



pure
flavor®

Live Deliciously™

20
19
STORYBOOK





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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.



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.

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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.



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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.

COMPANY LEGEND

DISTRIBUTION ●

GROWING REGIONS 

GROWING ACROSS NORTH AMERICA



GEORGIA GROWN: HOMEMADE MAKES THE DIFFERENCE

Pure Flavor® has expanded to Peach County, GA with a high tech, 75 acre greenhouse facility growing Tomatoes and Seedless Cucumbers year-round.



PURE INNOVATION.

We are continually looking at evolving consumer tastes and trends. We trial new varieties of fresh produce every year and apply 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 and the Global Food Safety Initiative (GFSI). We incorporate a system of Good Manufacturing Practices (GMP's) to achieve these standards.



SUSTAINABILITY

We are passionate about agriculture and 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 produce.



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 are able to grow vegetables year-round!



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, our plants get pollinated which help our produce 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 blend of exercise, family time, outdoor activities and a balanced diet including greenhouse grown vegetables.



COMMUNITY INITIATIVES

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.

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!



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	3 lb 4 lb box 11 lb 13 lb
COMMODITY	TOV
COLOR	Red
AVAILABILITY	Year-round

SUGGESTED RECIPE: Caprese Salad

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

SUGGESTED RECIPE: Stuffed Luna Sweets

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 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!**



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

SUGGESTED RECIPE: Extreme Beefsteak Bowl

GREEN BEEFSTEAK



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:
Black Pepper | Chianti | Olive Oil

FOODS:
Mozzarella | Shrimp | Sourdough | Zucchini

FORMATS	5 lb 10 lb
COMMODITY	Beefsteak
COLOR	Green
AVAILABILITY	Year-round

SUGGESTED RECIPE: Open Faced Tomato Sandwich

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!

CHOCOLATE ROSE



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:
Balsamic | Basil | Mint

FOODS:
Cod | Eggplant | Onions | Romaine

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 Beefsteak Tomatoes are visual wonders. The quintessential item for your gourmet appetizer. Let's do this!

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

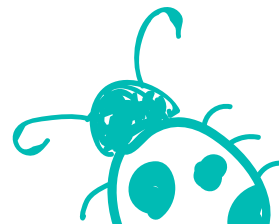
SNACKING TOMATOES

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!





JUNO BITES RED GRAPE TOMATOES

The. Healthy. Snack. Option. Period. 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

SUGGESTED RECIPE: Chickpea Pasta with Spinach Mushroom and Juno Bites

FORMATS	½ dry pint 1 dry pint 1.5 lb 2 lb	1 dry pint 1.5 lb 2 lb	1 dry 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® YELLOW GRAPE TOMATOES

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.

SUGGESTED RECIPE: Georgia Salad

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Chiles | Olive Oil | Tarragon

FOODS:

Lettuce | Goat Cheese | Scallions



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | Dill | Oregano | Wine Vinegar

FOODS:

Arugala | Blue Cheese | Shellfish

ORIANA ORANGE GRAPE TOMATOES

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 | Chiles | Dill | Garlic | Olive Oil | Parsley

FOODS:

Arugala | Blue Cheese | Chicken

MARZANITO MINI SAN MARZANO TOMATOES

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.

SUGGESTED RECIPE: Chilled Tomato Soup

SANGRIA® TOMATO MEDLEY

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.

SUGGESTED RECIPE: Sangria Medley Tomato and Roasted Beet Salad



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Balsamic | Basil | Chives | Garlic | Olive Oil

FOODS:

Black Olives | Eggplant | Beets | Onions



AZUCA RED CHERRY TOMATOES

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!

SUGGESTED RECIPE: Grilled Salmon and Azuca Tomatoes

FORMATS	10 oz 1.5 lb 2 lb	1 dry pint 12 oz 1 lb 1.5 lb 2 lb	1 dry 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

JUNO ON-THE-VINE

FORMATS	12 oz
COMMODITY	Juno Bites On-the-Vine
COLOR	Red Grape
AVAILABILITY	Year-round

COMING LATE 2019



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Basil | Balsamic Vinegar | Garlic

FOODS:

Gouda | Zucchini | Green Beans

Grown in climate controlled greenhouses with tomato flower pollinating Bumblebees, this unique, blocky shaped red wonder is one to be explored. Rich, naturally grown flavors that burst with every tasty bite make this Snacking Tomato a true healthy eating experience.

AZUCA ON-THE-VINE

FORMATS	8 oz 12 oz
COMMODITY	Azuca On-the-Vine
COLOR	Red Cherry
AVAILABILITY	Year-round

SUGGESTED RECIPE: Garlic Herb Roasted Tomatoes

It all starts with selecting the right variety, this is where our passion begins. As the distinct, sweet, full-bodied flavors of our Cherry On-the-Vine hit their peak, we prepare for the hand cut fresh harvest.

The uniqueness of the vine holds in the flavors making this classic variety a premium choice for the discerning tomato aficionado.



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

White Wine Vinegar | Lemon | Oregano

FOODS:

Gruyère | Cucumbers | Eggs

HEIRLOOMS

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

SUGGESTED RECIPE: Heirloom Tomato Tart

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 and 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 25 lb bulk
COMMODITY	Roma Tomatoes
COLOR	Red
AVAILABILITY	Year-round

SUGGESTED RECIPES: Fresh Salsa Kit | Fresh Guacamole Kit

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

SUGGESTED RECIPE: Asian Vegetable Medley

MINI SWEET AURORA BITES

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

SUGGESTED RECIPE: Grilled Mediterranean Aurora Bites Salad



GOES WELL WITH...

**HERBS, SPICES
AND FLAVORS:**
Basil | Chiles |
Lemon

FOODS:
Rice | Sausage |
Shrimp



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!

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!

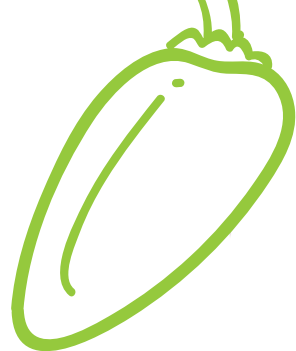
GOES WELL WITH...

HERBS, SPICES AND FLAVORS:

Cumin | Olive Oil |
Oregano

FOODS:

Chicken | Corn |
Potatoes



LONG SWEET AURORA SWEETS

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





HOT PEPPERS

THAI CHILI PEPPERS

Stingrays Thai Chili Hot Peppers are fiery, crisp and ready to sting. It's time to throttle up your taste buds, explore new recipe maps and dive into the heat that drives authentic cuisines from around the world. **#FeelTheSting**

COMING LATE 2019

GOES WELL WITH...

HERBS, SPICES AND FLAVORS:
White Vinegar | Bay Leaves | Cumin

FOODS:
Carrots | Stir Fry | Monterey Jack Cheese

HABANERO PEPPERS

When you're ready to move up the ranks in the Stingray Club and taste some serious heat, hit up the Habanero Pepper from Pure Flavor®. Sauce, salsa or raw, the heat game is strong with this one.

COMING LATE 2019

FORMATS	6 oz	6 oz
COMMODITY	Thai Chili Hot Peppers	Habanero Peppers
COLOR	Red, Yellow, Orange, Green	Orange
AVAILABILITY	Year-round	Year-round



GOES WELL WITH...

HERBS, SPICES AND FLAVORS:
Cider Vinegar | Chili Powder | Lime Juice

FOODS:
Mangos | Grilled Chicken | Peaches

Refreshing. Bold. Extra-long. 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	2 ct 3 ct 12 ct (SM M L XL) 24 ct
COMMODITY	Cucumbers
COLOR	Green
AVAILABILITY	Year-round

SUGGESTED RECIPE: Cucumber Noodle Salad

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 20 lb bulk
COMMODITY	Cucumbers
COLOR	Green
AVAILABILITY	Year-round

SUGGESTED RECIPE: Cucumber Sushi Roll

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 20 lb bulk
COMMODITY	Cucumbers
COLOR	Green
AVAILABILITY	Year-round

SUGGESTED RECIPE: Poco Pops

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. Our Pure Flavor® Eggplants have a texture that 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 EGGPLANT

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

SUGGESTED RECIPE: Savory Eggplant Brownies



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.





TOMATOES

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





BELL PEPPERS

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



MINI SWEET

AURORA BITES

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

COMING LATE 2019



CUCUMBERS

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

SUGGESTED RECIPE: Crostini with Organic Mini Cucumbers



mini Munchies

SNACK SIZED VEGGIES

These crunchy, snack sized veggie packs are perfect for the school backpack or office desktop! Featuring award winning Pure Flavor® Grape Tomatoes, Mini Peppers and Cocktail Cucumbers, it's the ultimate on-the-go snack pack! Learn the epic story of Juno, Poco and Aurora as they navigate the magical Mini Munchie land.



HEALTHY FOR KIDS. EASY FOR YOU.

It's unanimous! Children across North America LOVE Mini Munchies!

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





Fresh Salsa Kit



FRESH SALSA KIT

We're going to a little place called Flavor town.

The Pure Flavor® Fresh Salsa Kit is taking DIY food kits to the next level. Slice, dice, mix, serve and let the party begin. Fast – Easy – Fun means your friends will be posting pics of your handmade recipe faster than you can refill the chip bowl. It's fresh salsa your way.

FORMATS	1 lb 2.5 lb
COMMODITY	Tomatoes
AVAILABILITY	Year-round

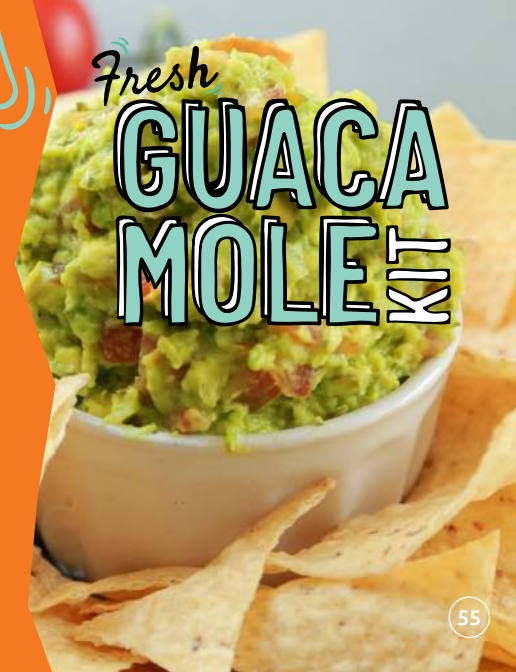


FRESH GUACAMOLE KIT

Having a party? Time to be the hero!

Swoop in with the authentic Fresh Guacamole Kit and prepare for quick and easy appetizer-supremacy. Healthy Avocados, Classic Roma Tomatoes, Jalapeño and everything else you need to impress at your next gathering. Blow it up with your own custom ingredients.

FORMATS	1 lb 2.5 lb
COMMODITY	Tomatoes
AVAILABILITY	Year-round



Fresh Guacamole Kit

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



ARTICLES



Making Roots In Georgia



EGGPLANT, PURPLE BABY EGGPLANT

Eggplant Pizzas
It's not delivery. It's a Pure Flavor® style veggie pizza! We've got all the tasty toppings you need to make this the perfect party.



GUIDES

Back To School
Start off the school year strong, with our free back to school E-book! This guide is loaded with easy dinner recipes, homework tips...



PURE FUN ACTIVITIES

COMPLETE THE MAZE

COLOR

COUNT AND MATCH

CRABBY SUPER STORY

BLOG

The Experience Creates The Connection - From Chef To Innkeeper
Award winning Chef & Innkeeper, Benjamin LeBlond-Blaouach shares his passion for delivering exceptional quality!

CONNECTED.

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

Learn. Laugh. Love. Enjoy all that is Pure Flavor®!



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



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.



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 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.



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

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 phase 1 of the greenhouse facility completed in late September 2018, we grow and distribute a variety of Georgia Grown Tomatoes and Cucumbers across the southeast year-round!



Live Deliciously™

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