ARTISAN® ROMAINE

Tanimura & Antle

Field-Packed for Freshness

The Tanimura & Antle Artisan® Family of fresh produce includes select seed varieties that have been carefully chosen for premium flavor, freshness and variety. All Artisan products are field-packed for optimum freshness and clamshell packaged with care to protect each product and extend shelf life.

GRILLED ROMAINE BLT

Show consumers a new way to enjoy fresh lettuce. Grilled fresh Artisan Romaine, juicy tomatoes and crispy bacon for a delicious twist on the salad course!

Here's what our Artisan Romaine fans are saying:

"I used my Artisan Romaine to make "salad tacos" filling the leaves with salad fixings and eating them like soft tacos. Delicious and easy!"

- New petite fully mature lettuce variety with the firm crunch of iceberg lettuce and the refreshing sweet flavor of a romaine heart
- Tight heavy heads with uniform leaf shape and size
- Very small rib with tender sweet leaves
- Each 2-ct clamshell makes at least 7 side salads or 3 main dish salads
- Each head is field-packed for superior freshness and quality
- Superior 16-day shelf life
- Easy Prep...cut, rinse and enjoy!

Merchandising Tips:

- Horizontal display showcases unique use of this innovative new product
- Packaged in a contoured clamshell to protect and preserve each head, the Artisan Romaine clamshell can sit on end facing forward
- Merchandise in your fresh whole leaf section with like items for a destination area of lettuces in your produce department
- Tamper Evident Seal can be printed with Best By Date if requested.

Easy Prep

- Cut off end and gently separate whole leaves to fill or dip
- Cut in half to prepare to grill
- Cut off end, then twice more for a simple sweet salad

Care & Handling Tips:

- Ideal storage temperature is 34° - 36°F/90 - 95% relative humidity
- Keep in constant refrigeration; don't break the cold chain
- Merchandise away from misters
- First in/First out rotation

Shelf Life = 16 Days

- Grown on U.S.A. Family Farms
- Available year round from Salinas and Huron, CA and Yuma, AZ
- A new way to enjoy fresh lettuce
- Think outside the salad bowl
- Fill it, Dip it, Grill it
- Field-Packed for Freshness

Pack Qty.	Tier/Layers	Qty/PL	UPC/PLU	Box Dimensions	Case Weight
15 x 2 ct.	5/9	45	0-27918-91723-7	22 7/8 x 15 1/2 x 9 7/8	18 lb

800.772.4542

Contact our sales team today for more information

taproduce.com
artisanlettuce.com

The Futures Co.'s latest 2010 Monitor research reveals that "fresh" tops list of attributes important to consumer in purchasing food products.