

# Fire Roasted Tomatoes

*value added flavor profile*

**RETAIL  
TOMATOES**

Fire roasted canned tomato items are an emerging trends for consumers in the retail category. The fire roasted technique adds a natural, smoky flavor creating a unique flavor profile to any dish. The charred bits of tomato also add an additional level of texture and color to the canned tomato contents.



**Fire Roasted Diced**

14.5 oz & 28 oz



**Fire Roasted Crushed**

28 oz



**Fire Roasted Salsa**

14.5 oz



## KEY CALLOUTS

Fire Roasted  
No Preservatives  
Gluten Free

Lactose Free  
Non-Intent BPA Packaging  
Non-GMO

Grown by California Family Farmers  
Picked and Packed at Peak of Freshness  
Field to Can in 5 Hours