# ESSENTALS



Savory with hints of sweet, tomato salsa works well as a dip or grilled meat topper

Our No. 2 brand. Markon Essentials, includes the integral ingredients your kitchen can't do without. The main focus is value—yet we pack quality, food safety, sustainability, and consistency in every box.



## No. 2 Tomatoes

## **Description**

Our No. 2 tomatoes are ideal when external appearance is not important, but flavor, quality, food safety, sustainability, and consistency are.

• Rich in vitamins A, B, and C, beta-carotene, iron, phosphorous, potassium, and fiber.

#### **Benefits**

Markon's tomatoes are grown year-round in the most fertile farmlands of the United States by the most dependable growers—and always backed by Markon's 5-Star Food Safety® Program. Their firm, yet juicy flesh and sweet, earthy flavor make them a staple ingredient in salads, sandwiches, and sauces, especially in Italian and Mediterranean cooking. Look for them packed in our eco-friendly recyclable, wax-and staple-free cartons.

## **Usage Ideas**

- Tomatoes are an integral part of many salad and sandwich recipes, especially when paired with green lettuces, carrots, cucumbers, and bell peppers.
- Indispensable in pizza and pasta dishes, tomatoes are also standard in many Mexican tacos, Middle Eastern falafel and gyro wraps, Indian curries, and American soups.



#### TARGET ACCOUNTS

- All accounts currently ordering tomatoes
- Restaurants that serve recipes that use tomatoes
- Delis, sandwich shops, and places that offer salad/soup bars

#### **HANDLING**

- Optimum storage is 55°-60° F/13°-15° C with adequate circulation
- Keep away from ethylene-producing items (such as apples, avocados, bananas, and tomatoes)
- Never refrigerate; keep out of direct sunlight
- Rinse whole fruits and vegetables in clean running water prior to using

#### **SPECIFICATIONS**

Markon Code	Pack	Description	GTIN-14
94703	25 lb.	Tomatoes, Green No. 2	2 06 11628 94703 1
94704	25 lb.	Tomatoes, Roma No. 2	2 06 11628 94704 8
94702	25 lb.	Tomatoes, Roma Large No. 2	2 06 11628 94702 4

















In order to provide our members and their customers with fresh produce that is consistently fresh and as safe as possible, Markon takes a serious approach to food safety.

### 5-Star Food Safety® Program

Markon's stringent food safety standards apply to every grower-shipper that packs our proprietary brands:

- Markon First Crop
- Ready-Set-Serve
- Markon Essentials

The specific requirements have evolved along with technology and science. We refer to this comprehensive food safety program as **5-Star Food Safety** because it addresses risks in five key areas — from the field to the operator's kitchen. Under **5-Star**, all brand grower-shipper fields and facilities are annually audited for:

- GAP (Good Agricultural Practices)
- GMP (Good Manufacturing Practices)
- HACCP (Hazard Analysis Critical Control Point)
- Water test results

Beyond auditing, Markon requires all grower-shippers to:

- provide full trace back to the field level on every branded item;
- display trace back information prominently on both the master carton and internal packaging (if any).

For more information, please refer to the **5-Star Food Safety** brochure.















