

Pure
energy.
Pure
enjoyment.
Pure
living.

2018





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GROWN PURE.

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

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





A LIFE OF PURE FLAVOR™

We believe that every day is another opportunity to live A Life of Pure Flavor™. Our commitment to growing healthy lifestyles goes beyond the exceptional quality of our greenhouse-grown vegetables. It's sharing our passion for healthier lifestyles with families and communities everywhere.

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.



PACKAGING

We develop products that capture both broad and niche sales opportunities, driving increased consumer consumption year-round.

SNACKING

Our popular Mini Munchies™ program is on-trend by providing a convenient, single serve, value-added snack food for children of all ages.



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.

GROWING ACROSS

COMPANY LEGEND

- DISTRIBUTION 
- GROWING REGIONS 

SAN ANTONIO, TX 





ROMULUS, MI  LEAMINGTON, ON

 PEACH COUNTY, GA

NORTH AMERICA



GEORGIA
HERE WE COME!

Pure Flavor® is expanding to Peach County, GA with a high tech, 75 acre greenhouse facility that will grow Tomatoes, and Seedless Cucumbers year-round.



PURE INNOVATION.

We are continually looking at evolving consumer tastes and trends, and trial new varieties of fresh produce every year, employing a proprietary 5-step product development process to identify products that will satisfy consumer demands. We identify categories that are attracting increased consumer purchases, and grow products that address these changing preferences.



FOOD SAFETY

We are committed to Food Safety in every aspect of our business. From farm to retail, our traceability program follows international industry standards accepted by Primus GFS & the Global Food Safety Initiative (GFSI). We incorporate a system of Good Manufacturing Practices (GMP's) to achieve these standards.



TECHNOLOGY

We are able to give our plants the ideal climate to grow in with the perfect amount of water and plant nutrition allowing for consistent flavor and profile sizing. With the use of lights in Georgia, we will be able to grow vegetables year-round!



SUSTAINABILITY

We are passionate about agriculture & farming, and are focused on sustainable growing practices by using recycled mediums to grow in while maintaining a closed loop watering system to avoid waste. Fresh water is key to growing great product.



IPM

Our Integrated Pest Management (IPM) program allows us to use good bugs like Ladybugs to take care of the bad bugs in our greenhouses. With the help of thousands of Bumblebees, all of our vegetable plants get pollinated which help our fruit grow.





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 balance of exercise, family time, outdoor activities and a balanced diet including greenhouse-grown vegetables.

TOV

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 omelette. Classic Pure Flavor.

FORMATS 4 lb box | 11 lb | 13 lb

COMMODITY TOV

COLOR Red

AVAILABILITY Year-round

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | garlic | mint | sugar | wine vinegar

FOODS:

Beef | eggplant | lettuce | onions | shrimp



LUNA SWEETS

Like the name suggests, these ruby red cocktail tomatoes will illuminate your sense of sweetness. They are so tasty you'll drop the BL in BLT. BTW Luna's are packed with so many antioxidants they should probably have their own emoji. Take a video of that T sandwich. It's going viral. **#PlayWithYourFood**

FORMATS	12 oz 14 oz 1 lb 2 lb
COMMODITY	Cocktail Tomato
COLOR	Red
AVAILABILITY	Year-round

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Garlic | mint | pepper | sea salt | wine vinegar

FOODS:

Beef | lettuce | mozzarella | scallions

Life's an adventure, you're always on the go and however you slice it, living a healthy active lifestyle is always the goal. The Beefsteak Tomato is juicy and packed with antioxidants. It's your go-to healthy option. This bold, thick cut fruit is the ultimate burger companion or perfect for that super hero sandwich everyone in the office is talking about.

#flavorUP!

The image features three whole, ripe beefsteak tomatoes with green stems, arranged diagonally from the top right towards the bottom left. In the bottom left corner, there is a yellow outline illustration of a tomato slice, showing the internal structure and seeds. A dark blue rectangular box is positioned on the right side of the image, containing text about the tomatoes.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Mayonnaise |
oregano | garlic |
salt

FOODS:

Beef | cucumber |
Parmesan | veal



RED BEEFSTEAK

FORMATS

2 ct (Beef slicer, 16 oz) |
4 CT (16 oz, 20 oz) | 6 ct | 16 oz | 24 oz |
5 lb box | 15 lb (M, LG, XL, jumbo) | 20 lb

COMMODITY

Beefsteak

COLOR

Red

AVAILABILITY

Year-round

GREEN BEEFSTEAK



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Black pepper | chianti | olive oil

FOODS:

Mozzarella | shrimp | sourdough | zucchini

FORMATS 5 lb | 15 lb

COMMODITY Beefsteak

COLOR Green

AVAILABILITY Year-round

It's time to break out the cook book and get creative. Our firm, fresh, Green Beefsteak Tomato has all the southern charm and tart finish you need for that classic country dish. Makes for a great substitute for apples in certain recipes. Go green!

BROWN BEEFSTEAK

FORMATS	1 lb 10 lb
COMMODITY	Beefsteak
COLOR	Brown
AVAILABILITY	Year-round

Picking up the kids from school. Soccer practice. Groceries. It's a balancing act. Like this unique fruit, you'll taste both sweet and tart flavor profiles in every bite. These rich, brown tomatoes are visual wonders. The quintessential item for your gourmet appetizer. Let's do this!



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Balsamic | basil |
mint

FOODS:

Cod | eggplant |
onions | romaine

JUNO BITES

The. Healthy. Snack. Option. Period. Juicy. Loaded with vitamins and nutrient rich, Pure Flavor® Juno Bites are a crowd pleaser to say the least. Once you pop in our red grape tomato, you'll never go back to boring snacks again. Salads love a little Juno action too. But eating with your hands is also highly recommended.

GOES WELL WITH...

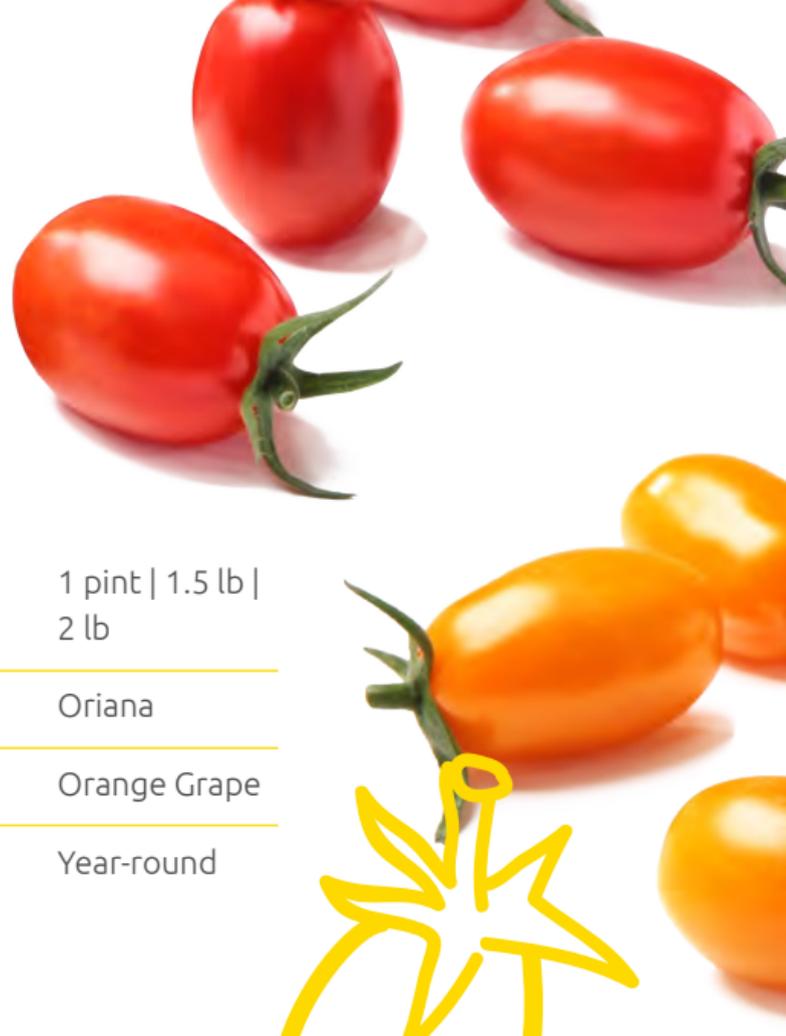
HERBS, SPICES AND FLAVORS:

Bread crumbs | garlic | parsley

FOODS:

Chicken | red onions | tuna

FORMATS	½ pint 1 pint 1.5 lb 2 lb	1 pint 1.5 lb 2 lb	1 pint 1.5 lb 2 lb
COMMODITY	Juno Bites	Bumbles®	Oriana
COLOR	Red Grape	Yellow Grape	Orange Grape
AVAILABILITY	Year-round	Year-round	Year-round



BUMBLES®

See what the buzz is about with these bright, tangy, yellow, grape tomatoes. Our Bumbles® are the perfect addition to a brunch frittata. Take time to slow down your busy bee lifestyle and reconnect with life's simple pleasures. We're getting hungry just talking about it.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Chiles | olive oil | tarragon

FOODS:

Lettuce | goat cheese | scallions

ORIANA

At Pure Flavor®, healthy snacks = Healthy minds. The Oriana Orange Grape Tomato is a next level snack infused with sweetness. A recess treat or play date sweet (hey that rhymes) Kids will love the flavor and brain benefits these orb shaped, palette pleasers provide. (Alliteration!) Let's teach our friends that not all tomatoes are red :)

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | dill | oregano | wine vinegar

FOODS:

Arugala | blue cheese | shellfish



SANGRIA®

Bursting with a medley of flavors, colors, types, and sizes, these candy-like, sweet snacking tomatoes are great sprinkled over a summer salad. Make your fresh feast a healthy one. This is pure living at its finest.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | chiles | dill | garlic | olive oil | parsley

FOODS:

Arugala | blue cheese | chicken

MARZANITO

Cooking with our savory and delectable Mini San Marzano Tomato is the secret to unlocking your inner celebrity chef. Let the bright, tangy acidity of this vine ripened delicacy be your D-I-Y recipe for success. Taste the difference Marzanito can make to your gourmet sauce. Life is good.



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Balsamic | basil | chives | garlic | olive oil

FOODS:

Black olives | eggplant | onions



AZUCA

Hit all the right notes at your next get together. With the Azuca Red Cherry Tomato, concert is in session. Orchestrating tasty apps like Tomato Jam on a Crostini is a sure-fire way to get your band singing a healthy tune. Sounds sweet. Play on maestro!



TOMATOES

FORMATS	10 oz 1.5 lb 2 lb	1 pint 1 lb 1.5 lb 2 lb	1 pint 1.5 lb 2 lb
COMMODITY	Marzanito	Sangria®	Azuca
COLOR	Red San Marzano	Grape Medley	Red Cherry
AVAILABILITY	Year-round	Year-round	Year-round

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

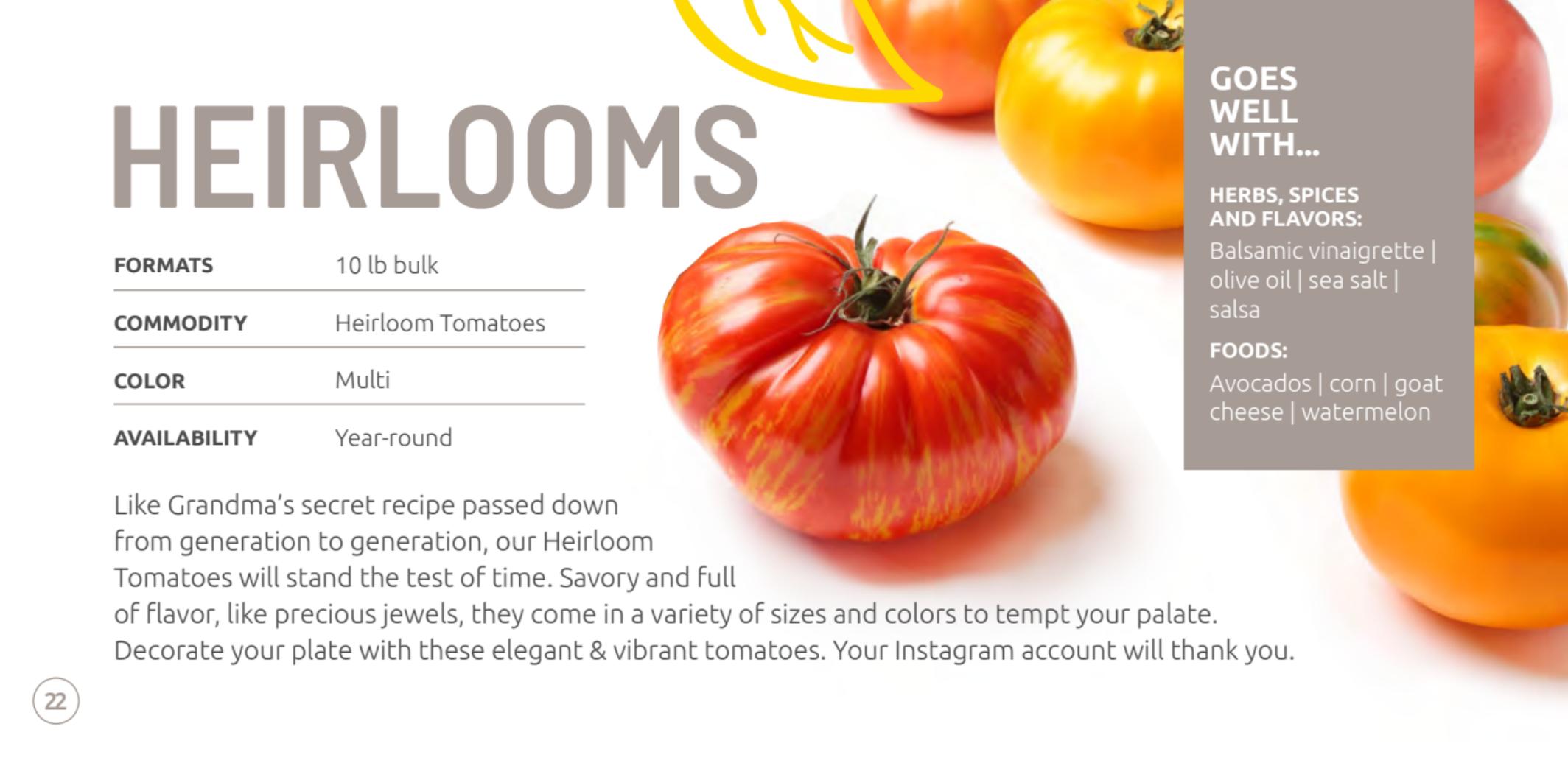
Balsamic | basil | garlic | wine

FOODS:

Arugala | chicken | feta | mozzarella



HEIRLOOMS



FORMATS	10 lb bulk
COMMODITY	Heirloom Tomatoes
COLOR	Multi
AVAILABILITY	Year-round

Like Grandma's secret recipe passed down from generation to generation, our Heirloom Tomatoes will stand the test of time. Savory and full of flavor, like precious jewels, they come in a variety of sizes and colors to tempt your palate. Decorate your plate with these elegant & vibrant tomatoes. Your Instagram account will thank you.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Balsamic vinaigrette | olive oil | sea salt | salsa

FOODS:

Avocados | corn | goat cheese | watermelon

ROMA

Gather 'round, it's a fiesta! Celebrations bring us together. Fresh, nutrient dense foods keep the party going. That's where we come in. Our firm, rich flavored, Roma tomato is the perfect base for a homemade salsa dip. Join the freshness party today. **#PureParty**

FORMATS 1 lb | 2 lb | 3 lb | bulk

COMMODITY Roma Tomatoes

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

Living a balanced lifestyle means making informed decisions. When it comes to the Pure Flavor® Bell Pepper, choose between 3 radiant colors, each with their own flavor profile. Christopher Columbus discovered this vitamin rich fruit while exploring the world.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Garlic | Merlot |
vinegar | parsley

FOODS:

Tomatoes | beef |
onions





BELL PEPPERS

FORMATS	2 pk 3 pk 4 pk 6 pk 5 lb bulk 11 lb bulk
COMMODITY	Bell Peppers
COLOR	Red, Yellow, Orange
AVAILABILITY	Year-round

MINI SWEET AURORA BITES

Popping peppers at a picnic. The minivan companion. These bite size mini peppers look fiery but are actually super sweet. Chopped for salads or snacks. More vitamin C than a citrus fruit. Parents love them. Kids crave them. Welcome to pure living!



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | chiles | lemon

FOODS:

Rice | sausage | shrimp

FORMATS

8 oz | 1 lb | 1.5 lb | 2 lb | 10 lb bulk | 20 lb

COMMODITY

Mini Sweet Peppers

COLOR

Red, Yellow, Orange

AVAILABILITY

Year-round

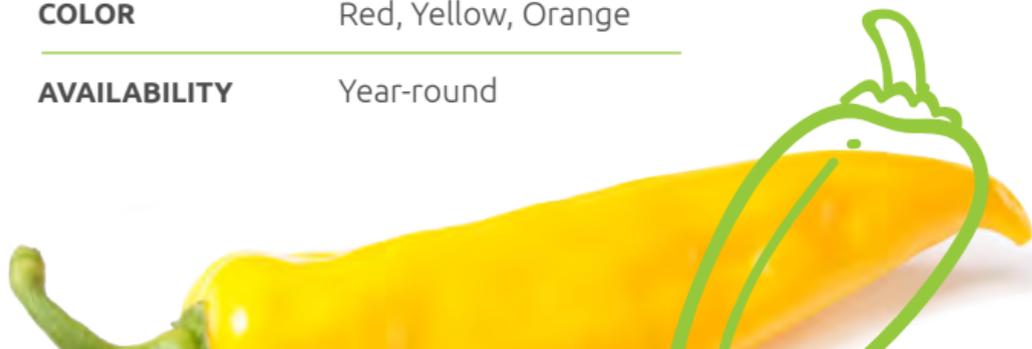
LONG SWEET AURORA SWEETS

FORMATS 2 lb | 3 pk | 10 lb bulk

COMMODITY Long Sweet Peppers

COLOR Red, Yellow, Orange

AVAILABILITY Year-round



**GOES
WELL
WITH...**

**HERBS, SPICES
AND FLAVORS:**

Cumin | olive oil |
oregano

FOODS:

Chicken | corn |
potatoes

Backyard BBQ's + summer time hangouts = Aurora Sweets. These multi colored Sweet Long Peppers will take the culinary artist in you to new heights. Stuff it. Grill it. Slice it. Dip it. Long live the grill master!

PEPPERS

Refreshing. Bold. Extra-long, and seedless!
The Captain of the cucumber team. We pride ourselves in living a healthy active lifestyle and it all starts with our Pure Flavor® Long English cucumber. Perfect for your post workout snack or blended in a refreshing beverage. Live Deliciously.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Lemon | mint |
oregano | olive oil

FOODS:

Cream cheese |
tomatoes | yogurt





LONG ENGLISH

FORMATS	12 ct (SM M L XL) 2 pk 3 pk
COMMODITY	Cucumbers
COLOR	Green
AVAILABILITY	Year-round

MINI

Going for a hike requires 3 things. A great pair of shoes, a backpack and our Mini Cucumbers. These cool, fresh snacks are loaded with nutrients that will help hydrate you to the final summit. Their edible skin makes this a litter-less snack for sure!

FORMATS 4 ct | 6 ct | 8 ct |
1 lb | 2 lb

COMMODITY Cucumbers

COLOR Green

AVAILABILITY Year-round

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Sea salt | sour cream | vinegar

FOODS:

Green onions | salmon | shrimp



POCO BITES[®]

Word around the splash pad (or golf course) is that these bite sized crunchy Cocktail Cucumbers are the snack to beat. Crisp and packed with energy, these refreshing morsels will hydrate and keep you playing all day long.

FORMATS 10 oz | 1 lb | 1.5 lb

COMMODITY Cucumbers

COLOR Green

AVAILABILITY Year-round



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Black pepper | cilantro | dill | garlic

FOODS:

Bell peppers | black olives | crab

Our kitchens have fast become the place to be. We love cooking. Their texture is perfect for soaking up the flavors of the world; and are fixtures in cuisines from Tel Aviv street food, Mediterranean mains, and back to California vegan veggie burgers.

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Rosemary | sesame
| soy sauce | tahini

FOODS:

Pesto | rice |
Parmesan | tofu





BABY & SICILIAN

FORMATS	2 pk 2 ct Bag 3 ct 4 pk 1.75 lb bag 11 lb
COMMODITY	Eggplants
COLOR	Purple, White, Graffiti, Sicilian
AVAILABILITY	March - November

Family first. Always. And when it comes time to making your organic choice, select products from growers that you trust. Tomatoes. Cucumbers. Peppers. Multiple varieties. 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. Trust us. It's organic. And it's delicious.





TOMATOES

FORMATS	2 ct 15 lb	1 pint 2 lb	1 lb 11lb 13 lb	2 ct 10 lb
COMMODITY	Beefsteak	Juno Bites	TOV	Heirloom
COLOR	Red	Red	Red	Multi
AVAILABILITY	Year-round	Year-round	Year-round	Year-round







PEPPERS

FORMATS	2 ct 3 ct 6 ct 11 lb
COMMODITY	Bell Peppers
COLOR	Red, Yellow, Orange
AVAILABILITY	Year-round





CUCUMBERS

FORMATS 2 pk | 3 pk | 12 ct | 24 ct

COMMODITY Cucumbers

COLOR Green

AVAILABILITY Year-round





AURORA



JUNO



POCO





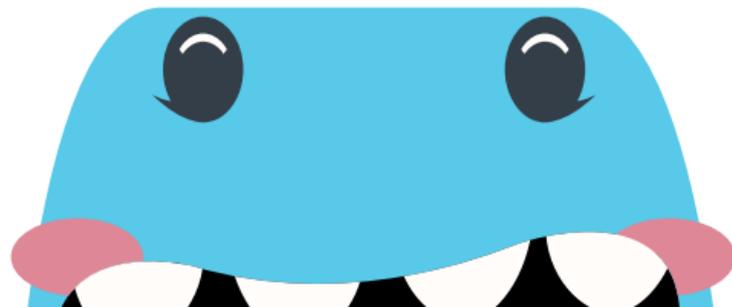
Quick and easy snack sized veggies that kids are sure to love!

Our Mini Munchies Snack Sized Veggies aim to promote a healthy, active lifestyle to both children and their parents alike.

The perfect healthy snack combination makes it easy for a grab and go snack! This developing program will help Mini Munchies stand out and above competing products in the market and boost your sales.

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

**HEALTHY EASY
FOR KIDS FOR YOU**





SUSTAINABILITY

ENDLESS POSSIBILITIES

kid-friendly, & TRUSTED,

NATURAL FINE

#PURELIFE

GROWING

REFRESH

QUALITY always the best

NATURAL

CAREFULLY SELECTED

GROWN WITH PERFECT

FRESHNESS IS FUN!

Flavorful

FUELING HEALTHY LIVES

DO WHAT YOU LOVE. LOVE WHAT YOU DO.

GROWING HEALTHY FAMILIES™

GROWN FOR YOU

GREENHOUSE GROWN

SWEET SAVORY FRESH

ING FOR ALL

FRESHNESS IS FUN!

live

CONNECTED.

FRESHNESS IS FUN!

Flavorful

FUELING HEALTHY LIVES

GROWN FOR YOU

DO WHAT YOU LOVE. LOVE WHAT YOU DO.

SWEET SAVORY FRESH





We provide consumers with compelling digital content that informs, engages, and drives traffic and sales to our retail partners.

#flavorUP

-  [FACEBOOK.COM/PUREHOTHOUSE](https://www.facebook.com/purehothouse)
-  [TWITTER.COM/PUREFLAVOR](https://twitter.com/pureflavor)
-  [INSTAGRAM.COM/PUREFLAVOR](https://www.instagram.com/pureflavor)
-  [YOUTUBE.COM/PUREHOTHOUSE](https://www.youtube.com/purehothouse)

FRESH INGREDIENTS.

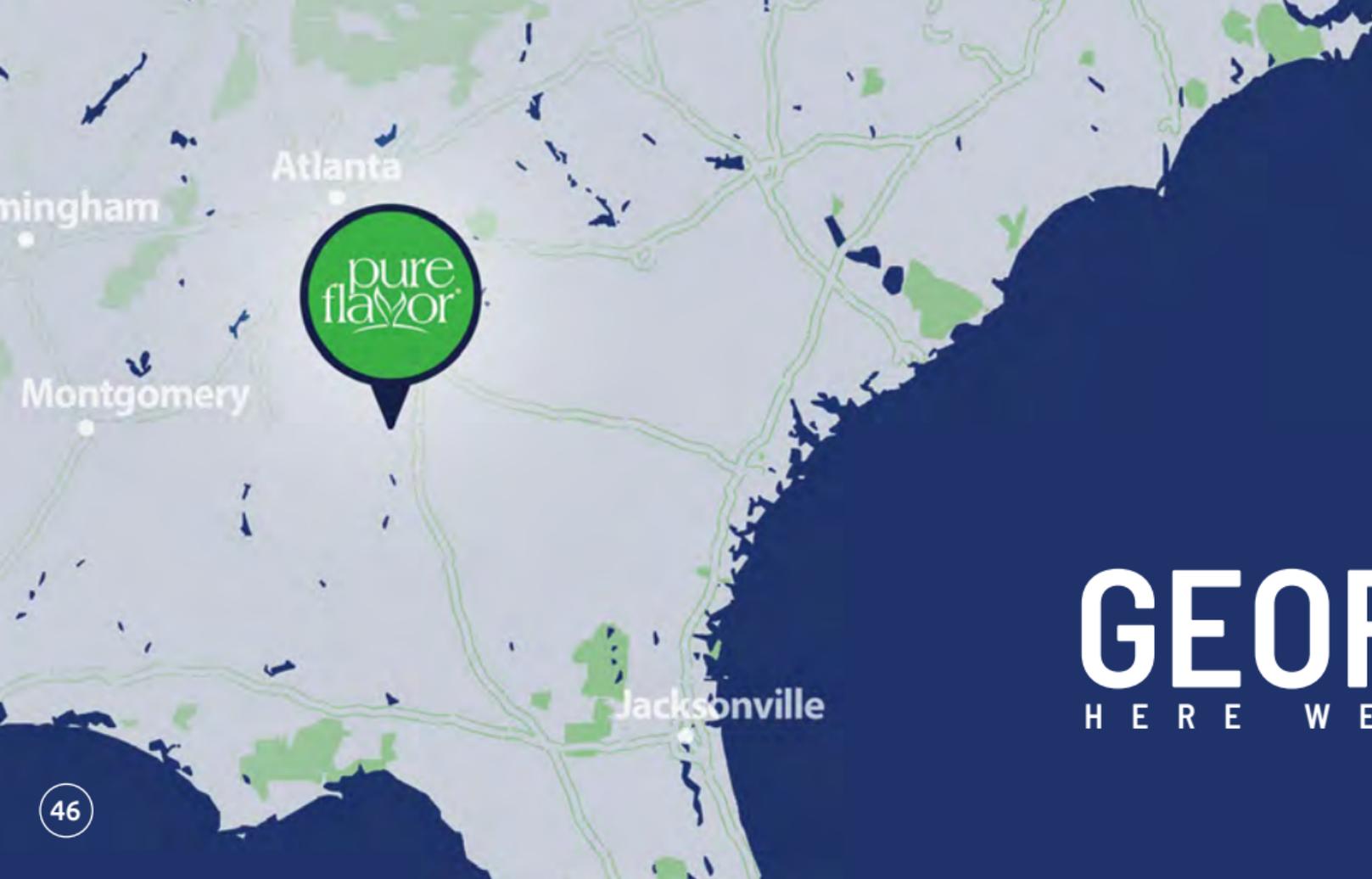
From the simplest of snacks to food fit for a king, our hand-crafted recipes are sure to tempt your taste buds. Carefully created to maximize the unique flavors of the greenhouse vegetables we grow, our nutrient rich products take your recipe creations to the next level.





FOR A COMPLETE ASSORTMENT
OF RECIPE IDEAS, PLEASE VISIT | pure-flavor.com/Recipes





Atlanta

Birmingham

pure
flavor

Montgomery

Jacksonville



GEORGIA

H E R E W E C O M E !



PROJECT FACTS:

- Located in Fort Valley, GA; built on a 130 acre site, just 3 miles from I-75
- High tech 75-acre greenhouse project; built in 3 phases of 25 acres
- New 75,000 sq. ft distribution center on site
- Installation of High Pressure Sodium Lighting to help grow year-round
- Vegetables to be grown: Tomatoes & Cucumbers
- Creating 200+ job opportunities over 5 years
- Distribution area: GA, FL, NC, SC, AL, LA, AR, MS, TN, VA, KY, MO, TX
- Largest facility of its kind in the southeastern USA

Known worldwide for peaches and pecans, Peach County can now add Georgia grown Tomatoes & Cucumbers to their impressive list of home town favorites. Consistent quality & flavor, right in your backyard. Locally grown for you from a brand you can call your own.



The background is a solid blue color with a repeating pattern of white line-art icons representing various food items. These include slices of citrus fruit, whole fruits like apples and pears, vegetables like bell peppers and mushrooms, and other food-related items like a pizza slice and a bowl. The icons are scattered across the entire background.

*Live Deliciously*TM

Pure Hothouse Foods Inc. | PO Box 607 | Leamington, ON | N8H 3X4 | pure-flavor.com