










urban roots

powered by 

Veggie Focused. Busy Life-Approved.

Time is the home cook's most precious resource—there's rarely enough of it to create meals that are fresh, healthy *and* tasty. Enter Urban Roots, a value-added line of veggie-forward sides, prepared vegetables, and perfectly-portioned items that empower consumers to easily incorporate fresh, premium vegetables into their everyday life. Urban Roots was created by professional chefs to save home cooks on prep work, so that time usually spent chopping, slicing, and dicing can be spent on what really matters—eating and enjoying with the people they love.

As retailer, you'll love Urban Roots, too. The line is powered by Baldor—starting with curation of top-quality veggies grown by our expert farmer partners, crafted for maximum taste by our professional chefs, and prepped by our associates in a 20,000 square foot, state-of-the-art facility. We take the utmost care with food safety, and carefully select packaging to maximize shelf life, so you'll be proud to offer Urban Roots to your customers.

You will love...	Your customer will love...
<p>Thoughtfully sourced and creative produce offerings</p> <p>Prepared vegetable items that are processed in our SQF 3-accredited facility within 24 hours of delivery</p> <p>Value-added products to help attract new customers and encourage larger basket sizes</p>	<p>Convenient products that make homemade meals almost as simple as takeout</p> <p>Chef-created kits and sides that put flavor first and elevate veggies from mundane to mouth-watering</p> <p>Fresh ingredients to help them achieve their healthy-eating goals</p>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>HOMEMADE SALSAS</p> </div> <div style="text-align: center;">  <p>HEALTHY SNACKING</p> </div> <div style="text-align: center;">  <p>PERFECTLY PORTIONED</p> </div> <div style="text-align: center;">  <p>VEGGIE SIDE KITS</p> </div> <div style="text-align: center;">  <p>PRE-CUT INGREDIENTS</p> </div> <div style="text-align: center;">  <p>KITCHEN STAPLES</p> </div> </div>	

Get back to your roots. Contact our team at retail@baldorfood.com for more info.



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