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**Pure Flavor Introduces a Sweeter Snacking Tomato: The Story**

# of Cloud 9

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Leamington, ON. - Pure Flavor® is growing a sweeter snacking tomato that will give consumers “a tiny taste of heaven™”, regardless of the season.

[Cloud 9® Bite-Sized Fruity Tomatoes](#) are a variety of grape tomato exclusive to Pure Flavor® in North America. More than a simple grape tomato, Cloud 9® has a compelling origin story that shows it has the potential to give consumers a fresh healthy snacking experience.



The Cloud 9® story begins in the greenhouse; it's a variety with very distinct characteristics – bright burgundy color, a rounded teardrop shape, and super sweet fruity taste. Early on in product development, Pure Flavor® recognized that a highly detailed growing process would be required to bring out the best of what the variety has to offer.

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Growers are able to control every aspect of the plant's growth journey thanks to Pure Flavor's® advanced, sustainable greenhouse growing technology. With precise control of everything from the climate of the greenhouse to the exact nutrition & plant specific irrigation, Pure Flavor® ensures this unique variety thrives year round in multiple growing regions throughout North America.

Chris Veillon, Chief Marketing Officer at Pure Flavor®, says the second chapter in the Cloud 9® story, the selection process, is an important step in ensuring consumers enjoy the premium flavor of a snacking tomato with the sweetness they crave and quality they deserve. Once the fruit has grown to maturity and is ripe for picking, growers are trained to carefully hand-select the tomatoes following very specific tomato criteria.

“To bear the Cloud 9® name, every tomato has to meet the highest standard. We have a very detailed selection process to make sure that every pack consumers purchase contains that bite-sized blast of fruity flavor in every bite,” said Veillon. “The consistent quality in each pack is truly a testament to our family of growers and their passion for excellence.”

Chris went on to further explain that to meet the Cloud 9® Standard, each tomato has to shine with a bright burgundy hue, which indicates that they've reached peak sweetness, and should have a consistent rounded teardrop shape that is one of the hallmarks of the variety. With the sweet, fruity flavor of these new snacking tomatoes, Pure Flavor® hopes to inspire consumers by making life's sweetest moments even sweeter.



When developing the new product before the global pandemic, [Pure Flavor® asked elementary school students to taste the new variety and share what they thought.](#) The kids quickly learned that these are no ordinary grape tomatoes. They candidly noted how super sweet they are while comparing the flavor to watermelons, strawberries and even candy!

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Veillon says that the students' early feedback supports survey data Pure Flavor® gathered during trials and as a part of their Love For Fresh campaign in the fall. More than 14,000 surveys were completed during the campaign.

“There’s no doubt that people are craving a sweeter health snack now more than ever,” said Veillon. “Our R&D Team has been developing this new product for two years and the response so far has been overwhelmingly positive. Cloud 9® couldn’t come at a better time.”

In one Love for Fresh survey the Pure Flavor® Strategic Marketing Group conducted, the survey focused on the snacking habits of over 600 respondents; 40% of people said they snack because they crave something sweet and 70% are either very likely or somewhat likely to snack on tomatoes.

In another survey aimed at learning consumers' home cooking preferences, 70% of respondents shared that they cook five or more meals per week at home. Veillon said that Cloud 9® is a premium snacking veggie that doubles as showstopping cooking ingredient, making it easy for consumers to enjoy gourmet homecooked meals. Product versatility is key in this instance; from snack, to appetizer for full meal ingredient, Cloud 9® does not disappoint.



“This tomato is so much more than a salad topper. [We’re going beyond the package to ensure consumers connect with this unique](#), premium product in a way that inspires them to do more in the kitchen,” said Veillon. “Our team has been very busy in our [Recipe Development Kitchen](#) creating sweet & savory dishes of different styles and cuisines. Each recipe is designed to showcase the qualities – the vibrant color and fruity taste – that make Cloud 9® a unique experience.”

For Veillon, that unique experience comes from more than just the variety itself – in the end, it all comes back to the dedication Pure Flavor’s® family of growers have for their craft.

To learn more about Pure Flavor® and the new Cloud 9® Bite-Sized Fruity Tomatoes, [visit the website](#).

*Pure Flavor® recently received the prestigious Superior Taste Award Certification from the International Taste Institute (Brussels, Belgium) for the Cloud 9® Tomato.*

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