

# CONSUMER MESSAGES AND CALL OUTS: THE TOMATO PACKAGING EDITION

On-package messaging helps consumers make purchasing decisions

**77%\***   
of consumers agree with the statement:

**“I rely on product labels to help me make decisions when food shopping.”**

## CONSUMER CALL OUT FAVORITES



### ➔ SAVOR THE FRESHNESS

Our cooking method enhances nutrient bio-availability while preserving the essence of the tomatoes.



### ➔ STEAM PEELED SUCCULENCE

Steam-peeling tomatoes preserves flavor & nutrients, is a chemical-free process and 100% of the tomato gets used.



### ➔ GROWN BY FAMILY FARMERS

Our farmers are committed to stewarding the land for future generations with a legacy of care.



### ➔ BPA FREE

BPA free cans provide a safer option, free from harmful chemicals, while ensuring the integrity of the food inside.



### ➔ COUNTRY OF ORIGIN

This ranked most influential when it comes to statements of specific tomato origin at 48%.

## PACKAGING BONUS

Our tomato products already come with great functional features that consumers highly value.

**NOW WITH UNIQUE COLORED PULL-TOPS!**



### ➔ ECO-CONSCIOUS CHOICE

Our 100% recyclable cans champion planet-friendly practices. Plus there is zero tomato wastage, always.

### ➔ KITCHEN CONVENIENCE

Prepared for your culinary creations: portion-controlled, peeled, prepped, and ready-to-use in a myriad of ways.

### ➔ RELIABLE & ROBUST

Can durability is unparalleled in food packaging. They are designed for the journey, even when double-stacked.

### ➔ COLOR-CODED CONVENIENCE

Spot savory tomatoes or luscious fruits at a glance with our distinct red and green pull tops.



\*All data is the result of an online survey conducted by Hanover Research on behalf of Pacific Coast Producers July 2019. The goal was to further understand consumer thoughts and preferences in regards to canned tomatoes. The analysis includes a total of 419 respondents all ages 18+, residing in the US, who indicated they have purchased canned tomatoes within the last 12 months.



**PACIFIC COAST PRODUCERS**

WWW.PACIFICCOASTPRODUCERS.COM