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Village Farms is getting 'Cheeky' with Mini Sweet Peppers and their Fall Favorites

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Village Farms Fresh, a hydroponic greenhouse grower known for their sustainable farming practices that are better for people and the planet has announced the newest addition to their specialty tomato, artisan cucumber, and sweet pepper line up. In addition, they have some news on their Fall Favorite tomato varieties.

Village Farms hottest (not), new items are “Cheeky Sweets®”, a mixture of red, yellow, & orange mini sweet peppers, packaged in 1lb and 2lb stand up pouch bags. Cheeky Sweets® begin harvesting and are available to ship in early January 2022. Village Farm is excited to kick off the new year with yet another, fabulous, on-trend item that is in high demand for their customers.



“The mini sweet pepper segment has been showing steady growth within the overall Sweet Pepper category”, said Bret Wiley, SVP Sales & Sales Operations for Village Farms, “I believe this is because on the consumer level, families seem to love their versatility for everything from snacking to cooking”.

They are a hot item in the up-and-coming teen & tween consumer segment. This demographic has been shown to be responsible for influencing 30% of family purchases in the grocery store. That is huge!

Consumers are becoming more knowledgeable about the nutritional value of the foods they choose to eat, and this is especially true for teens and tweens. Mini Sweet peppers are loved by this influential demographic for several solid reasons, they are a low calorie, sugar, and carb choice with zero fat, a bit of protein, and are bursting with vitamin C. Plus, they have great flavor that changes from sweet & tangy to savory & aromatic depending how they are prepared. Eat them fresh or cook them up in your dream dish, either way they are a mini sweet pepper to love.

“My favorite is to throw a bunch of Cheeky Sweets® on a baking sheet, slather with a bit of oil olive and a dash of sea salt then roast to a fine char. I store these colorful lil’ gems in the fridge for using throughout the week on sandwiches, salads, tacos, pasta, you name it!”, Helen L. Aquino, Director of Brand Marketing & Communications at Village Farms told us. Cheeky Sweets® mini sweet peppers pack a zing of flavor and are a healthy plant-based choice for snacking, stuffing, or sautéing.

Fall is upon us and what better time to get creative in the kitchen with savory dishes prepared with love at home. Two signature tomato varieties that Village Farms is known for are their Heavenly Villagio Marzano® and Sinfully Sweet Campari®.

Heavenly Villagio Marzano® is a mini variety of plum tomato of the renowned San Marzano sauce making fame. These tomatoes are fantastic snackers due to their size, crisp bite, and supreme flavor. However, their flavor really shines when sautéed, grilled, roasted, or any addition of extreme heat for that matter will completely turn up the flavor dial. Try roasting into a beautiful soup like this

Gazpacho pictured here, or preparing your family favorite savory sauce recipe.

Another fall favorite is Village Farms' Sinfully Sweet Campari® tomatoes. These have that succulent and juicy sweet flavor reminiscent of 'garden fresh'. As a matter of fact, this is the number one thing that consumers tell us about our Sinfully Sweet Campari® time and again, that they have the "Garden Fresh Flavor®" they love in a tomato.

Who doesn't want to bring a bit of Summer garden into your Fall kitchen? Pictured here is a savory Caprese chicken with balsamic glaze dish that's so easy to prepare it's sure to inspire and empower your chef within.

The good news is Village Farms has Fall promotional volume available on these two great tomato varieties.

Be sure to contact us now. For more information on Village Farms' Fresh picks of tomatoes, peppers, and cucumbers, visit www.villagefarmsfresh.com.

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