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CONVENIENT AND UNIQUE TRI-COLOR MINI PEPPERS ENLIVEN FOODSERVICE OPTIONS



In today's competitive foodservice environment, chefs and operators strive for uniqueness, boldness and flavor with their ingredients. Innovative Tribelli peppers, grown and marketed by Divine Flavor of Nogales, AZ, offer a host of benefits for foodservice in terms of color, flavor and expediency.

Mary Ann Dwyer, creator of *TheBeachHouseKitchen.com*, an Avalon, NJ-based blog, highlights the versatility of Tribelli peppers. "They can be applied in a variety of ways," she says. "They are easily used in main dishes and appetizers and can be cooked or eaten raw. They are sweeter than other peppers and have less seeds."

Sofia Aguirre, who selects and manages recipe development for Divine Flavor in Hermosillo, Mexico, agrees on the importance of these peppers' versatility. "They can be prepared in many different ways, from sautéed to grilled to raw," she says. "My all-time favorite, however, is roasted, which I think yields the most flavor."

Chefs can use these peppers to enhance their cuisine because they're so versatile and fun, according to Aguirre. "For example, a deli could use preserved roasted peppers with goat cheese in a sandwich," she says. "An Asian restaurant can use them in stir fry dishes. Middle Eastern can use them to jazz up delicious hummus. In each of these cases, the pepper represents a unique ingredient but yet something familiar, so diners respond well to them."

The peppers' bright, multi-colored appearance is another benefit. "Tribelli mini peppers are available in a trio of red, yellow and orange colors presented in a single package," says Aguirre. "We like to say that this unique combination allows consumers to 'love them three times as much'."

Aguirre also mentions Tribelli mini peppers are all about quality, taste and convenience, proven by recent data from an in-store mobile activation campaign by Divine Flavor. The findings suggest the Tribelli Sweet Mini Peppers audience is more likely to have a Bachelors degree or higher, is on the go, and spends a lot of time at work. "This audience over-indexes at higher-end grocery stores and under-indexes at lower-end fast food locations, meaning that they prefer to dine at home and prefer more quality options when dining out," she says.

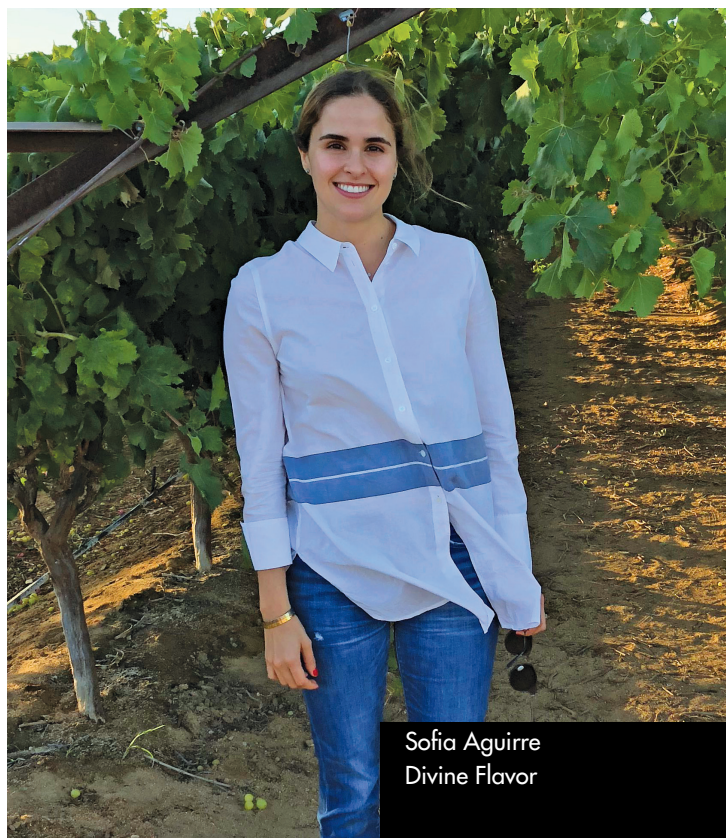
CONSISTENT AND LOW PREP

A crucial consideration for foodservice, Tribelli peppers can be obtained year-round. "Year-round availability means restaurants can have them consistently on the menu," says Dwyer.

These mini peppers also aid chefs in lowering preparation time. "There is not much prep work," says Dwyer. "You don't have to seed them. They can be used whole."

Not only do the peppers represent minimal prep but minimal waste as well. "They are thinner skinned than large peppers and have few seeds, so they produce very little waste," says Aguirre. "The pepper is almost entirely edible."

Aguirre points out that if properly refrigerated, the peppers will keep for up to two weeks. "You can also freeze roasted or grilled peppers for future use," she says.



Sofia Aguirre
Divine Flavor

At this point, production of Tribelli peppers is still limited, but shoppers are actively looking for them. "Recent data from an in-market in-store activation study shows that Tribelli outscores its closest competitors indicating the great potential this unique product has," says Aguirre.

UNIQUE APPLICATION

Aguirre and Dwyer share innovative ways to use these peppers as substitutes for other ingredients. "I love to use them instead of tortilla chips in nachos," says Dwyer. "I slice them down the middle, top them with cheese, black beans and corn, and put them in the oven. This makes a vibrant, healthy appetizer."

Dwyer substitutes Tribelli peppers for tomatoes in bruschetta. "This is particularly pertinent during months when there are no juicy red tomatoes to pick from," she says.

Aguirre mentions the flexibility of the peppers as a stuffing medium. "They can be stuffed with almost anything in the kitchen, roasted and served as an appetizer," she says. "Their mild sweet flavor makes them perfect for this. My personal favorite is Greek-style stuffed peppers. Fill them with couscous, fresh herbs, olives, a squeeze of lemon and feta cheese and then roast them. They're delicious."

According to Aguirre, Tribelli peppers are especially advantageous for use in buffets or catering events because they don't have to be eaten hot. "It can be



Tribelli Sweet Pepper and Chorizo Bruschetta Polenta Bites

difficult to keep food hot when serving 200 people at an event," she says. "These peppers are fantastic when served at room temperature, and that's when you can really enjoy the sweetness of them."

A HEALTHY OPTION

Foodservice operators can delight diners not only with a good tasting, appealing item but also one that is healthy. "These peppers are natural, healthy, and packed with color and Vitamin C," says Dwyer. "They're available all year-long, non-GMO, and sustainably-grown in greenhouses using a selection of varieties guaranteeing the best product quality, bite after bite."

Divine Flavor, a family-run and grower-owned distribution company, believes in growing "Better Food for a Better World." Dwyer mentions Tribelli's professional growers care about each crop and harvest peppers when they reach the peak of their ripeness for an express packaging process. "The folks at Divine Flavor use natural and improved agricultural methods to ensure healthier crops that are richer in nutrients and offer sustained shelf quality," she says. "That's the kind of company I feel comfortable buying products from."

Divine Flavor is always looking for ways to share information with its customers. "Divine Flavor has a lot to offer, whether it is nutritional facts, recipe ideas or just allowing customers to get to know the products better," says Aguirre. "The products have high food safety standards and strong traceability. You can track the peppers all the way back to the farm."

For More Information on **Tribelli Mini Peppers** from **Divine Flavor**, please contact us:



DivineFlavor.com

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"Better Food for a Better World"



Mary Ann Dwyer
TheBeachHouseKitchen.com