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Sensational Sara shocks the tomato world

Village Farms introduced its newest exclusive tomato variety, Sensational Sara. The novel tomato variety has a stunning deep red color inside and out with flavor best described as a perfect natural balance of sugar to acid ratio. It's bigger than a cocktail but smaller than a TOV with a super-hero sturdy vibrant green vine. Village Farms vaunts that one could think of her as the love child of its Delectable TOV and Sinfully Sweet Campari varieties.

Sensational Sara, just like all of Village Farms' exclusive tomato varieties, is harvested by hand. This variety is picked and packed on-the-vine for maximum flavor and grows with six to seven fruit per truss. Sustainably grown in Village Farms' lush indoor hydroponic glass greenhouse gardens, a controlled environment agricultural approach that achieves unsurpassed quality and Garden Fresh Flavor.

Sara is super versatile as a great slicer, and handy for sandwiches or salads, but the best part is that she is a phenomenal cooking tomato. Try roasting, grilling, sautéing or saucing her to experience her deep complex flavor. Her pure flavor is best experienced when roasted, grilled, or sautéed. Shelf-life for Sensational Sara is a whopping 21 days.

According to Debi Street, vice president of variety development and innovation, who searches the world over for exclusive and unique varieties for Village Farms, "I am flattered that the seed companies I have established great relationships with over the years invite me to peak into their secret gardens where literally the seeds of innovation are blossoming. When I first saw Sensational Sara I was stunned by her beautiful red color and juicy sweet flavor. Her taste profile, versatility, and shelf life are all a win-win and total game changer for our retail partners with this consumer-centric driven tomato."

Sensational Sara is packed in a one-pound recyclable, compostable, and biodegradable container with eight units to the case.

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