

San Marzano Style

emerging value added option

San Marzano Style tomatoes are a domestic equivalent to popular import products. These tomatoes are pear shaped with thicker walls, deep red color, and less seeds and available in conventional or organic options. This speciality category has seen growth in several areas in recent years and is the perfect addition to your private label shelf stable offerings.

**RETAIL
TOMATOES**



MARKET INSIGHTS

- Cento's Organic item had a 51% increase in sales 2021 vs. 2019
- All major National Brands have a San Marzano Style line in Conv. & Organic
- The PL Organic "Italian" item is the top seller for PL and had a 15% increase in sales vs 2019

COMPARATIVE TO



KEY CALLOUTS

Organic*
No Preservatives
Gluten Free

Lactose Free
Non-Intent BPA Packaging
Non-GMO

Grown in California
Field to Can
Grown by Family Farmers