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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
W: www.pure-flavor.com

FOLLOW US: [f](#) [t](#) [i](#) [p](#) [y](#)

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 Deliciously[®]

Growing greenhouse vegetables that are always in season so that you can... Live Deliciously!

The ideal combination of energy and enjoyment that allows you to live life to its fullest potential without sacrificing flavor.

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.



FEEL PURE ENJOYMENT

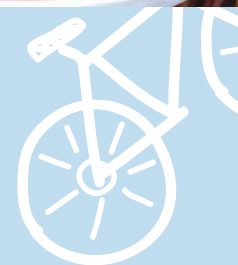
YOU'RE NOT BORING.
YOUR FOOD SHOULDN'T
BE EITHER.

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

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.



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.



ROMULUS, MI



LEAMINGTON, ON



PEACH COUNTY, GA

SAN ANTONIO, TX



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.

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.

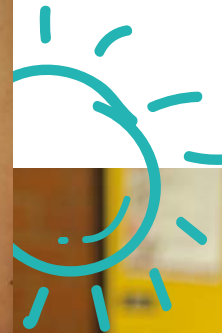


PURE
KIDS
TRIATHLON

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



COMMUNITY INITIATIVES



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

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: Caprese Salad

LUNA® SWEETS



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 bulk
COMMODITY	Roma
COLOR	Red
AVAILABILITY	Year-round

FORMATS	14 oz 1 lb 1.75 lb 2 lb
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: Stuffed Luna® Sweets

GOES WELL WITH
Herbs, Spices and Flavors:
Bay leaves | chianti | marjoram | red wine vinegar
Foods: Mushrooms | pork | Romano | yellow squash

SUGGESTED RECIPE: Fresh Salsa Kit | Fresh Guacamole Kit

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:
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

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

SUGGESTED RECIPE: Baked Parmesan Tomatoes

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.

FORMATS	1.25 lb 2.5 lb 10 lb bulk
COMMODITY	Heirloom
COLOR	Multi
AVAILABILITY	Year-round



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

SUGGESTED RECIPE: Heirloom Tomato Tart

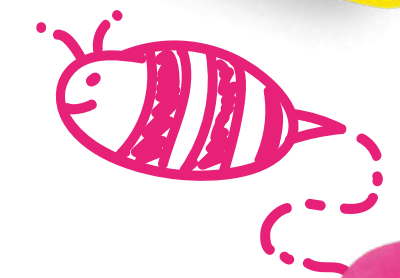




Pure Flavor® has a complete line of snacking tomatoes available year-round with tastes to suit every lifestyle.

#flavorUP

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



JUNO[®] BITES

RED GRAPE TOMATOES

**GOES
WELL
WITH**

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

SUGGESTED RECIPE: Georgia Gold BBQ Chicken

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.

	Juno [®] Bites	Bumbles [®]	Oriana [®]
FORMATS	4 oz 1/2 dry pint 1 dry pint 1.5 lb 2 lb	4 oz 1 dry pint 1.5 lb 2 lb	4 oz 1 dry pint 1.5 lb 2 lb
COMMODITY	Grape	Grape	Grape
COLOR	Red	Yellow	Orange
AVAILABILITY	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.

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	4 oz 10.5 oz 1 dry pint	10 oz 12-16 oz 2 lb
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 Tomato and Roasted Beet Salad

AZUCA

RED CHERRY TOMATOES

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: Azuca Cherry Tomato Tarte Tatin

MARZANITO

MINI SAN MARZANO

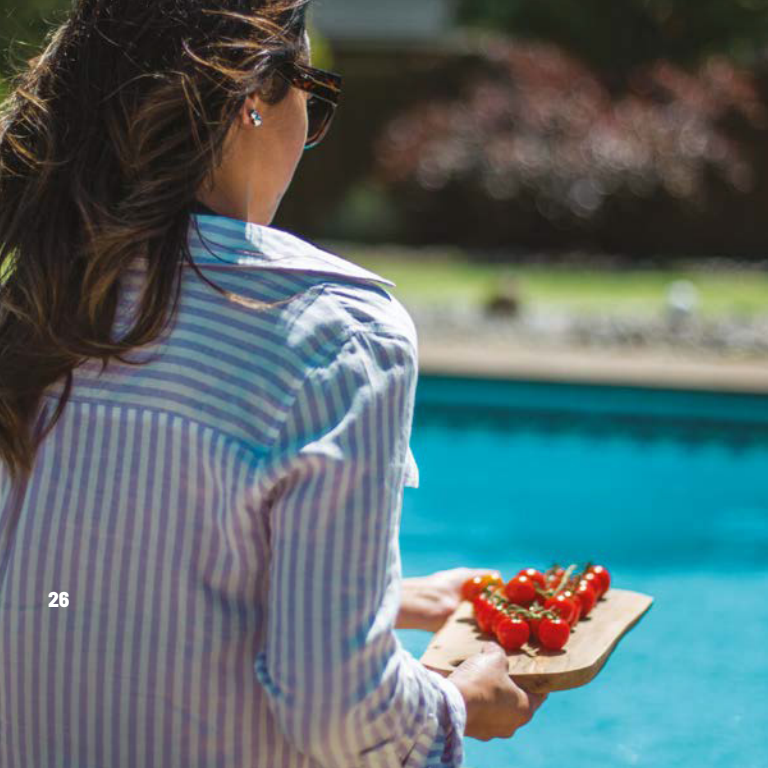
CRAFT HOUSE
COLLECTION

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

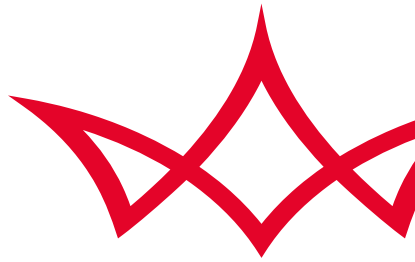
Herbs, Spices and Flavors:
Basil | chilis | dill | garlic | olive oil | parsley
Foods: Arugula | blue cheese | chicken

SUGGESTED RECIPE: Chilled Tomato Soup



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.

FORMATS	12oz 1.5 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

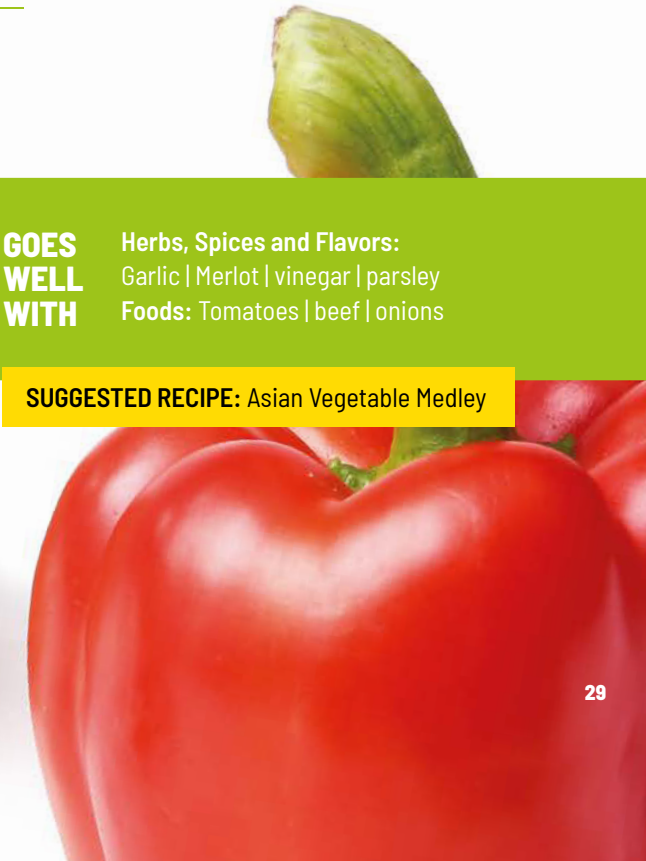
SUGGESTED RECIPE: Vegetable stew

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

FORMATS	2 pk 3 pk 4 pk 6 pk 3 lb 5 lb bulk 11 lb bulk
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: Asian Vegetable Medley



AURORA BITES

MINI SWEET PEPPERS



FORMATS	8 oz 1 lb 1.5 lb 2 lb 10 lb bulk 20 lb
COMMODITY	Mini Sweet Pepper
COLOR	Red Yellow Orange Brown
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.

GOES WELL WITH

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

SUGGESTED RECIPE: Grilled Mediterranean Aurora Bites Salad



AURORA SWEETS

LONG SWEET PEPPERS

CRAFT HOUSE
COLLECTION

FORMATS	2 pk 3 pk 10 lb bulk
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.

GOES WELL WITH

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

SUGGESTED RECIPE: Mahi Mahi Stuffed Long Sweet Peppers

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 1lb
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 Tempura

Stingrays

**MULTI-COLORED
HOT PEPPERS**



FORMATS	3oz 10lb
COMMODITY	Pencil Hot Pepper
COLOR	Red Yellow Orange Green
AVAILABILITY	Year-round

Brightly colored as a warning to the casual snacker, these dazzling hot peppers bring the heat! Try them sliced fresh on authentic tacos or roasted with cheese for the perfect game-day appetizer. If you're feeling brave, include them in homemade hot sauce! No matter how you decide to use them, Stingrays Pencil Hot Peppers always bring that spicy sting.

GOES WELL WITH

Herbs, Spices and Flavors:
White vinegar | bay leaves | cumin

Foods: Carrots | stir-fry | Monterey Jack cheese

SUGGESTED RECIPE: Bacon & Cream Cheese Stuffed Pencil Hot Peppers

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.

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



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

SUGGESTED RECIPE: Cucumber Noodle Salad

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	14 oz 4 ct 6 ct 8 ct 1 lb 2 lb 10 lb 20 lb bulk
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 Sushi Roll



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
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: Poco Pops



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: Savory Eggplant Brownies

EGG PLANTS



BABY EGGPLANTS

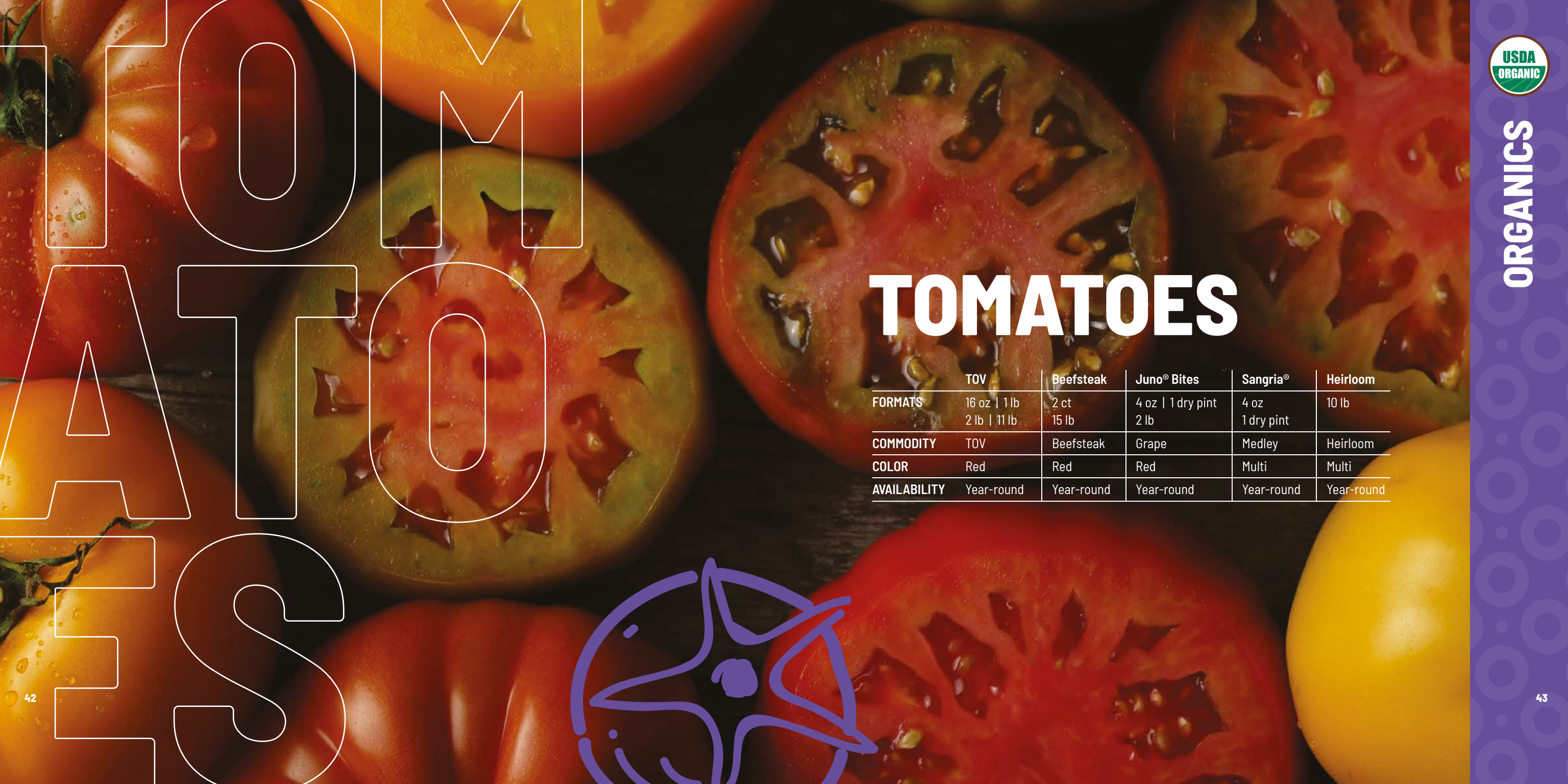


FORMATS	2 pk 1.75 lb bag 11 lb
COMMODITY	Eggplant
COLOR	Purple
AVAILABILITY	March - November

ORGANICS



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.



A TOMATOES

TOMATOES

	TOV	Beefsteak	Juno® Bites	Sangria®	Heirloom
FORMATS	16 oz 1 lb 2 lb 11 lb	2 ct 15 lb	4 oz 1 dry pint 2 lb	4 oz 1 dry pint	10 lb
COMMODITY	TOV	Beefsteak	Grape	Medley	Heirloom
COLOR	Red	Red	Red	Multi	Multi
AVAILABILITY	Year-round	Year-round	Year-round	Year-round	Year-round



ORGANICS

FRUITS

44

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

BELL PEPPERS



ORGANICS

45



MINI SWEET AURORA BITES

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



ORGANICS



FORMATS	3 ct	6 ct 14 oz
	12 ct 24 ct	1 lb 2 lb
COMMODITY	Long English	Mini
COLOR	Green	Green
AVAILABILITY	Year-round	Year-round

CUCUMBERS



ORGANICS

**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

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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.



SHISHITO

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



**1 IN 10
HAVE HEAT**



51

mini Munchies®

SNACK SIZED VEGGIES

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!

HIGH IN
VITAMINS &
MINERALS!

HEALTHY FOR KIDS. EASY FOR YOU.

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



AURORA

POCO

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!



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



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.



HOLLY CHUTE

SENIOR EXECUTIVE CHEF, GEORGIA GROWN

"It was amazing to see the process and extensive research & development that goes into these new varieties of sweet snacking tomatoes", said Holly Chute, Senior Executive Chef, Georgia Grown. Chef Chute toured the greenhouse to learn more about the new RedRoyals™ Cherry Tomatoes on the Vine variety and how it is grown. "I really enjoyed learning about the ripening process and picking the tomatoes right from the vine to eat, the sweetness was incredible", said Chute.

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



PACKAGING

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



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.



SNACKING

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





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

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.



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.



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!



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