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Kaliroy Fresh to debut recyclable shaker clamshell for snacking tomatoes at Viva Fresh Expo

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[Kaliroy Fresh LLC](#) is launching a new, exclusive peel-back shaker snacking tomato clamshell made from recycled PET at the Viva Fresh Expo in Houston.

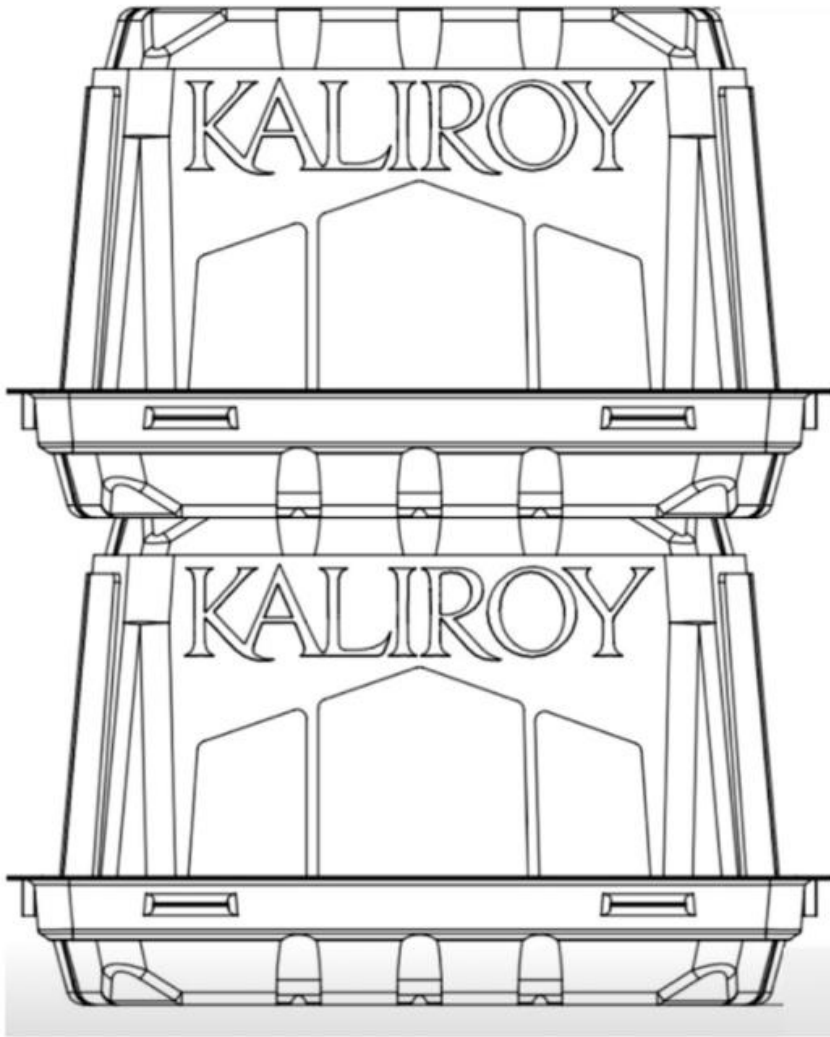


The unique and memorable design, which was inspired by the architecture of a greenhouse structure, allows the clamshell to be shipped as a “commodity” pint clamshell without the need for new item setup; however, it has a consumer-friendly peel back label with a shaker feature.

“Kaliroy Fresh has invested heavily in year-round production of snacking tomatoes, including Grape, Mixed Medley, and Cherry,” said Tom Lyons of Kaliroy. “We have found that snacking tomatoes grow perfectly year-round at our Jalisco campus, which is like the Napa Valley for tomatoes. If you are looking for a new peel-back shaker snacking tomato clamshell alternative to what is currently available in the market, which comes with consistent supply, please consider making the change.”

Lyons said the company grows snacking tomato varieties with great flavor, yield and resistances. It has a robust research and development program, and is constantly testing new varieties.

“Our vision is to become the new leader in the snacking tomato category, with plenty of in-house acreage to dominate the market,” Lyons said.



Lyons added that Kaliroy Fresh continues to invest in additional acreage and volumes, as well as production in Baja California, in addition to Jalisco and Sinaloa, which has enabled the company to be the premier option for year-round, fully vertically integrated tomato supply, without any outside growers, and full ownership over the entire supply chain from land to the end customer. “We are the actual grower,” he said.

Kaliroy Fresh produces Roma, round, Grape and Mixed Medley tomatoes, and recently added dedicated acreages on new items, including Cherry tomatoes and mini sweet peppers.

As pricing models and the world change in the face of volatile shifts in the exchange rate, water availability and inflation, Kaliroy Fresh continues to evolve in how it goes to market and establishes more equitable relationships for both sides in order to continue to cover costs, reinvest and grow, according to Lyons, who added that Kaliroy Fresh has the highest standard of Food Safety and Social Responsibility and is proud to be SA 8000 Certified.

Kaliroy Fresh is also in the process of creating a new website, launching social media and exhibiting at more trade shows as it undergoes a brand refresh.

Lyons said that Kaliroy Fresh is “shaking it up” a bit, just like its new exclusive “shaker” clamshell. Its new tag line, “Cultivating Consistency,” speaks to one of its core strengths, which is consistent volume and quality year-round, delivering on time and in full.

To see the new shaker clamshell and learn more about the changes at Kaliroy Fresh, visit Booth No. 1110 at the Viva Fresh Expo in Houston on April 11-13.

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