

# Sweet Sales for Summer

introducing

# Sophia

LA ROSA  
FRESNO CALIFORNIA

Consumers crave unique, premium offerings. Capitalize on incremental category sales with our Exclusive Sophia Red Onion. These onions are grown exclusively in California's Central Valley near Fresno, where the combination of temperatures and soil yield an extra large, mild sweet onion.

**So sweet in fact we have lab results to prove it.**

Limited Harvest  
from



## WHAT WE FOUND

Using an independent testing facility we tested multiple lots for a season, along with comparable varieties throughout the U.S. We tested multiple factors to measure flavor and pungency, i.e. the "hotness" factor or "tear" factor.

- **No tears or "hotness" factor for Sophia la Rosa**
- **Sophia la Rosa tested in the top percent of all red and sweet onions**
- **She ranked higher in brix, sugars and sweetness factors than other red onions that were considered "hot" or "strong" with a high "off-flavor"**
- **Flavor is equal to other non-red Sweet onions such as Vidalia's**
- **Size doesn't impact flavor – they are all sweet**



LIMITED AVAILABILITY  
MEMORIAL DAY - 4TH OF JULY

ITEM	CASE PACK	CASE WEIGHT	PALLET COUNT
2 COUNT BAGS	10 BAGS	25 LBS	50