

MONTEREY FARMS

Arti[♥]Hearts™

COMPARE **TRUE** VALUE





THE INCREDIBLE EDIBLE FLOWER

At **Monterey Farms**, we think everyone should enjoy the tremendous flavor and health benefits the artichoke has to offer, with this in mind, we've created **a variety of fresh, ready to eat, and easy to use artichoke products** that are guaranteed to satisfy a wide range of discriminating palates.

We **hand trim fresh artichokes** down to their heart then lightly season and steam them giving you an **all natural**, fresh tasting artichoke heart packaged in **3 unique flavors**. Monterey Farms artichokes hearts are an excellent addition to any meal or entrée, for professional and home chefs alike.



At Monterey Farms, we take pride in being a “green” company. We recycle all of our trimmings by donating them to a local farmer for his cattle.

True Value Comparison between Monterey Farms ArtiHearts® and Jarred artichoke hearts packed in oil

PRODUCT OF CALIFORNIA, USA



VS

PRODUCT OF PERU PACKED IN OIL



Product inside is what counts

MONTEREY FARMS ARTIHEARTS

Contents of one 6oz. pouch

CONTAINS:
100% Artichoke heart
meat, 6 oz.



VS

COMPARISON BRAND ARTICHOKE HEARTS IN BRINE

Contents of one 7.5 oz. jar

CONTAINS:
Artichoke heart meat
leaves, and oil brine



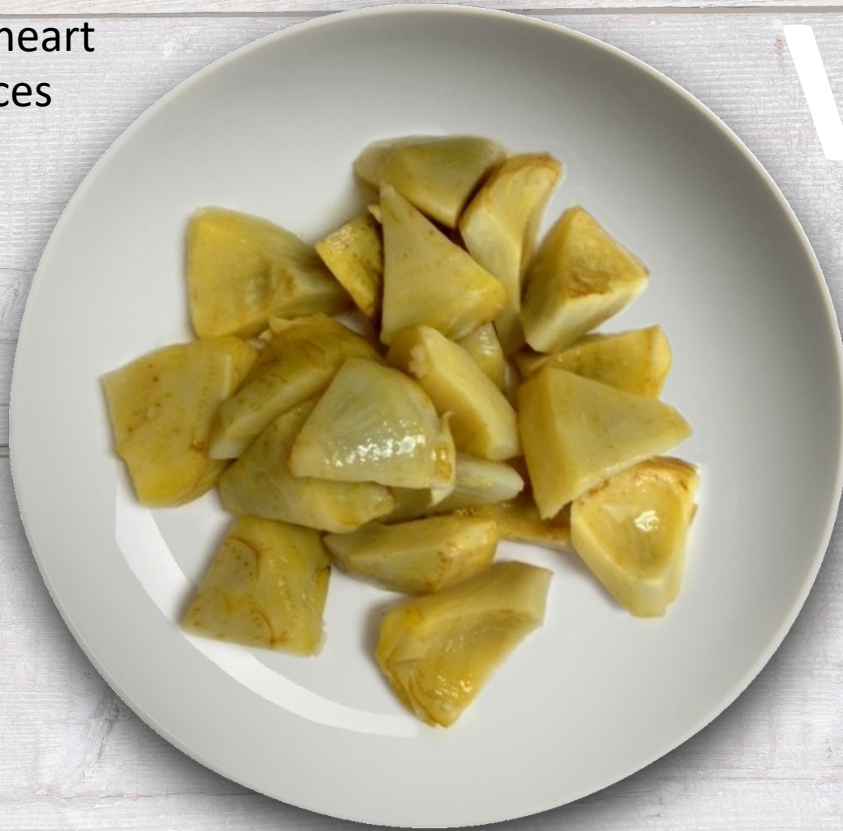
Comparison after oil drained from the jarred product

MONTEREY FARMS ARTIHEARTS

Contents of one 6oz. pouch

CONTAINS:

6 oz. Artichoke heart
meat , 20 pieces



VS

COMPARISON BRAND

Contents of one 7.5 oz. jar

CONTAINS:

3.9 oz Artichoke heart
meat, leaves, 9 pieces



THE **TRUE** COMPARISON

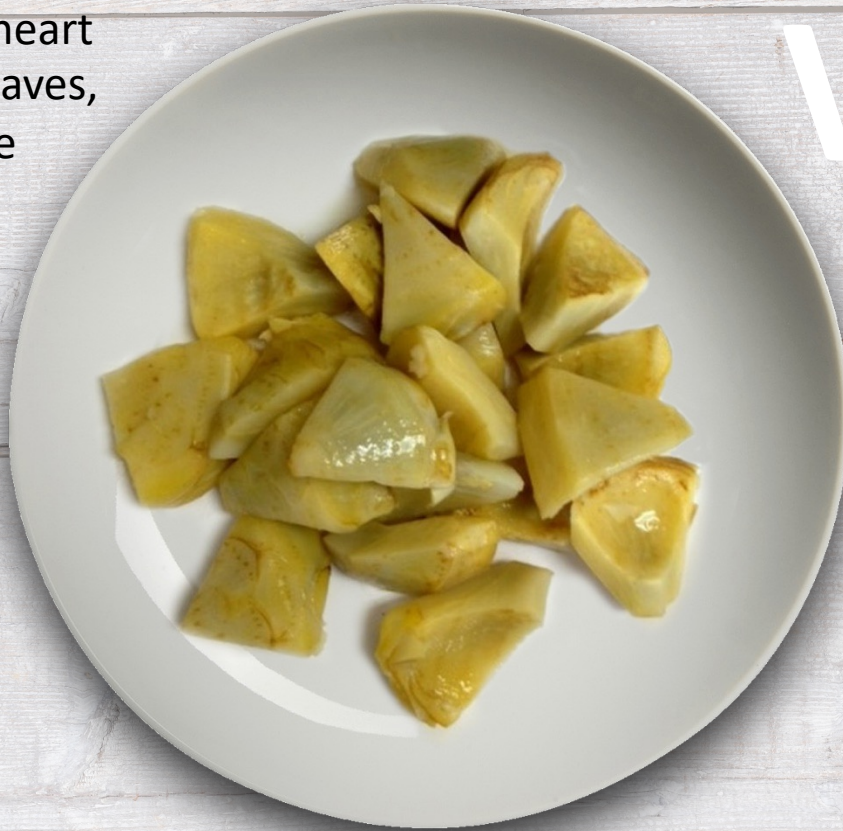
COMPARISON AFTER THE LEAVES REMOVED FROM THE JARRED PRODUCT

MONTEREY FARMS ARTIHEARTS

Contents of one 6oz. pouch

CONTAINS:

6 oz. artichoke heart
meat only, no leaves,
approximate
20 pieces



VS

COMPARISON PRODUCT - LEAVES REMOVED

Contents of one 7.5 oz. jar

CONTAINS:

0.9 oz artichoke
heart meat, mostly
stem, approximate
9 pieces



Flavor and Texture Comparison



ArtiHearts®

- No tough leaves
- 100% edible heart meat
- Fresh Cooked Taste
- Distinctively taste of an artichoke
- Steamed to have a slightly crunchy yet tender texture



Jarred Product

- Leaves can be tough
- Very little “heart” meat
- Taste is non-descript
- Briny or oil taste masks true artichoke flavor
- Texture is mushy
- Artichoke hearts are soft texture

Another Comparison

Monterey Farms ArtiHearts vs. Fresh Artichokes

The ArtiHeart® meat in each 6 oz bag is obtained from trimming 5 to 6 whole fresh artichokes (24-30 count size).

COMPARE PREPARATION TIME

ArtiHearts® - zero, they are ready to eat.

5 Fresh artichokes - 35 minutes (cleaning, trimming, steaming)

COMPARE COST

ArtiHearts® - \$5.99-\$6.99 per bag

5 Fresh artichokes - 1.50-\$2.50 each X 5 = \$7.50-\$12.50

MONTEREY FARMS

ArtiHearts™

AVAILABLE IN A VARIETY
UNIQUE FLAVORS

