



Live Deliciously®



# TABLE OF CONTENTS

Grown Pure	3
Live Deliciously®	4
Growing Across America	6
The Greenhouse Advantage	8
Healthy Active Living	10
Community Initiatives	11
Tomatoes	12
Snacking Series	20
Cloud 9®	26
RedRoyals®	28
Peppers	30
Shishito	34
Cucumbers	36
Uno Bites™	40
Eggplants	43
Organics	44
Craft House Collection®	54
Sweet Blooms™	56
Solara™	58
Mini Munchies®	60
Snacking Kits	62
Your Reliable Food Service Partner	64
Georgia Grown	66
Our People	68
Behind the Brand	70
Live Deliciously® eMagazine	72
Our Facilities	74
Connected	77



pure  
flavor®

## CONTACT US:

Pure Hothouse Foods Inc.  
P.O Box 607  
Leamington, Ontario  
N8H 3X4



T: 519 326 8444

F: 519 326 7960

E: [community@pure-flavor.com](mailto:community@pure-flavor.com)

W: [www.pure-flavor.com](http://www.pure-flavor.com)

FOLLOW US:      





# GROWN PURE.

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 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.





# Live Delicious

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.





## **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.

## **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.





# 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.

• ABBOTSFORD, BC

• DENVER, CO

• LAS VEGAS, NV

• LOS ANGELES, CA

• PHOENIX, AZ

• JALISCO, MX





COMPANY LEGEND

- DISTRIBUTION AREA
- DISTRIBUTION CENTERS
- GROWING REGIONS



## GEORGIA GROWN HOMEMADE MAKES THE DIFFERENCE

Pure Flavor® has expanded to Peach County, GA with a 60,000 square foot distribution center and high tech greenhouse facility growing Tomatoes and Seedless Cucumbers year-round.





# THE GREENHOUSE ADVANTAGE

Veggies grown in a greenhouse are perfectly climate-controlled including the amount of water and plant nutrition they receive for consistent flavor and sizing. This means you can enjoy the same product without any surprises!





## GROWING FRESH FLAVORS

We search the world testing hundreds of vegetable varieties to bring you the perfect flavors for every taste, preference and recipe.

Our growers are the caretakers of the veggies that nourish your family. Their dedication and knowledge are the heart of growing in a greenhouse.

## FOOD SAFETY

You can feel confident when you select Pure Flavor® vegetables to bring home to your family. We employ the highest and most rigorous standards of food safety.

## GOOD MANUFACTURING PRACTICES

By incorporating Good Manufacturing Practices, it not only helps us provide the freshest produce for you to enjoy, it also ensures the safest methods are followed through from the greenhouse all the way to the store.

## INTEGRATED PEST MANAGEMENT (IPM)

### Natural Pest Control Alternative

Our Integrated Pest Management (IPM) program allows us to use good bugs like Ladybugs to take care of the bad bugs in our greenhouses. This method is safer than the conventional methods because it eliminates spraying and any tampering with the plants. We want you to enjoy produce the way it should be, all natural!



### Pollination

With the support of thousands of Bumblebees, our plants get pollinated which helps our produce grow healthy.

## SUSTAINABLE GROWING PRACTICES

We are committed to providing veggies that are grown in a sustainable and resource responsible manner.

### Recycled Growing Medium

Selecting the right growing medium is critical to overall plant health and strength but also to sustainability.

### Closed Loop Irrigation System


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

### Climate Control

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

### Traceability

Tracking technology is used throughout our greenhouses and supply chain to be able to follow each vegetable from the vine through to the store.



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.

# HEALTHY ACTIVE LIVING





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 encourages kids to exercise and have fun with friends and family.



# COMMUNITY INITIATIVES

*pure  
flavor*



## ADOPT-A-SCHOOL PROGRAM

The Pure Flavor® Adopt-A-School Program was created to fuel healthy and active minds of students across North America with fresh snacks and educational resources. Our partner schools benefit not only from healthy snack support but activity based initiatives to keep kids moving and excited about vegetables!

# TOMATOES



**59%**  
OF CONSUMERS  
STATED THEY  
PURCHASE  
TOMATOES  
**EVERY WEEK<sup>1</sup>**



# TOV



Our Award-Winning Tomatoes On-The Vine infuse each meal with an unmistakably fresh flavor. Gentle fragrance mingles with juicy sweetness to create a perfectly balanced experience. Create a quick and colorful appetizer by roasting them in the oven with fresh herbs, or add a vibrant, vine-ripened character to your homemade linguine.



FORMATS	24 oz   1 lb   3 lb   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

**SUGGESTED RECIPE:** Mediterranean Hummus Toast

# LUNA<sup>®</sup> SWEETS



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<sup>®</sup> 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.

FORMATS	14 oz   1 lb   1.75 lb   2 lb   10 lb bulk
COMMODITY	Cocktail
COLOR	Red
AVAILABILITY	Year-round

## GOES WELL WITH

### Herbs, Spices and Flavors:

Garlic | mint | pepper | sea salt | wine vinegar

**Foods:** Beef | lettuce | mozzarella | scallions

**SUGGESTED RECIPE:** Tomato & Cheese Quiche





# 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.

<b>FORMATS</b>	1 lb   3 lb   25 lb bulk
<b>COMMODITY</b>	Roma
<b>COLOR</b>	Red
<b>AVAILABILITY</b>	Year-round



## GOES WELL WITH

### Herbs, Spices and Flavors:

Bay leaves | Chianti | marjoram | red wine vinegar

**Foods:** Mushrooms | pork | Romano | yellow squash

**SUGGESTED RECIPE:** Aztec Soup

# 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 (Beef slicer, 16 oz)  
4 ct (16 oz, 20 oz) | 6 ct | 5 lb box  
15 lb (M, LG, XL, Jumbo) | 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:** Marinated Tomatoes





**GOES  
WELL  
WITH**

**Herbs, Spices and Flavors:**

Black pepper | Chianti | olive oil

**Foods:** Mozzarella | shrimp | sourdough | zucchini

**SUGGESTED RECIPE:** Baked Basil Tomatoes

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.

**FORMATS** 10 lb | 15 lb

**COMMODITY** Beefsteak

**COLOR** Green

**AVAILABILITY** Year-round

# GREEN BEEFSTEAK



A single gourmet ingredient can inspire magic in your kitchen. Treat yourself to Chocolate Rose Brown Beefsteak Tomatoes and experience the elegance of their nuanced flavor. Sliced on an open-faced sandwich or roasted in a savory side dish, it's easy to make a memorable first impression.

FORMATS	1 lb
COMMODITY	Beefsteak
COLOR	Brown
AVAILABILITY	Year-round



**GOES  
WELL  
WITH**

**Herbs, Spices and Flavors:**  
Balsamic | basil | mint  
**Foods:** Cod | eggplant | onions | romaine

**SUGGESTED RECIPE:** Extreme Beefsteak Bowl

**CHOCOLATE  
ROSE**





# 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.

<b>FORMATS</b>	1.25 lb   2.5 lb   10 lb bulk
<b>COMMODITY</b>	Heirloom
<b>COLOR</b>	Multi
<b>AVAILABILITY</b>	Year-round



## GOES WELL WITH

### Herbs, Spices and Flavors:

Balsamic vinaigrette | olive oil | sea salt | salsa

**Foods:** Avocados | corn | goat cheese | watermelon

**SUGGESTED RECIPE:** Tomato Pastry Tart



## CONVENIENT | HEALTHY | FULL OF FLAVOR

Our flavor filled Snacking Series is full of benefits, so you can enjoy guilt free snacks year-round! From youthful snackers to experienced foodies we've got you covered! These tasty cholesterol free treats are loaded with healthy vitamins and nutrients. Enjoy a vast variety of bright colors and juicy flavors in the perfect on-the-go vegetable snack pack!





# SNACKING

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

**#flavorUP**



**71%**  
OF CONSUMERS  
STATED THEY  
ARE LIKELY  
**TO SNACK  
ON TOMATOES<sup>1</sup>**

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020



# JUNO<sup>®</sup> BITES

## RED GRAPE TOMATOES

### GOES WELL WITH

Herbs, Spices and Flavors:

Breadcrumbs | garlic | parsley

Foods: Chicken | red onions | tuna

**SUGGESTED RECIPE:** Grilled Corn Tacos

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<sup>®</sup> Bites offer a pop of juicy flavor that can't be beat.

	Juno <sup>®</sup> Bites	Bumbles <sup>®</sup>	Oriana <sup>®</sup>
<b>FORMATS</b>	4 oz   1/2 & 1 dry pint 1.5 lb   2 lb   6 lb & 10 lb bulk	4 oz   1 dry pint 2 lb   10 lb bulk	4 oz   1 dry pint 1.5 lb   2 lb   10 lb bulk
<b>COMMODITY</b>	Grape	Grape	Grape
<b>COLOR</b>	Red	Yellow	Orange
<b>AVAILABILITY</b>	Year-round	Year-round	Year-round





# BUMBLES®

## YELLOW GRAPE TOMATOES



### GOES WELL WITH

#### Herbs, Spices and Flavors:

Basil | dill | oregano | wine vinegar

Foods: Arugula | blue cheese | shellfish

**SUGGESTED RECIPE:** Georgia Salad

Fun-sized and sweet, Bumbles® Yellow Grape Tomatoes make it easy to celebrate snacking with a smile! Sunday Brunch gets a sprinkle of color and workday lunches get a fresh, flavorful lift when you have Bumbles® in the kitchen.

Rejuvenate on the go with sunny rays of flavor when you pop an Oriana® Orange Grape Tomato. In the lunchroom at school or at work, healthy and tasty snacks are a highlight. Include Orianas in a small cheese and crackers tray or dip in hummus for that mid-day refresher you need to keep going!

# ORIANA®

## ORANGE GRAPE TOMATOES

### GOES WELL WITH

#### Herbs, Spices and Flavors:

Chiles | olive oil | tarragon

Foods: Lettuce | goat cheese | scallions

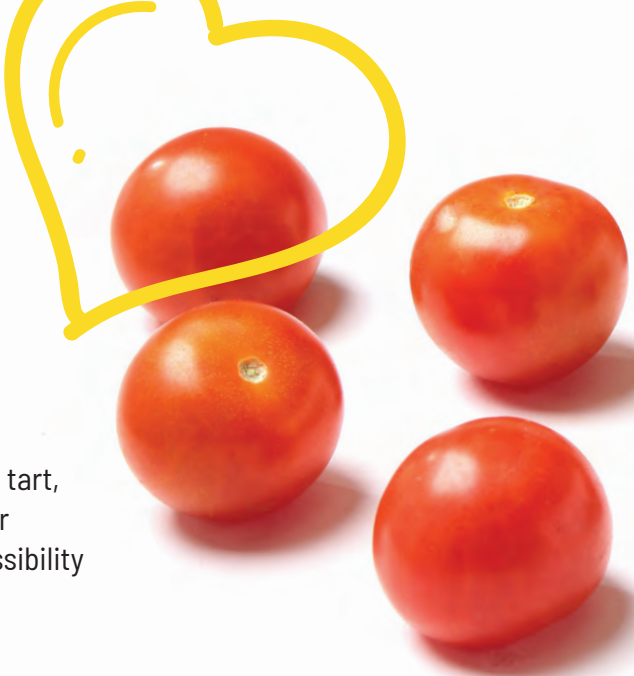
**SUGGESTED RECIPE:** Fiesta Salsa



# 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.



	Sangria®	Azuca	Marzanito
FORMATS	4 oz   1 dry pint   12 oz   1 lb 1.5 lb   2 lb   6 lb bulk   10 lb bulk	4 oz   10.5 oz   1 dry pint 1.5 lb   10 lb bulk	10 oz   12 oz   14 oz   16 oz 2 lb   10 lb bulk
COMMODITY	Medley	Cherry	Mini San Marzano
COLOR	Multi	Red	Red
AVAILABILITY	Year-round	Year-round	Year-round

### GOES WELL WITH

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

**SUGGESTED RECIPE:** Sangria Medley Paella







# AZUCA

## RED CHERRY TOMATOES

### GOES WELL WITH

#### Herbs, Spices and Flavors:

Basil | dill | oregano | wine vinegar

Foods: Arugula | blue cheese | shellfish

**SUGGESTED RECIPE:** Skillet-Charred Azuca Tomatoes with Basil

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!

# MARZANITO

## MINI SAN MARZANO

**CRAFT  
HOUSE**  
COLLECTION

An exceptional flavor profile deliciously defines this Mini San Marzano tomato. Taste the heritage of a unique mini plum tomato that hails from the rich volcanic soil of Italy. A smooth and balanced treat when eaten raw, Marzanitos truly shine as the secret ingredient in gourmet pasta sauce.

### GOES WELL WITH

#### Herbs, Spices and Flavors:

Basil | chilis | dill | garlic | olive oil | parsley

Foods: Arugula | blue cheese | chicken

**SUGGESTED RECIPE:** Fresh Veggie Quesadillas



# cloud9<sup>®</sup>

A tiny taste of heaven<sup>®</sup>



Award Winning  
& World Renowned

# 9

The bite-sized blast of  
fruity flavor in every Cloud 9<sup>®</sup>  
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%**.

## The Cloud 9® Standard

To grow a sweeter snacking tomato that meets this high standard and signature profile, Pure Flavor® controls every aspect of the plant's growth journey using advanced, sustainable greenhouse growing technology.

With precise control of everything from the climate of the greenhouse to the exact nutrition and plant-specific irrigation, our family of growers are able to ensure this unique variety thrives year-round in multiple growing regions throughout North America.

<b>FORMATS</b>	1 dry pint   2 lb
<b>COMMODITY</b>	Grape
<b>COLOR</b>	Red
<b>AVAILABILITY</b>	Year-round



### GOES WELL WITH

#### Herbs, Spices and Flavors:

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

**Foods:** Prosciutto | brie | roasted garlic | peaches | acorn squash | risotto

**SUGGESTED RECIPE:** Roasted Tomato Farro Salad



# NOT YOUR AVERAGE TOMATO.

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<sup>®</sup>

**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<sup>®</sup> deserve a crown.

<b>FORMATS</b>	12oz   1.5 lb   10 lb bulk   13 lb bulk
<b>COMMODITY</b>	Cherry on-the-Vine
<b>COLOR</b>	Red
<b>AVAILABILITY</b>	Year-round



## **GOES WELL WITH**

**Herbs, Spices and Flavors:**

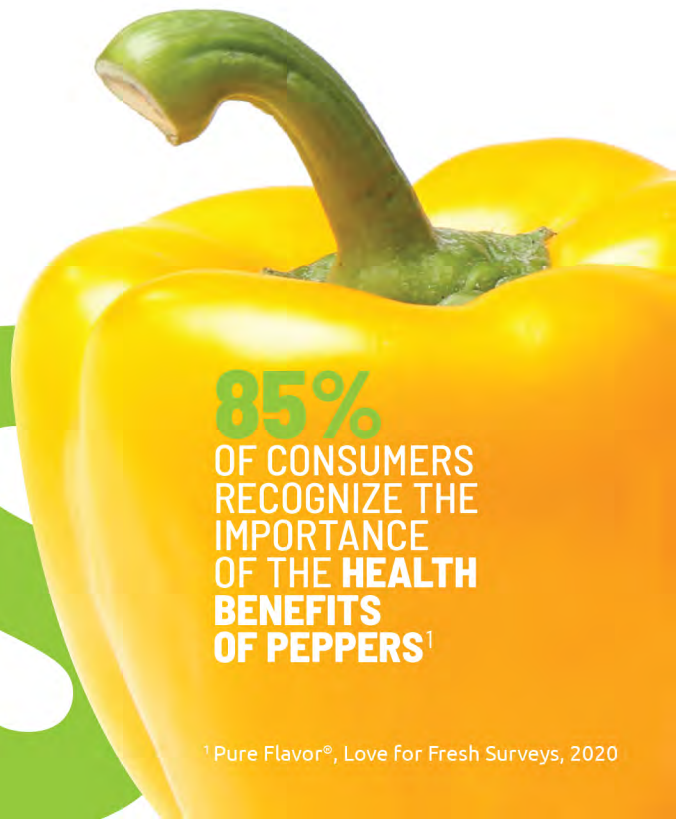
Balsamic | basil | garlic | wine

**Foods:** Arugula | chicken | feta | mozzarella

**SUGGESTED RECIPE:** Vegan Risotto

# 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.



**85%**  
OF CONSUMERS  
RECOGNIZE THE  
IMPORTANCE  
OF THE **HEALTH  
BENEFITS  
OF PEPPERS**<sup>1</sup>

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020



# BELL PEPPERS

**FORMATS** 1 pk | 2 pk | 3 pk | 4 pk | 6 pk | 2 lb | 2.5 lb  
3 lb | 5 lb bulk | 11 lb bulk | Bushel

**COMMODITY** Bell Pepper

**COLOR** Red | Yellow | Orange

**AVAILABILITY** Year-round



## GOES WELL WITH

**Herbs, Spices and Flavors:**

Garlic | Merlot | vinegar | parsley

**Foods:** Tomatoes | beef | onions


**SUGGESTED RECIPE:** Stuffed Pepper Soup

# AURORA BITES

MINI SWEET PEPPERS



**64%**  
OF CONSUMERS  
STATED THEY  
WERE LIKELY  
**TO SNACK  
ON PEPPERS<sup>1</sup>**



<b>FORMATS</b>	8 oz   1 lb   1.5 lb   2 lb 3 lb bulk   10 lb bulk   20 lb bulk
<b>COMMODITY</b>	Mini Sweet Pepper
<b>COLOR</b>	Red   Yellow   Orange   Brown
<b>AVAILABILITY</b>	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.

**GOES  
WELL  
WITH**

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

**SUGGESTED RECIPE:** Loaded Veggie Noodles





# AURORA SWEETS

## LONG SWEET PEPPERS

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.

**CRAFT  
HOUSE**  
COLLECTION

FORMATS	2 pk   3 pk   1 lb   10 lb bulk
COMMODITY	Long Sweet Pepper
COLOR	Red   Yellow   Orange
AVAILABILITY	Year-round

### GOES WELL WITH

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

**SUGGESTED RECIPE:** Sweet Pepper Enchiladas

# SHISHITO

## PEPPERS

1 IN 10  
HAVE HEAT



**CRAFT  
HOUSE**  
COLLECTION

Savory with an elusive spark of lively heat, Craft House® Shishito Peppers are grown for the chef in you. Their enticing flavor and captivating bite dazzle in any dish, proving just how quick and easy gourmet can be. Grilled, sautéed, stuffed, or baked: the possibilities are endless with this unique and trendy pepper.

FORMATS	8oz   14 oz   1 lb   10 lb bulk
COMMODITY	Shishito Pepper
COLOR	Green
AVAILABILITY	Year-round

### GOES WELL WITH

**Herbs, Spices and Flavors:**

Red chili flakes | soy sauce | sesame oil

**Foods:** Pork | sweet potatoes | crab | cream cheese

**SUGGESTED RECIPE:** Shishito Pepper Stir Fry





**44%**  
OF CONSUMERS  
STATED THEY  
EAT SPICY FOOD  
**MULTIPLE**  
**TIMES A WEEK**<sup>1</sup>

35

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020



# CUCUMBERS





# 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.

<b>FORMATS</b>	2 ct   3 ct   6 ct (SM, M, L) 12 ct ( SM, M, L, XL )   24 ct
----------------	---

<b>COMMODITY</b>	Cucumber
------------------	----------

<b>COLOR</b>	Green
--------------	-------

<b>AVAILABILITY</b>	Year-round
---------------------	------------

**56%**  
OF CONSUMERS  
PURCHASE  
LONG ENGLISH  
CUCUMBERS  
MOST OFTEN<sup>1</sup>



## GOES WELL WITH

**Herbs, Spices and Flavors:**

Lemon | mint | oregano | olive oil

**Foods:** Cream cheese | tomatoes | yogurt

**SUGGESTED RECIPE:** Cucumber Chickpea Mini Pizzas



# 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!

<b>FORMATS</b>	14 oz   4 ct   6 ct   1 lb   2 lb   10 lb 5 lb bulk   20 lb bulk
<b>COMMODITY</b>	Mini Cucumber
<b>COLOR</b>	Green
<b>AVAILABILITY</b>	Year-round



## GOES WELL WITH

**Herbs, Spices and Flavors:**

Sea salt | sour cream | vinegar

**Foods:** Green onions | salmon | shrimp

**SUGGESTED RECIPE:** Summer Roll in a Bowl



**87%**  
OF CONSUMERS  
CONSIDER  
CONVENIENCE  
IMPORTANT  
WHEN IT COMES  
TO SNACKING.<sup>1</sup>

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.

# POCO BITES®

FORMATS	10 oz   1 lb   1.5 lb   20 lb bulk
COMMODITY	Cocktail Cucumber
COLOR	Green
AVAILABILITY	Year-round



## GOES WELL WITH

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

**SUGGESTED RECIPE:** Stuffed Sweet Potatoes





- INTRODUCING -

# UNO BITES™

NANO CUCUMBERS



Uh Oh.  
We shrunk  
the cukes!







SO SMALL THEY ARE OUT OF THIS WORLD!



## 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!

<b>FORMATS</b>	1 dry pint   1.75 lb
<b>COMMODITY</b>	Snacking Cucumbers
<b>COLOR</b>	Green
<b>AVAILABILITY</b>	Year-round

### GOES WELL WITH

**Herbs, Spices and Flavors:**

Lime juice | dill | mint

**Foods:** Bell peppers | black olives | chicken

**SUGGESTED RECIPE:** Cucumber Citrus Salad

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.



**GOES  
WELL  
WITH**

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

**SUGGESTED RECIPE:** Grilled Eggplant



# EGG PLANTS TS



**CRAFT  
HOUSE**  
— COLLECTION —

## BABY EGGPLANTS

**FORMATS** 2 pk | 1.75 lb bag | 11 lb

**COMMODITY** Eggplant

**COLOR** Purple

**AVAILABILITY** March - November



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.



**67%**  
OF CONSUMERS  
STATED **THEY LOOK  
FOR ORGANIC ON  
THE LABEL WHEN  
PURCHASING  
PRODUCE**<sup>1</sup>

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020





ORG

AN

CS



# ATOMS

FORMATS

COMMODITY

COLOR

AVAILABILITY







# TOMATOES

TOV	Beefsteak	Juno® Bites	Sangria®	Heirloom	Luna® Sweets	Roma
16 oz   1 lb 2 lb   11 lb	2 ct 15 lb	1 dry pint 2 lb	1 dry pint	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

**78%**  
OF CONSUMERS  
WERE MORE LIKELY TO  
PURCHASE ORGANIC  
TOMATOES OVER  
NON-ORGANIC<sup>1</sup>

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020





# PEPPERS

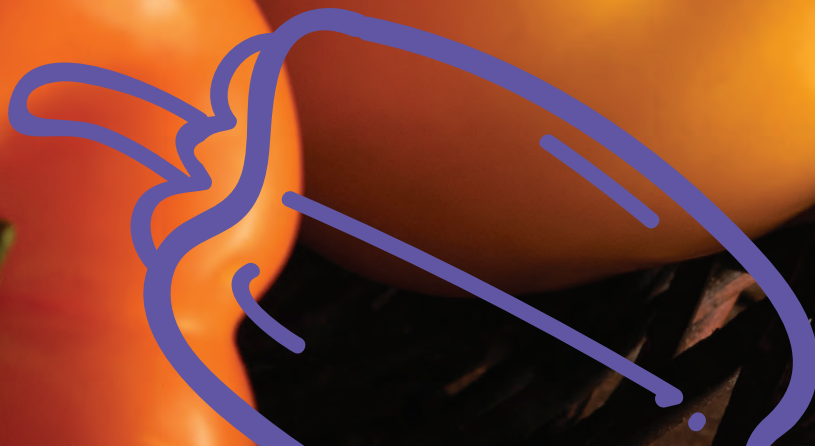
**51%**  
OF CONSUMERS  
WERE **MORE LIKELY**  
TO PURCHASE  
**ORGANIC PEPPERS**  
OVER NON-ORGANIC<sup>1</sup>



ORGANICS

# BELL PEPPERS

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











ORGANICS

# MINI SWEET AURORA BITES

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





# CU CUM BERS

**52%**  
OF CONSUMERS  
WERE **MORE LIKELY TO**  
**PURCHASE ORGANIC**  
**CUCUMBERS** OVER  
NON-ORGANIC<sup>1</sup>





## ORGANICS

	Long English	Mini
FORMATS	2 ct   3 ct 12 ct (SM, M, L)	6 ct   14 oz   1 lb 2 lb   20 lb bulk
COMMODITY	Long English	Mini
COLOR	Green	Green
AVAILABILITY	Year-round	Year-round

# CUCUMBERS



<sup>1</sup>Pure Flavor®, Love for Fresh Surveys, 2020





**CRAFT  
HOUSE**  
— COLLECTION —

# FOR THE CHEF IN YOU!

## IT STARTED WITH PASSION.

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.

**PURE-FLAVOR.COM/CRAFTHOUSE**

## MINI SAN MARZANO

Experience the heritage and richness of the Mini San Marzano Tomato



**CRAFT  
HOUSE**  
COLLECTION



## LONG SWEET PEPPER

Premium peppers that are enjoyably sweet and refreshingly crisp



## EGGPLANT

Enrich your dish with savory and versatile baby eggplants.



**1 IN 10  
HAVE HEAT**

## SHISHITO

A savory, bite-sized pepper with an elusive bite that ignites the senses.





**GOES  
WELL  
WITH**

**Herbs, Spices and Flavors:**  
Honey | Vanilla | Basil  
**Foods:** Cream Cheese | Chocolate | Other Berries

**SUGGESTED RECIPE:** Strawberry Sweet Rolls





# Sweet Blooms<sup>TM</sup>

## STRAWBERRIES

Delicately sweet no matter the season, Sweet Blooms<sup>TM</sup> 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<sup>TM</sup>**.

FORMATS	12 oz
COMMODITY	Strawberry
COLOR	Red
AVAILABILITY	Year-round





SÖ  
LA  
RA™

NEW!

## A fresh taste of paradise™

The cool, tropical flavors of Solara™ Mini Melons will take you to your own personal paradise.



Mildly cool, sweet, and juicy, Solara™'s are the first personal sized, sustainably grown melons from greenhouses that use just the right amount of light, nutrition, and water to deliver the same sweet tastefully tropical™ flavor, regardless of the season.

Solara™'s pair perfectly in salads or as mid-day snacks or can be enjoyed anywhere as a fresh treat or all-in-one fruit bowl. It's your own personal paradise, right in the palm of your hand.

### GOES WELL WITH

#### Herbs, Spices and Flavors:

Mint | lime | honey | basil | vanilla

**Foods:** Prosciutto | Camembert cheese  
shrimp | yogurt | pistachios | granola

FORMATS	2 pk   11 lb bulk
COMMODITY	Melon
COLOR	Green (inside)
AVAILABILITY	Year-round

**SUGGESTED RECIPE:** Scallops with Melon Avocado Salsa

[PURE-FLAVOR.COM/SOLARA](http://PURE-FLAVOR.COM/SOLARA)





# 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!

# 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 | 1 lb

## 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!



**78%**  
OF CONSUMERS  
WERE LIKELY  
TO SNACK ON  
PRE-PACKAGED  
MIXED  
VEGGIES<sup>1</sup>



# SNACK+UP 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

63

<sup>1</sup> Pure Flavor®, Love for Fresh Surveys, 2020





# Your **RELIABLE** FOODSERVICE PARTNER

From the tried-and-true, to latest trendsetters, our product lineup has everything you need to deliver incredible flavor consistently for your clients. Over 35 different tomatoes, peppers, and cucumbers are available in every color, shape, and size you can imagine – in a variety of convenient formats to suit your needs.







# WHO WE SERVE



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

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

**[PURE-FLAVOR.COM/FOODSERVICE](https://pure-flavor.com/foodservice)**





# GEORGIA GROWN

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

It's all about getting back to the basics and providing fresh, flavorful, greenhouse grown vegetables to communities throughout the southeastern USA. The best part? Providing families with an abundance of healthy, nutrient-packed Tomatoes and Seedless Cucumbers year-round.



# NATIONAL SUPPORT FOR A HOMEGROWN PROGRAM



## SONNY PERDUE

US SECRETARY OF AGRICULTURE

*"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.*

## PACKAGING ▶

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



## ◀ DISTRIBUTION

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







# 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.







# 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.



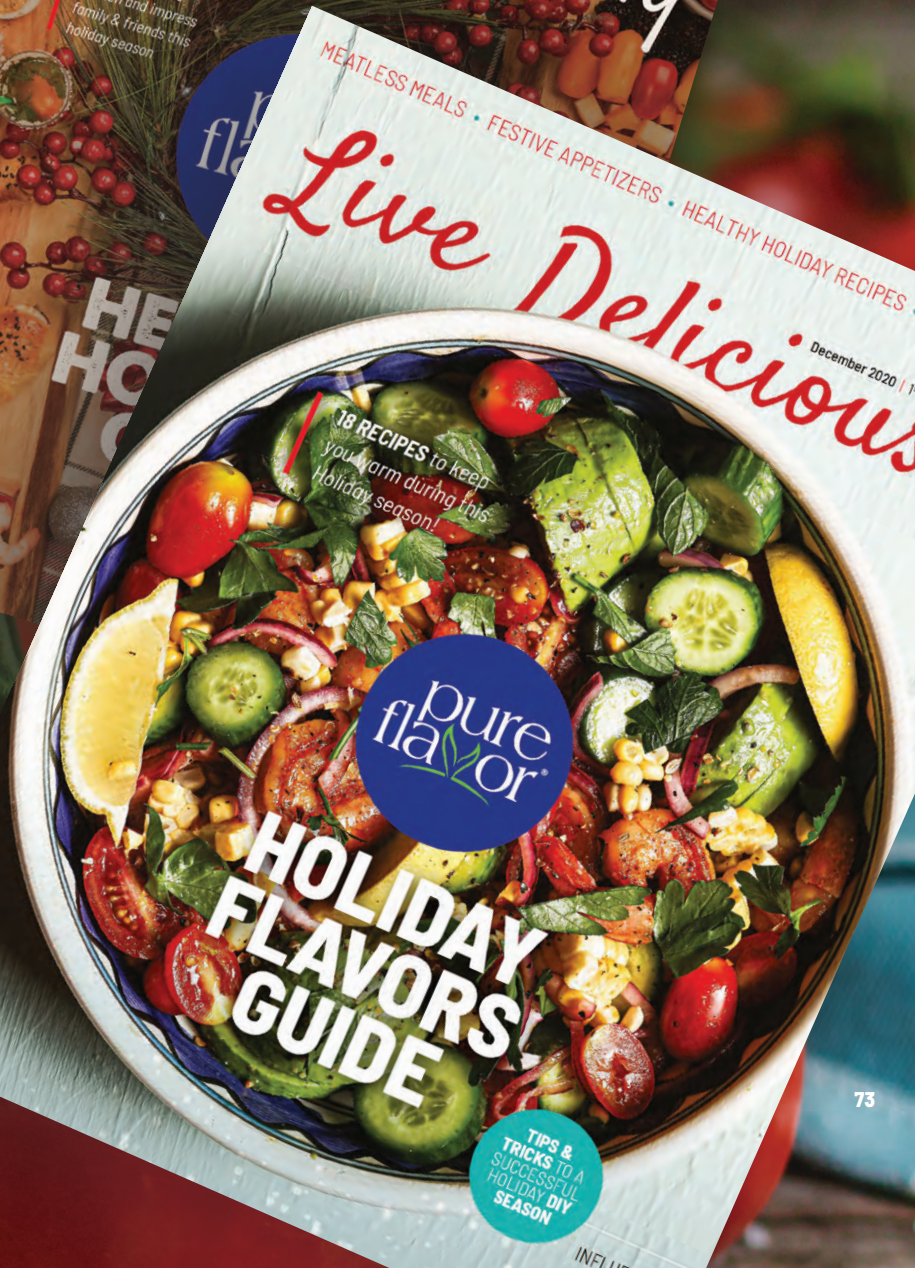


# LIVE DELICIOUSLY<sup>®</sup> eMAGAZINE

The Live Deliciously<sup>®</sup> 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<sup>®</sup> every day!











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



## **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.

# OUR FACILITIES

## **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 Tomaotes and Cucumbers across the southeast year-round!







# Fresh recipes

## TRAVEL IN THE COMFORT OF YOUR OWN KITCHEN!

#flavorUP your plates with different flavor profiles inspired by locally known dishes from around the world. Sorry mom, playing with your food has never been more fun.



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

BLOGS | RECIPES | GUIDES | RESOURCES

# EXPLORE THE POSSIBILITIES

Gathering the tastiest news and  
freshest recipes all in one place.

[pure-flavor.com/learn](http://pure-flavor.com/learn)

## CON NEC TED

Engage the conversation, no matter where you are:



[FACEBOOK.COM/PUREHOTOHOUSE](https://FACEBOOK.COM/PUREHOTOHOUSE)



[TWITTER.COM/PUREFLAVOR](https://TWITTER.COM/PUREFLAVOR)



[INSTAGRAM.COM/PUREFLAVOR](https://INSTAGRAM.COM/PUREFLAVOR)



[YOUTUBE.COM/PUREHOTOHOUSE](https://YOUTUBE.COM/PUREHOTOHOUSE)



[PINTEREST.COM/PUREFLAVOR](https://PINTEREST.COM/PUREFLAVOR)





*Live Deliciously<sup>®</sup>*



Pure Hothouse Foods Inc. | PO Box 607 | Leamington, ON | N8H 3X4 | [PURE-FLAVOR.COM](http://PURE-FLAVOR.COM)