



A
LIFE
OF
PURE
FLAVOR.



pure
flavor®

TABLE OF CONTENTS

Grown Pure	3
Live Deliciously®	4
Growing Across America	6
Growing Forward	8
Healthy Active Living	10
Community Initiatives	11
Tomatoes	12
Snacking Series	19
Cloud 9®	24
Tiki Tomatoes™	26
RedRoyals®	28
Peppers	30
Cucumbers	34
Uno Bites™	38
Eggplant	40
Sweet Blooms®	42
Organics	44
Craft House Collection®	52
Mini Munchies®	54
Snacking Kits	56
Research & Development	58
Your Reliable Food Service Partner	60
Georgia Grown	62
MightyVine®	64
Our People	66
Our Facilities	67
Behind the Brand	70
Top 10 Recipes	71
Live Deliciously® eMagazine	72
Fresh Recipes & Today's Blogs	74
Connected	75

GROWN PURE

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OWN RE.

Our passion for sustainable greenhouse growing, strong support for our retail and foodservice customers, and focus on engaging consumers is built on a foundation drawn from generations of growing expertise.

We are the next generation of greenhouse growers, inspired to put quality, flavor, innovation, & customers first by providing greenhouse grown fruits & vegetables from our farms that are strategically located throughout North America.





GAIN PURE ENERGY

**FUEL YOUR ACTION
PACKED LIFE WITH
QUALITY INGREDIENTS.**

Give your body the energy
it needs to keep up with your
busy and sometimes
hectic schedule.

Live Deliciously[®]

This is more than a catchy slogan, it's a mantra that we live and breathe, in all facets of our company. People deserve healthy food that helps them feel great every day of the year and achieve the lifestyle they desire and deserve, while reducing impacts on the environment.



SEEK PURE LIVING

YOUR GOAL IS TO INSPIRE
YOUR FAMILY TO MAKE
HEALTHY CHOICES.
WE'RE HERE TO HELP.

Whether it's a quick snack or a
home cooked meal, you're
committed to making the best
decisions for you and your family.

FEEL PURE ENJOYMENT

YOU'RE NOT BORING.
YOUR FOOD SHOULDN'T
BE EITHER.

Our fresh flavors mean you never
have to sacrifice taste on the
journey to nourishing your family
with wholesome products.

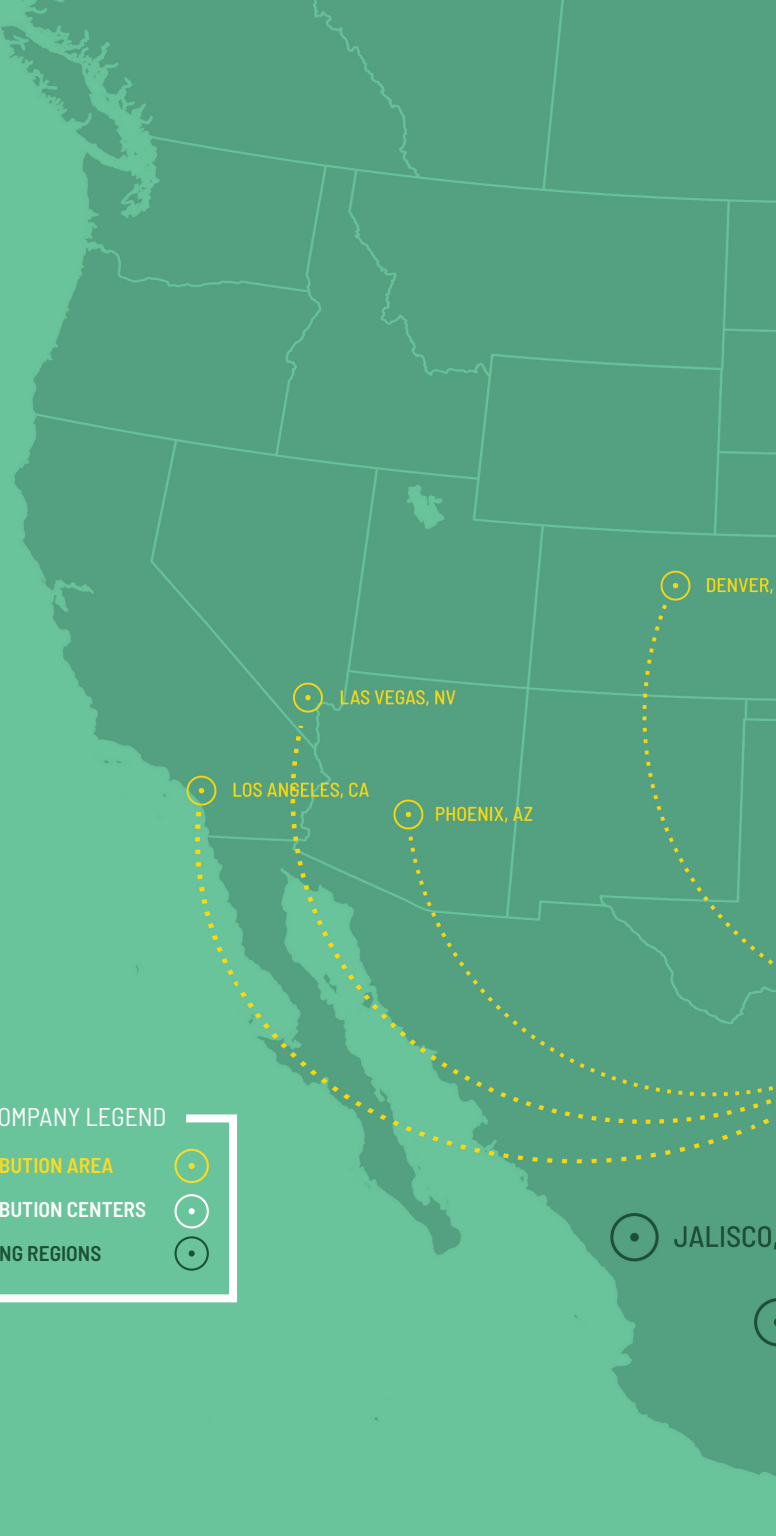
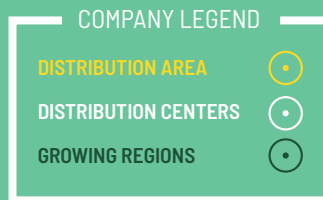
**MORE TO
EXPLORE**



GROWING ACROSS NORTH AMERICA

REACHING ALL CORNERS OF THE COUNTRY

Our distribution network is growing year over year and to do so, we are strategically located in key regions to reduce food miles and deliver the freshest product possible no matter what time of year.





**GEORGIA GROWN
HOMEMADE MAKES
THE DIFFERENCE**

Nestled in the heart of Peach County, GA we can reach more than 80 million consumers in less than 24 hours with our Georgia Grown vegetables.

- QUEBEC CITY, QC
- MONTREAL, QC
- OTTAWA, ON
- TORONTO, ON
- BOSTON, MA
- NEW YORK, NY
- PHILADELPHIA, PA
- WASHINGTON, DC
- INDIANAPOLIS, IN
- ST LOUIS, MO
- NASHVILLE, TN
- CHARLOTTE, NC
- ATLANTA, GA
- MIAMI, FL
- NEW ORLEANS, LA
- HOUSTON, TX
- DALLAS, TX
- AUSTIN, TX
- SAN ANTONIO, TX
- EDINBURG, TX
- MIGHTY VINE (CHICAGO, IL)
- DETROIT, MI
- LEAMINGTON, ON
- KANSAS CITY, KS
- OMAHA, NE
- MINNEAPOLIS, MN
- SAN LUIS POTOSI, MX
- QUERETARO, MX
- GUANAJUATO, MX
- PUEBLA, MX



GREENHOUSE
GROWN

GR OWING FORWARD

We're proud to be a leader in the next generation of greenhouse grown produce. We eliminate surprises and guarantee consistency with precise climate, irrigation, plant nutrition, and lighting controls that make it possible to grow the fresh fruits & vegetables families love year-round.



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!



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 fibre 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.

**MORE TO
EXPLORE**





HEALTHY ACTIVE LIVING

We are actively involved in the communities in which we live and work, sharing our simple message that healthier lifestyles include a blend of exercise, family time, outdoor activities and a balanced diet including greenhouse grown vegetables.

COMMUNITY INITIATIVES

PURE KIDS TRIATHLON

At Pure Flavor®, we believe starting kids out on a healthy path will lead to a lifetime of healthy choices. We take pride in sponsoring the multi-city PureKids Triathlon Series that are rooted in our communities. Our team actively participates and encourages kids to exercise and have fun with friends and family to fuel healthy lives!



ADOPT-A-SCHOOL PROGRAM

The Pure Flavor® Adopt-A-School Program continues to fuel healthy and active minds of students across North America with fresh snacks and educational resources. The children at our partner schools benefit from both healthy snack support and activity-based initiatives to keep kids engaged, actively moving, and excited about greenhouse grown fruits & vegetables.



TOMATOES

Did you know that every kind of tomato is grown to suit a different eating occasion? Whatever the shape, size, or color, there's a Pure Flavor® Tomato grown just for you. Greenhouse grown tomatoes are picked right before shipping to your local produce aisle, meaning you can find fresh tomatoes near you in every season.





TOV

There are an array of tomato varieties that come in all different sizes, shapes, and colors. Right now, in our acres upon acres of greenhouses, we're growing tomatoes for you to share with your family, mix in your salad, enjoy for dinner, or provide your kids with a healthy snack.



SUGGESTED RECIPE: Cheesy Baked Pasta

GOES WELL WITH

Herbs, Spices and Flavors:

Basil | garlic | mint | sugar | wine vinegar

Foods: Beef | eggplant | lettuce | onions | shrimp

81%
OF PEOPLE SAID HEALTH
BENEFITS ARE IMPORTANT
TO THEM WHEN PURCHASING
TOMATOES.¹

FORMATS	24 oz 1 lb 3 lb 4 lb 11 lb 13 lb
COMMODITY	TOV
COLOR	Red
AVAILABILITY	Year-round

¹ Pure Flavor®, Love For Fresh Surveys, 2023



RED BEEFSTEAK



No matter how you slice it, you can count on Red Beefsteak Tomatoes to deliver bright and balanced flavor. Full of sweet juice, complemented by a meaty texture, they offer the best of both worlds for the ultimate burger topping or fresh salsa.

FORMATS	2 ct 4 ct 6 ct 16 oz 5 lb 15 lb 20 lb
COMMODITY	Beefsteak
COLOR	Red
AVAILABILITY	Year-round

GOES WELL WITH

Herbs, Spices and Flavors:
Mayonnaise | oregano | garlic | salt
Foods: Beef | cucumber | Parmesan | veal



SUGGESTED RECIPE: Tomato Lentil Coconut Curry Soup





SUGGESTED RECIPE: Green Grilled Tomatoes

GOES WELL WITH

Herbs, Spices and Flavors:

Black pepper | Chianti | olive oil

Foods: Mozzarella | shrimp | sourdough | zucchini



GREEN BEEFSTEAK

FORMATS	10 lb 15 lb
COMMODITY	Beefsteak
COLOR	Green
AVAILABILITY	Year-round

Vivid color and a tart flavor profile define this artisanal culinary staple. Our Green Beefsteak Tomatoes are firm with a fresh finish, making them the perfect ingredient for experimenting. They can bring southern charm to that classic country dish or inspire creativity for new, colorful creations.



Heirloom

Like Grandma's secret recipe, passed down from generation to generation, our Heirloom Tomatoes stand the test of time. Greenhouse grown from heritage seeds, these colored wonders are savory and full of that country flavor you love. Available in a variety of sizes, shapes, and colors to tempt your palate, decorate your plate with these elegant & vibrant tomatoes.

FORMATS	2.5 lb 10 lb
COMMODITY	Heirloom
COLOR	Multi
AVAILABILITY	Year-round



SUGGESTED RECIPE: Heirloom Tomato Tart

GOES WELL WITH

Herbs, Spices and Flavors:
Balsamic vinaigrette | olive oil | sea salt | salsa
Foods: Avocados | corn | goat cheese | watermelon





SUGGESTED RECIPE: Steak & Tomato Salad

**GOES
WELL
WITH**

Herbs, Spices and Flavors:
Garlic | mint | pepper | sea salt | wine vinegar
Foods: Beef | lettuce | mozzarella | scallions

LUNA[®] SWEETS

FORMATS	14 oz 1 lb 10 lb
COMMODITY	Cocktail
COLOR	Red
AVAILABILITY	Year-round

Prepare a tasty appetizer for your next get together that will leave guests lingering and longing for more. With delicate, fruity taste and a meaty texture, Luna[®] Sweets are your loyal culinary companion. Stuff them with cheese or simply bake them with fresh herbs and spices, their versatility is second to none.





ROMA

Taste the rustic flavors of the Italian countryside. Firm and flavorful home cooking staples like Roma Tomatoes are ripe for creating fun family traditions in the kitchen. They are the ideal base of any authentic pasta sauce, but there's nothing basic about their full flavor.

FORMATS	1 lb 3 lb 25 lb
COMMODITY	Roma
COLOR	Red
AVAILABILITY	Year-round



GOES WELL WITH

Herbs, Spices and Flavors:

Bay leaves | Chianti | marjoram | red wine vinegar

Foods: Mushrooms | pork | Romano | yellow squash

SUGGESTED RECIPE: Smoky Vegetable Black Bean Soup

SNACKING

TOMATOES

Pure Flavor® has a complete line of snacking tomatoes available year-round with tastes to suit every lifestyle.

#flavorUP

69%
OF CONSUMERS
LOOK FOR
SWEETNESS
IN A SNACKING
TOMATO.¹



GOES WELL WITH

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



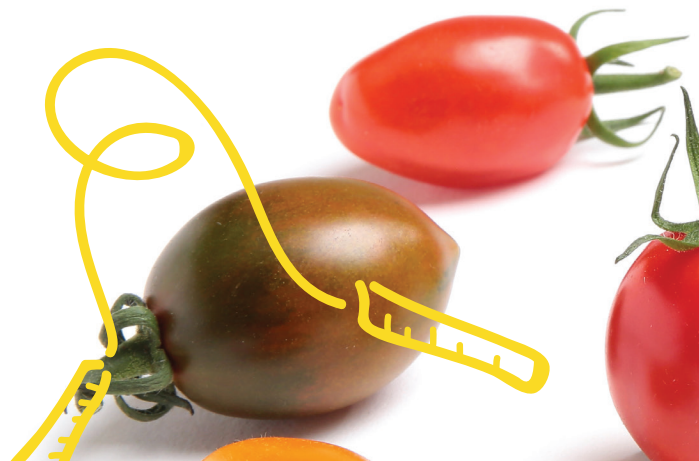
SUGGESTED RECIPE: Tomato Broccoli Salad Supreme

JUNO[®] BITES

RED GRAPE TOMATOES

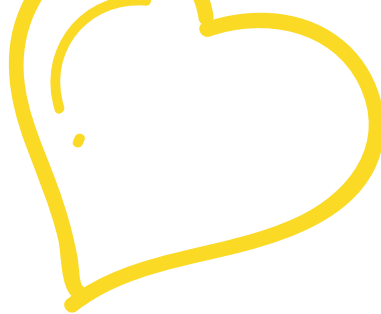
Grab a handful to experience a new kind of health snack. These small bursts of candy-like sweetness are the natural boost your family needs throughout the day. As a lunchtime pick-me-up or after school snack, Juno[®] Bites offer a pop of juicy flavor that can't be beat.

FORMATS	4 oz 1 dry pint 1.5 lb 2 lb 10 lb
COMMODITY	Grape
COLOR	Red
AVAILABILITY	Year-round



SANGRIA®

TOMATO MEDLEY



All the colors, tastes and textures of the rainbow: sweet, tart, plump & juicy. You name it. Close your eyes and pick your flavor. The Sangria® Tomato Medley offers a world of possibility and a new adventure with each refreshing bite.

FORMATS	4 oz 1 dry pint 12 oz 1 lb 1.5 lb 2 lb 10 lb
COMMODITY	Medley
COLOR	Multi
AVAILABILITY	Year-round



GOES WELL WITH

Herbs, Spices and Flavors:
Balsamic | basil | chives | garlic | olive oil
Foods: Black olives | eggplant | onions

SUGGESTED RECIPE: Baked Tilapia with Sangria® Tomatoes

AZUCA

RED CHERRY TOMATOES

FORMATS	4 oz 1 dry pint 1.5 lb 10 lb
COMMODITY	Cherry
COLOR	Red
AVAILABILITY	Year-round

Satisfy your kids' sweet tooth with a healthy treat they love. Azuca Red Cherry Tomatoes are extra juicy and full of that bite-sized snackable flavor that always brings them back for more! Include them in a bento box for lunch or grill them on skewers for a sweet and savory backyard BBQ!



GOES WELL WITH

Herbs, Spices and Flavors:

Basil | dill | oregano | wine vinegar

Foods: Arugula | blue cheese | shellfish



SUGGESTED RECIPE: Roasted Tomato Gnocchi Salad



OMGTM
tomatoes



GOES WELL WITH

Herbs, Spices and Flavors:
Scotch bonnet pepper | tarragon | mint | lime
Foods: Figs | prosciutto | green olives | burrata | plums

SUGGESTED RECIPE: Tomato & Goat Cheese Pastries

NEW!

**Crunchy, citrus
flavored tomatoes!**

FORMATS	10 oz
COMMODITY	Cherry
COLOR	Orange
AVAILABILITY	Year-round



GREENHOUSE
GROWN

cloud9[®]

A tiny taste of heaven[®]



Award
Winning
& World
Renowned

The bite-sized blast of fruity flavor in every Cloud 9[®] Tomato makes life's sweetest moments even sweeter. Hand-picked by our family of growers, only the finest fruit are selected to meet the quality your family deserves.

200 jury members comprised of head-Sommeliers and Chefs from Michelin-starred restaurants recently awarded the International Taste Institute's 2021 Superior Taste Award to Cloud 9® Tomatoes.

The world's most professional jury of taste experts rendered their decision after blind sensory tests resulted in **an impressive total score of 84.3%**.

FORMATS	1 dry pint 1.5 lb 2 lb
COMMODITY	Grape
COLOR	Red
AVAILABILITY	Year-round



"These tomatoes feel like they were just picked from the vine. The color is so vibrant that they also make a very eye-catching garnish. The sweetness allows you to use minimal sugar to balance the flavors. Not needing the additional sugar keeps the recipe much healthier."

Chef Duane Ward

The Cloud 9® Standard

The blast of fruity sweetness in every award-winning Cloud 9® Bites-Sized Tomato is a testament to our devoted team of growers and their passion for excellence. Every single tomato has been hand-selected and carefully evaluated to ensure it meets the highest standard.



SUGGESTED RECIPE: Cheesy White Bean Tomato Bake



GOES WELL WITH

Herbs, Spices and Flavors:

Red chili flakes | mint | balsamic reduction | honey | lime

Foods: Prosciutto | Brie | roasted garlic | peaches | acorn squash | risotto



Tiki

TOMATOES™

NEW!

Tropically sweet and 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.

Tropically sweet & juicy!

A vivid exterior and mild flavor profile, make the Tiki Tomato™ a balanced and unique addition to charcuterie boards and fresh salads. Round and sweet, Tiki Tomatoes™ add a pop of color and a burst of sweetness with artisanal flair – perfect for impressing the guests around your table. A bite into the crisp skin of this unique cherry tomato will leave you refreshed and satisfied.

FORMATS	1 dry pint 1.5 lb
COMMODITY	Cherry
COLOR	Orange
AVAILABILITY	Year-round

SUGGESTED RECIPE: Tiki Tomato™ Tartlets



GOES WELL WITH

Herbs, Spices and Flavors:

Dill | basil | mint | roasted garlic

Foods: Almonds | salmon | rice | brie | cheddar cheese | tofu



**EVERY
KING
DESERVES A
CROWN.**



Bursting with rich, majestically sweet flavor, RedRoyals® are a worthy complement to every eating occasion from a bite sized snack to a garnish with your favorite meal.

REDROYALS[®]

SWEET CHERRY TOMATOES ON-THE-VINE

Flavor rich with a vibrant sweet crunch, these royal wonders are the perfect accent to any eating occasion. Hand picked with utmost care, their majestically sweet flavor is nurtured on the vine by our family of growers who carefully select the perfect tomatoes for your delight. As the king of the tomato crop, RedRoyals[®] deserve a crown.



FLAVORFUL



BITE SIZED



BEST IN CLASS



SUPREMELY SWEET

FORMATS	9 oz 12 oz 1.5 lb 10 lb 13 lb
COMMODITY	Cherry on-the-Vine
COLOR	Red
AVAILABILITY	Year-round



GOES WELL WITH

Herbs, Spices and Flavors:
Balsamic | basil | garlic | wine
Foods: Arugula | chicken | feta | mozzarella



SUGGESTED RECIPE: Mediterranean Whipped Ricotta Dip

PEPPERS

Active lifestyles call for effortless, healthy eating. Sweet Bell Peppers come in a variety of colors and flavors to help you balance quick and easy meals with amazing taste. Sliced raw as a crunchy snack or stuffed with your favorite savory ingredients, the colorful combination will delight time and time again, regardless of the recipe.



BELL PEPPERS

50%+
OF CONSUMERS
SAID THAT SWEET
BELL PEPPERS
ARE THE **FRESH**
INGREDIENT
THEY USE MOST.¹

FORMATS 2 ct | 3 ct | 4 ct | 6 ct | 2 lb
2.5 lb | 3 lb | 5 lb | 11 lb | Bushel

COMMODITY Bell Pepper

COLOR Red | Yellow | Orange

AVAILABILITY Year-round



SUGGESTED RECIPE: Pepper Brisket Tacos

**GOES
WELL
WITH**

Herbs, Spices and Flavors:
Garlic | Merlot | vinegar | parsley
Foods: Tomatoes | beef | onions



AURORA BITES

MINI SWEET PEPPERS

FORMATS	8 oz 1 lb 1.5 lb 2 lb 10 lb
COMMODITY	Mini Sweet Pepper
COLOR	Red Yellow Orange
AVAILABILITY	Year-round

Fill your lunch box with these vibrant and flavorful peppers, made for snacking at recess, during lunch breaks, or whenever you're on the go. Grown from the amazing Tribelli seed, 2019 Winner of the International Taste Institute's Super Taste Award, Aurora Bites Mini Sweet Peppers are, simply, the perfect popping pepper.



90%
OF CONSUMERS
STATED THEY
WERE LIKELY
TO SNACK
ON PEPPERS!

GOES WELL WITH

Herbs, Spices and Flavors:
Basil | chilis | lemon
Foods: Rice | sausage | shrimp



SUGGESTED RECIPE: Tuna Pesto Pasta Salad

**CRAFT
HOUSE**
COLLECTION



**GOES
WELL
WITH**

Herbs, Spices and Flavors:
Garlic | Merlot | vinegar | parsley
Foods: Tomatoes | beef | onions

SUGGESTED RECIPE: Vegetarian Spicy Noodle Spring Rolls

AURORA

LONG SWEET PEPPERS

FORMATS	2 ct 3 ct 10 lb
COMMODITY	Long Sweet Pepper
COLOR	Red Yellow Orange
AVAILABILITY	Year-round

Vibrant colors, unique textures, and a crunch that will elevate your gathering to fresh new heights. Crafted with care, let the sweet artistry of the Craft House® Long Sweet Peppers take you back to a simpler time. Crispy yet sweet, these elongated peppers can be grilled, stuffed, diced, served raw or roasted. No matter the use or application, they are a flavor to discover.



¹ Pure Flavor®, Love for Fresh Surveys, 2023

CUCUMBERS

A wooden cutting board is the central focus, featuring several thin slices of cucumber arranged in a fan shape. A sprig of fresh dill lies across the board. In the upper right corner, a single cucumber slice is breaded and fried to a golden brown. The background shows a whole cucumber and a blue circular logo with a stylized leaf design.

There's a different cucumber for every snack, salad, appetizer and dish. Cucumber varieties come in convenient sizes for your whole family to enjoy on the go or at the dinner table. Each is grown in high-tech, sustainable greenhouses, ensuring consistent quality in every season.

70%
OF CONSUMERS
PURCHASE
LONG ENGLISH
CUCUMBERS AS
AN EVERYDAY ITEM.¹

LONG ENGLISH

Mild, but not meek, our seedless Long English Cucumbers add crisp, fresh flavor to your day. Slice them up as a light sandwich topping, or dice in a classic Mediterranean salad. Not only do they taste great – they hydrate to keep you feeling great all day.

FORMATS	1 ct 2 ct 3 ct 6 ct (SM, M, L) 12 ct (SM, M, L, XL) 24 ct
COMMODITY	Cucumber
COLOR	Green
AVAILABILITY	Year-round



SUGGESTED RECIPE: Greek Cucumber Boats



GOES WELL WITH

Herbs, Spices and Flavors:
Lemon | mint | oregano | olive oil
Foods: Cream cheese | tomatoes | yogurt



80%+
OF CONSUMERS
SAY FRUITS &
VEGETABLES ARE
THEIR GO-TO SNACK.¹

MINI

Going on an adventure? Whether you're hiking in the woods or rushing to soccer practice, make sure to bring along some Mini Cucumbers. Not only are they super tasty and extra crunchy, they also provide a boost of hydration! Quick & crunchy snacks are a hit with everyone!

FORMATS	4 ct 6 ct 14 oz 1 lb 2 lb 20 lb
COMMODITY	Mini Cucumber
COLOR	Green
AVAILABILITY	Year-round



GOES WELL WITH

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

SUGGESTED RECIPE: Cucumber Pineapple Smoothie

FORMATS	10 oz 1 lb 1.5 lb
COMMODITY	Cocktail Cucumber
COLOR	Green
AVAILABILITY	Year-round

POCO BITES®

A quick, refreshing snack, this bite size cucumber packs a punch! No need for preparation: Poco Bites® are a ready-to-go school snack that kids love. These light and crunchy bite-sized cukes hold off hunger until dinner time, especially when paired with hummus or a creamy yogurt dip.



GOES WELL WITH

Herbs, Spices and Flavors:
Black pepper | cilantro | dill | garlic
Foods: Bell peppers | black olives | crab



SUGGESTED RECIPE: Cocktail Cucumber & Lox Roll-Ups



GREENHOUSE
GROWN

UNO BITES™

NANO CUCUMBERS

Uh Oh.
We shrunk
the cukes!



FORMATS	1 dry pint 1.75 lb 20 lb
COMMODITY	Snacking Cucumbers
COLOR	Green
AVAILABILITY	Year-round

A NEW GENERATION OF SNACKING HAS ARRIVED!

Introducing Uno Bites™ Nano Cucumbers that are so small that they are out of this world! From kids to grandparents and everyone in between, its unanimous: Uno Bites™ are the perfect snack-attack solution. Sooooo small you would think they were destined for the International Space Station!



SUGGESTED RECIPE: Mediterranean Cauliflower Rice Salad



GOES WELL WITH

Herbs, Spices and Flavors:

Lime juice | dill | mint

Foods: Bell peppers | black olives | chicken



BABY EGGPLANTS

All great recipes are born from experimentation. Baby Eggplants are crafted to inspire confidence and creativity in your kitchen. Soft and meaty with a more delicate flavor than your everyday eggplant, these uniquely versatile Mediterranean staples can be used to enhance the texture of a main or as a tasty side.

FORMATS	2 pk 1.75 lb 11 lb
COMMODITY	Eggplant
COLOR	Purple Graffiti
AVAILABILITY	March - November



CRAFT HOUSE
COLLECTION



EGG PLA NTS



SUGGESTED RECIPE: Szechuan Eggplant

**GOES
WELL
WITH**

Herbs, Spices and Flavors:
Rosemary | sesame | soy sauce | tahini
Foods: Pesto | rice | Parmesan | tofu



**GOES
WELL
WITH**

Herbs, Spices and Flavors:
Honey | vanilla | basil
Foods: Cream cheese | chocolate | other berries



SUGGESTED RECIPE: Strawberry Quinoa Salad



Sweet Blooms®

STRAWBERRIES

Delicately sweet no matter the season, Sweet Blooms® are sustainably grown in glass greenhouses year-round to ensure consistency in berry quality and flavor. Bite-sized, juicy, and hand-picked in small batches, they are **Berriously Delicious®**.

FORMATS	12oz 1.75 lb
COMMODITY	Strawberry
COLOR	Red
AVAILABILITY	Year-round



ORGANICS



66%
OF PEOPLE
SURVEYED
COOK WITH
ORGANICS¹



When it comes time to making your organic choice, select products from growers that you trust. Tomatoes. Cucumbers. Peppers. Multiple types and varieties to choose from. Grown in a soil free environment, our certified organic greenhouse grown veggies meet strict guidelines placed by the USDA to ensure what you buy is truly organic, regardless of the season.

¹ Pure Flavor®, NFMM Surveys, 2022

TOMATOES

FORMATS
COMMODITY
COLOR
AVAILABILITY

75%
OF CONSUMERS
CONSIDER ORGANIC
PRODUCE TO BE
HEALTHIER¹



Organic TOMATOES

TOV	Beefsteak	Juno® Bites	Sangria®	Heirloom	Luna® Sweets	Roma
1 lb 2 lb 11 lb	2 ct 3 ct 15 lb	1 dry pint 2 lb	1 dry pint 2 lb	10 lb	14 oz 1 lb	1 lb
TOV	Beefsteak	Grape	Medley	Heirloom	Cocktail	Roma
Red	Red	Red	Multi	Multi	Red	Red
Year-round	Year-round	Year-round	Year-round	Year-round	Year-round	Year-round



SUGGESTED RECIPE: Grilled Southwest Chicken Salad

PEPPERS



51%
OF CONSUMERS
LOOK FOR THE
ORGANIC LABEL
WHEN PURCHASING
FRESH PRODUCE¹

Organic BELL PEPPERS

FORMATS	2 ct 3 ct 11 lb
COMMODITY	Bell Pepper
COLOR	Red Yellow Orange
AVAILABILITY	Year-round

Organic AURORA BITES

MINI SWEET PEPPERS

FORMATS	8 oz 1 lb 1.5 lb
COMMODITY	Mini Sweet Peppers
COLOR	Red Yellow Orange
AVAILABILITY	Year-round



SUGGESTED RECIPE: Steak & Pepper Roll-Ups

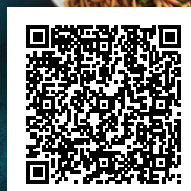
CUCUMBERS



Organic CUCUMBERS

	Long English	Mini
FORMATS	1 ct (SM, M, L) 2 ct 3 ct	6 ct 14 oz 1 lb 2 lb
COMMODITY	Long English	Mini
COLOR	Green	Green
AVAILABILITY	Year-round	Year-round

73%
OF CONSUMERS
PURCHASE ORGANIC
PRODUCE AT LEAST
ONCE PER WEEK.¹



SUGGESTED RECIPE: Soba Noodle Cucumber Cups

¹ Pure Flavor®, Love for Fresh Surveys, 2023

CRAFT HOUSE[®]

— COLLECTION —

GROWN FOR THE CHEF
— IN YOU!

Dedicated to the craft of finding the perfect premium ingredients to make family gatherings more memorable. Introducing the Craft House Collection[®] by Pure Flavor[®]; a distinct selection of hand-picked, greenhouse grown vegetables, crafted by generations of skill and flavor to unlock the chef in you.



LONG SWEET PEPPER

Premium peppers that are enjoyably sweet and refreshingly crisp.





EGGPLANT

Enrich your dish with savory and versatile baby eggplants.



HEALTHY FOR KIDS. EASY FOR YOU.

We packed Mini Munchies® with everything that kids (and parents) love. Juicy tomatoes pop, crispy cukes hydrate, and sweet mini peppers snap! This perfect grab-and-go snack will surely put a spring in your step!

AURORA

POCO



mini Munchies®

SNACK SIZED VEGGIES



FORMATS	4 oz 12 oz
COMMODITY	Tomatoes Peppers Cucumbers
AVAILABILITY	Year-round



JUNO

BUMBLE

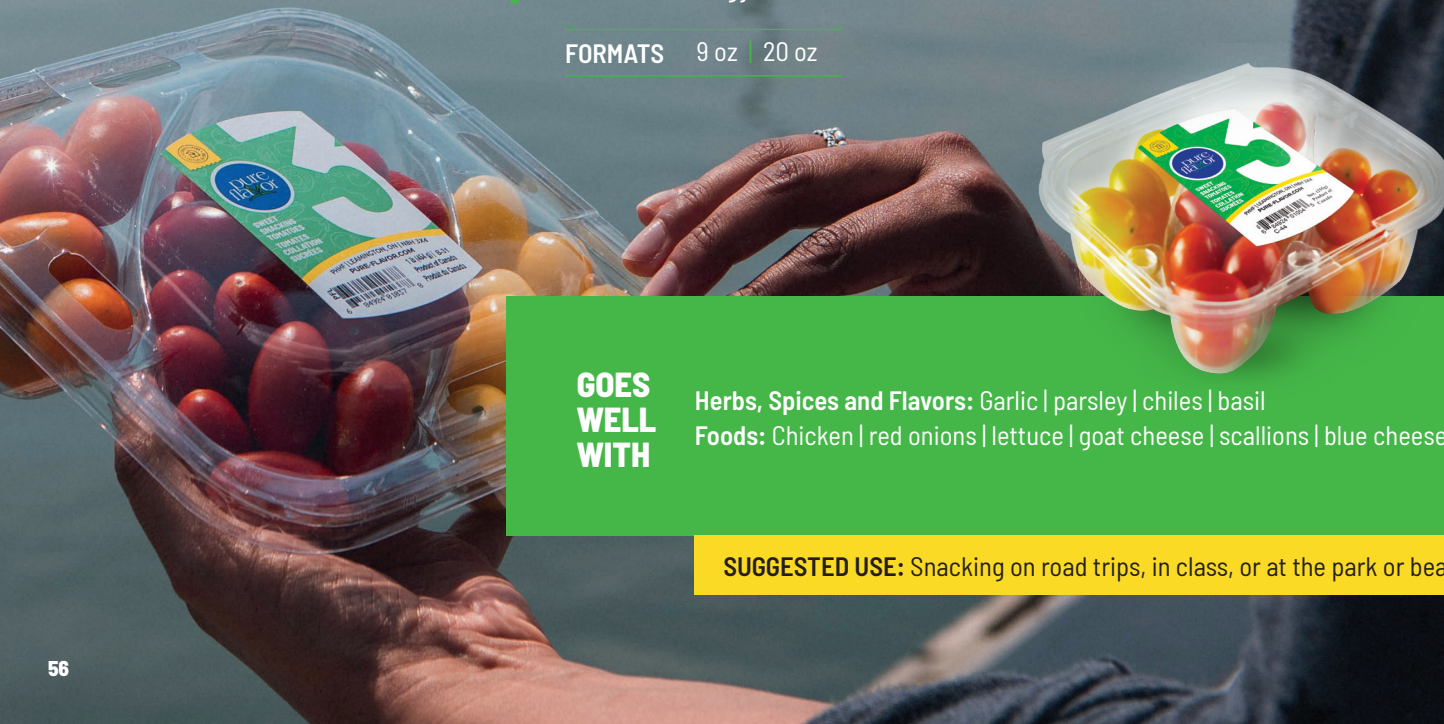
ORIANA



SWEET SNACKING TOMATOES

A versatile mixture of sweet & vibrant bite-sized tomatoes with a satisfying juicy crunch. The ideal snacking companion for a healthy, on-the-go burst of energy or a flavorful addition to a salad.

FORMATS 9 oz 20 oz



GOES WELL WITH

Herbs, Spices and Flavors: Garlic | parsley | chiles | basil

Foods: Chicken | red onions | lettuce | goat cheese | scallions | blue cheese

SUGGESTED USE: Snacking on road trips, in class, or at the park or beach!

92%

OF CONSUMERS AGREE
CONVENIENCE IS VERY
IMPORTANT TO THEM FOR
HEALTHY SNACK OPTIONS.¹



SNACK+! FUEL WITH FRESH.

UPGRADE YOUR SNACK GAME!

The combination of tomatoes, mini cucumbers, and mini sweet peppers will keep you energized for your workout or workday. On the road, on a hike, or in the kitchen, indulge in fresh and delicious veggies with Snack+!

FORMATS

8 oz | 15 oz

CATEGORY INNOVATION & TRIALS

A dedicated R&D group is working with seed companies to develop new products that are innovative and match consumer needs. Multiple trials are ongoing all over Canada, USA, and Mexico to enhance the customer experience and deliver unique flavor options.



MELONS



LETTUCE



**SEEDLESS
PEPPERS**



RASPBERRIES



Your **RELIABLE** FOODSERVICE PARTNER

From the tried-and-true, to the latest flavor trendsetters, our product lineup has everything you need to deliver incredible flavor consistency for your clients. We offer over 35 different tomatoes, peppers, cucumbers, melons, and berries in every color, shape, and size imaginable, every day of the year.





SHAKING ^{UP} THE MENU!



Pure Flavor® is your trusted partner to deliver the highest quality greenhouse grown fruits & vegetables to restaurants, healthcare, education, lodging, and entertainment establishments across North America.

As industry leaders, our expertise and continuous investment in innovation & growing technology allow you to supply your clients with year-round premium produce.



**SCAN
TO LEARN
MORE**



GEORGIA GROWN

WE ARE EXCITED TO BE PART OF THE RICH GROWING TRADITION GEORGIA IS KNOWN FOR.

How are we able to feed millions of Americans year-round with the most fresh, healthy, and delicious locally-grown Tomatoes? We invested in the largest and most technologically advanced greenhouse ever built in the southeast and we are proud to be a part of the rich growing tradition Georgia is known for!



SCAN TO LEARN MORE



LOOK FOR GEORGIA GROWN ON THE LABEL

Product packaging, labels, and PLU's designed specifically for the Georgia Grown program.

NATIONAL SUPPORT FOR A HOMEGROWN PROGRAM



SONNY PERDUE

US SECRETARY OF AGRICULTURE (RETIRED)

"This greenhouse is impressive, very impressive. It will enable them to grow locally here and provide fresh vegetables to our Georgia market year-round, this is a good location for them", said Sonny Perdue, US Secretary of Agriculture. "We are going to see more of this technology across the United States and we are honored that Pure Flavor® selected middle Georgia for their production. The investment and technology that goes in to these facilities is tremendous, these folks have done their homework", added Perdue.



DISTRIBUTION

Product will be distributed throughout Georgia, Florida, North Carolina, South Carolina, Alabama, Louisiana, Arkansas, Mississippi, Virginia, Kentucky, Missouri, Texas.

WHAT WE Grow

TOMATOES ON THE VINE

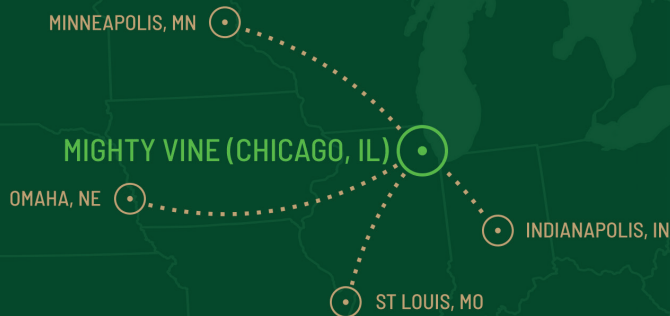
Climbing skyward nearly 20 feet (and we aren't talking about your weekly rock climbing session) is our award-winning tomato on the vine. A signature item at Pure Flavor®. Perfect for an energizing wrap or breakfast omelet. Classic Pure Flavor®.



Mighty Vine[®]



MightyVine[®] is renowned for its Rochelle, Illinois-grown tomatoes, cultivated in state-of-the-art greenhouses. These vine-ripened tomatoes are available throughout the Midwest, emphasizing freshness, sustainability, and minimal food miles.



fully
vine
ripened





TOMATOES ON-THE-VINE



BEEFSTEAK TOMATOES



CHERRY TOMATOES ON-THE-VINE

OUR PEOPLE



We live our brand promise by supporting healthier lifestyles for consumers, communities, our partners, and our employees. Our company culture is built on the expertise and experience of our team members, who serve as our strongest brand ambassadors in sharing our healthy lifestyles.



Strategically located in key regions, our facilities serve as packaging operation centers and cross-dock locations to support our family of growers.

OUR FACILITIES

LEAMINGTON, ONTARIO HEAD OFFICE, GREENHOUSE FACILITY AND D.C.

Housing our Head Office, a Distribution Center, and a state-of-the-art greenhouse facility; Leamington is where Pure Flavor® proudly calls home. Located less than an hour from Detroit and 4 hours from Toronto, Leamington is the prime location to begin the distribution process to both the USA and Canada.



WE'RE EXPANDING (AGAIN)!

We have accepted the challenge to feed North Americans healthy and flavorful fruits & vegetables 365 days a year, and to do this we must continue to expand. A new 40-acre high-tech, fully lit facility as well as a new 210,000 square foot centralized pack-house distribution center opened in our hometown of Leamington in early 2023.

ROMULUS, MICHIGAN CANADA / USA CROSS-DOCK AND D.C.

Just minutes across the USA/Canada border, Romulus' primary purpose is to serve as a temporary warehousing, and cross-dock location for product that is both entering and leaving the USA.



SAN ANTONIO, TEXAS MEXICO / USA CROSS-DOCK AND D.C.

Located just a few short hours from the Mexico/USA border, San Antonio is the filtering center for the southwestern USA. From this location, product is graded, packed, and shipped to our various retail and foodservice partners across North America.

FORT VALLEY, GEORGIA GREENHOUSE FACILITY AND D.C.

Strategically located just south of Atlanta, our Fort Valley, Georgia location is the newest addition to the Pure Flavor® family, and the largest facility of its kind in the southeastern USA. With a 60,000 square foot distribution center and high tech 75 acre greenhouse facility, we grow and distribute a variety of Georgia Grown Tomatoes and Cucumbers across the southeast year-round!





ROCHELLE, ILLINOIS GREENHOUSE FACILITY

MightyVine® is renowned for its Rochelle, Illinois-grown tomatoes, cultivated in state-of-the-art greenhouses.



OUR FACILITIES

EDINBURG, TEXAS MEXICO / USA CROSS-DOCK AND D.C.

Located at a key point of entry into the USA from Mexico, our Edinburg facility serves as a cross dock facility to help expedite our product to customers in every region.



pure
flavor®

BEHIND THE BRAND

Behind the growing Pure Flavor® brand is a strategic content creation powerhouse. Consumers spend more time engaging with online content than ever before. We create mouth-watering recipes and engaging content in-house to connect with consumers in a way that is authentic and relevant. With every recipe, blog, social post, video and email, our branded content inspires them to put our products on their grocery list week after week.



TOP 10 *recipes*

Join us to explore top recipe inspiration from our Pure Flavor® Chef, influencer partners, and friends in produce. From breakfast, lunch, dinner, and every snack in between, we have innovative flavors ready for you and your family to enjoy!

MORE AT [PURE-FLAVOR.COM/RECIPES](https://www.pure-flavor.com/recipes)



**SPICY
LASAGNA
SOUP**



**SWEET
AND SAVORY
STRAWBERRY
TARTLETS**



**SWEET
TOMATOES
& SCALLOPS**



**REFRESHING
TOMATO &
CHARENTAIS
SALAD**



**ROASTED
TOMATO
GNOCCHI
SALAD**



**SMOKY
PEPPER
SANDWICH**



**TOMATO
EGGPLANT
& CHICKPEA
STEW**



**LENTIL AND
ROASTED
EGGPLANT
SALAD**



**MANGO
JALAPENO
CUCUMBER
SALSA**



**THAI
COCONUT
CURRY
CHICKEN**

LIVE DELICIOUSLY[®] eMAGAZINE



The Live Deliciously[®] eMagazine is your one stop shop for everything fresh and flavorful, including the latest mouthwatering recipes, lifestyle blogs, fitness tips, and more. Explore all our issues for inspiration that will help you Live Deliciously[®] every day!



PURE-FLAVOR.COM/LIVE-DELICIOUSLY



Live Deliciously

Fall 2023 | 12th edition



SAVOR THE SEASON

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

GREENHOUSE TO THE TABLE: TIPS TO MAKE THE MOST OF YOUR TIME TO THRIVE

Live Deliciously

Summer 2023 | 11th edition

FLAVORS OF SUMMER

GET READY TO ENJOY THE

SNACKS FOR SANTA • HOLIDAY BAKING 101 • THE SUSTAINABLE BERRY: GROWING IN THE WINTER • TASTE THE

Make the most of the warm weather gathering on your patio with fresh! How about trying out fresh salads? Amplify your feast by incorporating baby eggplants or tomatoes into

Celebrate the holidays "together" with family and friends with our Healthy Holidays Guide!

Live Deliciously

Holiday 2023 | 13th edition



TOGETHER FOR THE HOLIDAYS

Get into the holiday groove with unique Spotify playlists for holiday baking and New Year's Eve celebrations!
p.6

Create culinary masterpieces from appetizers to desserts and everything in between!
p.14

Get some great tips to stay on track for your health goals through the busy season
p.18

INFLUEN

FRESH RECIPES

COME TOGETHER IN THE COMFORT OF YOUR OWN KITCHEN!

Get inspired to #flavorUP your dishes with different colors, tastes, and textures inspired by greenhouse grown fruits & vegetables. Fusion flare, flavors of the world, or all-time favorites are ready & waiting for you to switch up the menu tonight!



[PURE-FLAVOR.COM/RECIPES](https://www.pure-flavor.com/recipes)

TODAY'S BLOGS

READ A BLOG AND JOIN THE JOURNEY:

No time is better than right now to come explore some of our favorite blogs written by influencer partners, and even our internal creative team. From step-by-step process for recipes to tips on fitness and more, these blogs truly do help fuel healthy lives.

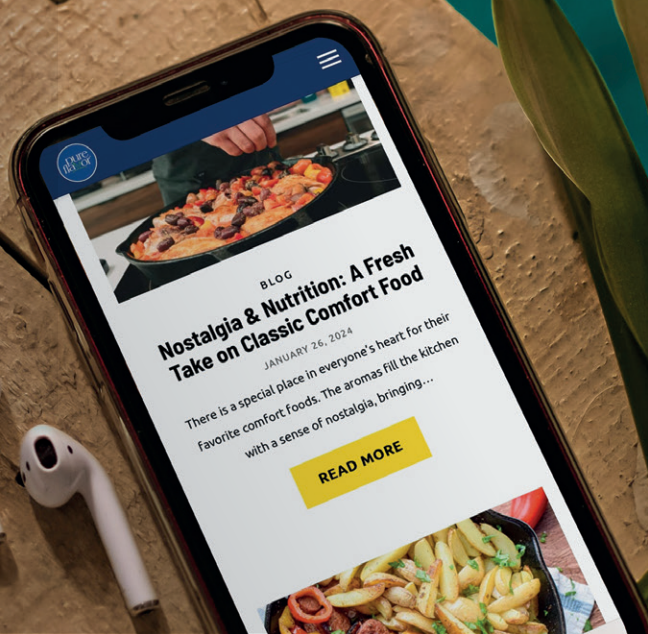


[PURE-FLAVOR.COM/BLOG](https://www.pure-flavor.com/blog)

BLOGS | RECIPES | GUIDES | RESOURCES

EXPLORE THE POSSIBILITIES

Gathering the tastiest news and
freshest recipes all in one place.
pure-flavor.com/learn



CON NEC TED

Engage the conversation, no matter where you are:



FACEBOOK.COM/PUREHOTOHOUSE



TWITTER.COM/PUREFLAVOR



INSTAGRAM.COM/PUREFLAVOR



YOUTUBE.COM/PUREHOTOHOUSE



PINTEREST.COM/PUREFLAVOR



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