mme. Graziano decided to make homemade pasta sauce with our students using the Pure Flavor® Juno® Bites Red Grape Tomatoes.

Students learned that you could roast tomatoes, as well as onions and garlic, in the oven giving the veggies an even sweeter taste! They also cut up some fresh tomatoes with plastic knives, which were then blended with the roasted tomatoes for a delicious full flavor. Students were amazed at how delicious their pasta sauce tasted and were excited to share samples with our James L. Dunn staff!



AURORA

POCO





It was such a success that our Kindergarten students were excited to try out other recipes, making homemade tomato soup with fresh basil and a fresh bruschetta spread that they tried on toasted bread. Not only were students excited to try new foods, but they also shared their love of vegetables with some very pleased parents!

Our school has been a long-time participant in Pure Flavor®'s "Adopt a School" donation program, and our students have come to expect Mini Munchies® Snack Packs with snacking tomatoes, Mini Cucumbers, and Aurora Bites Mini Sweet Peppers every morning.

One of the goals of our Ontario Student Nutrition Program is to expose students to new foods and encourage them to try them. The combination of Pure Flavor®'s Mini Munchies® Snack Packs and the opportunity for our students to try these ingredients in new and creative ways has been a tremendous asset to achieving this goal!



*Our youngest learners were surprised to find out that there were **vegetables** in many of the things they liked to eat.*



JUNO

BUMBLE

ORIANA

The background is a solid teal color. It is covered with a repeating pattern of white line-art icons. These icons include various food items like tomatoes (whole and sliced), cucumbers, bell peppers, mushrooms, and a ladybug. There are also fitness-related icons such as sneakers, a stopwatch, a dumbbell, and a bicycle. Nature icons like a sun, a heart, and leaves are also present.

Live Deliciously®