# CATALOG

POMONA
POMONA
BERRY BURST
POMONA
POMONA
Fresas / Strawberries

## Who we are

Company specialized in the production and marketing of premium berries, with an integrated operation that guarantees quality, freshness and consistency in every delivery.

- National and international production
- Quality control across the entire chain
- Responsiveness to demand
- Presence in retail and self-service

# Our portfolio

Categories:

- Core products
- Premium products
- Differentiated packaging
- Specialty products

## Beyond this catalog

The products in this catalog are those with major programs running this year. Through our network of growers and partners, we can source a much wider variety of fresh produce.

# BLUEBERRY

## Description:

- High-demand berry with excellent shelf life and consistent quality.

- Formats: 6oz / 11oz / 18oz
- Weight: 170g / 311g / 510g
- Packaging: 12 clamshells per case

- Seasonality: January - December
- Origin: SLP, Guanajuato, Michoacán, USA

- Shelf life: 10 – 16 days
- Storage: 1°C – 5°C

## Key Selling Points:

- High turnover
- Excellent shelf life
- Stable availability

# RASPBERRY

## Description:

- Delicate berry with a sweet-tart profile and high retail demand.

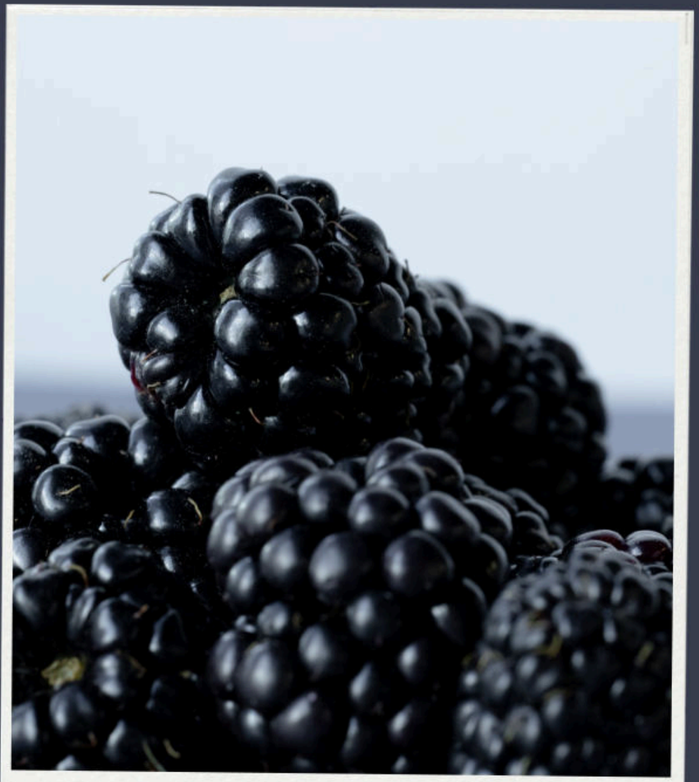
- Formats: 6oz / 11oz / 18oz
- Weight: 170g / 311g / 510g
- Packaging: 12 clamshells per case

- Seasonality: January - December
- Origin: Guanajuato, Michoacán, Jalisco

- Shelf life: 7 – 10 days
- Storage: 1°C – 5°C

## Key Selling Points:

- Premium product
- High demand
- Versatile



# BLACKBERRY

## Description:

- Berry with intense flavor and premium positioning.

- Formats: 6oz / 11oz / 18oz
- Weight: 170g / 311g / 510g
- Packaging: 12 clamshells per case

- Seasonality: January - December
- Origin: Guanajuato, Michoacán, Jalisco

- Shelf life: 4 – 7 days
- Storage: 1°C – 5°C

## Key Selling Points:

- Intense flavor
- Premium segment
- Differentiation

# STRAWBERRY

## Description:

- High-turnover product with mass retail consumption.

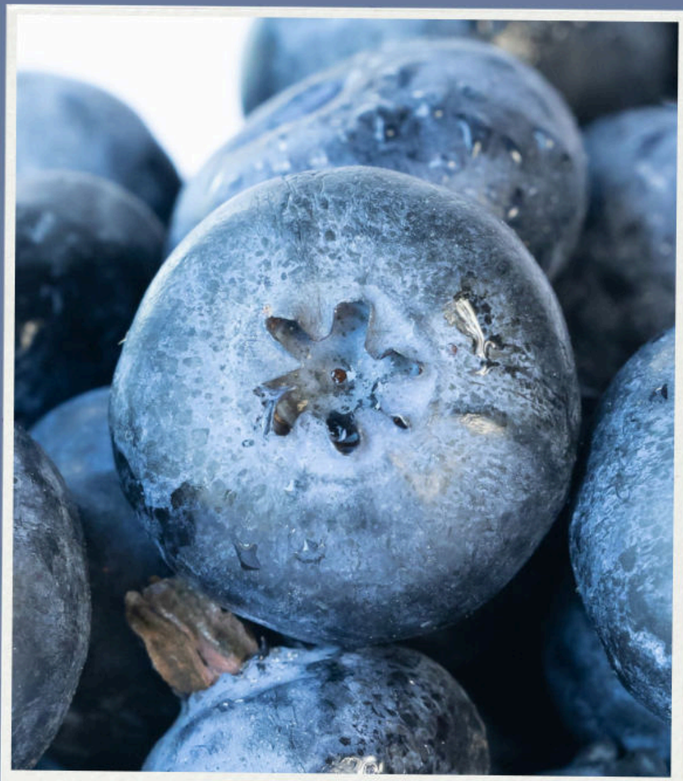
- Formats: 1lb / 2lb
- Weight: 454g / 907g
- Packaging: 8 / 4 clamshells per case

- Seasonality: January - December
- Origin: Guanajuato, Michoacán, USA

- Shelf life: 5 – 8 days
- Storage: 1°C – 5°C

## Key Selling Points:

- High turnover
- Daily consumption
- Versatility



# JUMBO BLUEBERRY

## Description:

- Larger-sized variety, ideal for premium markets.

- Formats: 278g
- Weight: 278g
- Packaging: 8 clamshells per case

- Seasonality: January - December
- Origin: SLP, Guanajuato, Michoacán, USA

- Shelf life: 10 – 16 days
- Storage: 1°C – 5°C

## Key Selling Points:

- Larger size
- Higher perceived value
- Shelf differentiation

# HEART, STRAWBERRY

## Description:

- Strawberries in a heart-shaped package, designed for special occasions.

- Formats: Special heart-shaped package
- Weight: (per commercial configuration)
- Packaging: Special clamshell

- Seasonality: February & May
- Origin: Guanajuato, Michoacán

- Shelf life: 5 to 8 days
- Storage: 1 to 5 °C

## Key Selling Points:

- High visual impact
- Ideal for special dates
- Boosts impulse purchases

# MIX BERRIES

## Differentiated packaging

### Description:

- A combination of blueberry, blackberry and raspberry in a single package, ideal for convenient consumption.

- Formats: Mix in clamshell
- Weight: (per commercial configuration)
- Packaging: Clamshell

- Seasonality: Available during berry season
- Origin: Mexico

- Shelf life: 5 to 10 days (depending on the mix)
- Storage: 1 to 5 °C

### Key Selling Points:

- Consumer convenience
- Higher perceived value
- Ready for immediate consumption

DUO PACK

# Differentiated packaging

## Description:

- Package combining two types of berries in a single format.

- Formats: Variable combinations.
- Weight: (per commercial configuration)
- Packaging: Divided clamshell

- Seasonality: Special programs
- Origin: Mexico

- Shelf life: 5 to 10 days (depending on the berries)
- Storage: 1 to 5 °C

## Key Selling Points:

- Combination flexibility
- Consumption experience
- Shelf differentiation

# GOLDEN RASPBERRY

## Description:

- Premium golden-colored raspberry with a milder flavor profile.

- Formats: Available under special programs
- Packaging: Configuration per customer

- Seasonality: Limited production
- Origin: Mexico

- Shelf life: Similar to standard raspberry
- Storage: 1 to 5 °C

## Key Selling Points:

- Visual shelf differentiation
- Gourmet product
- Increases average ticket

# KIWIBERRY

## Description:

- Small, sweet fruit ready to eat without peeling.

- Formats: Available under special programs
- Packaging: Configuration per customer

- Seasonality: October – November & February – March
- Origin: Mexico / imported

- Shelf life: Similar to delicate berries
- Storage: 1 to 5 °C

## Key Selling Points:

- Innovation
- Ready-to-eat snack
- Appealing to new consumers

# PINEBERRY

## Description:

- White strawberry with pineapple notes, highly differentiated.

- Formats: Available under special programs
- Packaging: Configuration per customer

- Seasonality: November – January
- Origin: Mexico / imported

- Shelf life: Similar to strawberry
- Storage: 1 to 5 °C

## Key Selling Points:

- Viral product
- High visual impact
- Drives store traffic

# GOLDEN BERRY

## Description:

- Andean golden berry with a sweet, tropical flavor and natural husk.

- Formats: 3.5oz / 6oz (100g / 170g)
- Packaging: Clamshell, with or without husk

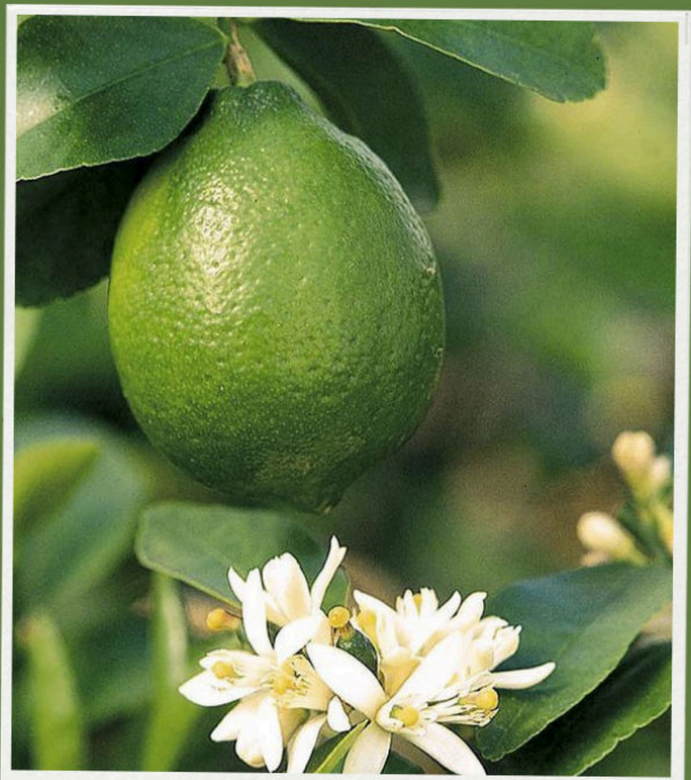
- Seasonality: January - December
- Origin: Colombia / imported

- Shelf life: Up to 30 days
- Storage: 4 to 10 °C

## Key Selling Points:

- Exotic tropical flavor
- High in fiber
- Long shelf life

New fresh produce line



# PERŚIAN LIME

## Description:

- Citrus latifolia Tan, recognized for its excellent juice content, intense green color and long shelf life

- Formats: Sizes 275, 250, 230, 200, 175, 150, 110
- Packaging: ~40 lb box, 60 boxes per pallet

- Seasonality: January - December
- Origin: Veracruz and Oaxaca

- Shelf life: 15 – 20 days
- Storage: 8°C – 10°C

## Key Selling Points:

- High demand
- Excellent shelf life
- Year-round availability

New fresh produce line

# MEXIĆAN LIME

## Description:

- Citrus aurantiifolia, intense aroma, high juice content and characteristic flavor.

- Formats: Sizes 300, 400, 500 and 600
- Packaging: ~20 kg box, 54 boxes per pallet

- Seasonality: January - December
- Origin: Michoacán and Colima

- Shelf life: 10– 15 days
- Storage: 8°C – 10°C

## Key Selling Points:

- Excellent for culinary blends
- Intense flavor
- Year-round availability

New fresh produce line

# CHAYOTE

## Description:

- Sechium edule, recognized for its firm texture and bright green color.

- Formats: Uniform product over 250g with and without PLU
- Packaging: ~20 kg box, 54 boxes per pallet

- Seasonality: January - December
- Origin: Veracruz

- Shelf life: 15 – 25 days
- Storage: 7°C – 10°C

## Key Selling Points:

- Product with growing demand
- Excellent shelf life
- Firmness and bright color

New fresh produce line

# TARO DASHEN

## Description:

- Colocasia esculenta, prized for its starch content, creamy texture and culinary versatility for diverse international markets

- Formats: Jumbo sizes, 8 to 12 pieces per sack
- Packaging: ~40 lb sack, 56 boxes per pallet

- Seasonality: January - December
- Origin: Veracruz

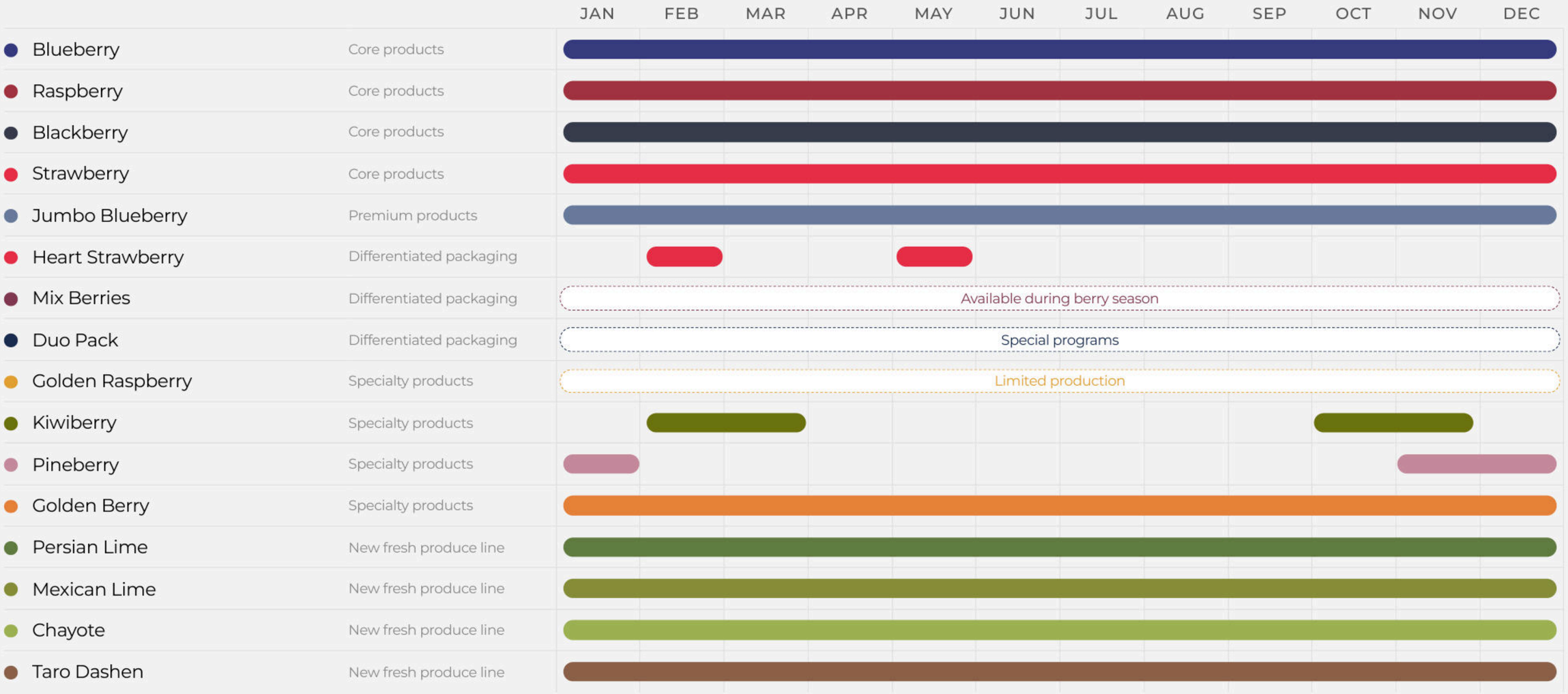
- Shelf life: 20– 30 days
- Storage: 7°C – 10°C

## Key Selling Points:

- Highly versatile product for consumption
- Gluten free
- Super food

# Seasonality calendar

Availability by month for the products in this catalog.




Available

Special programs / limited availability

Additional products available on request.

POMONA
Berries