

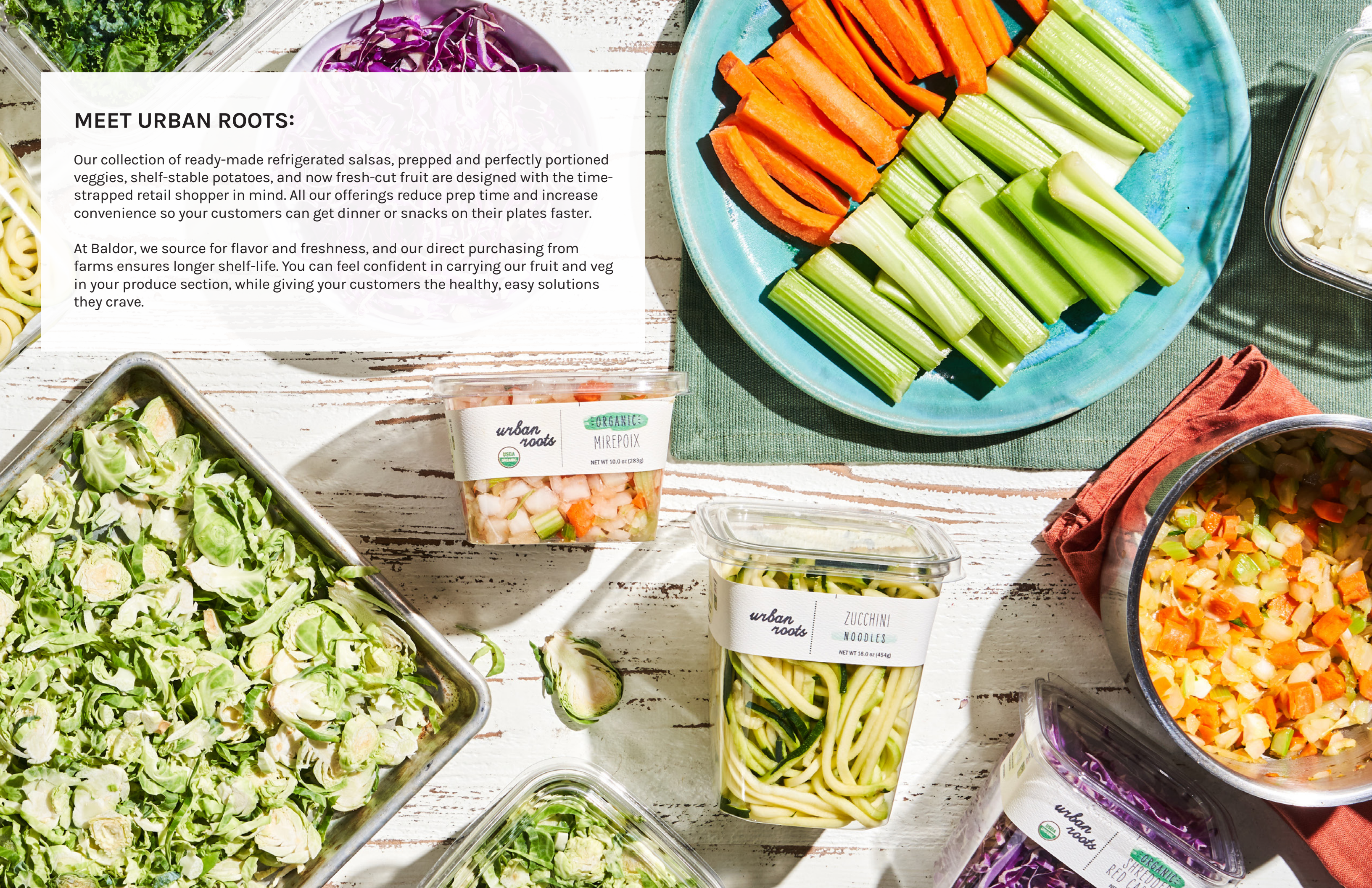


*urban roots* + FRESH CUTS

powered by







## MEET URBAN ROOTS:

Our collection of ready-made refrigerated salsas, prepped and perfectly portioned veggies, shelf-stable potatoes, and now fresh-cut fruit are designed with the time-strapped retail shopper in mind. All our offerings reduce prep time and increase convenience so your customers can get dinner or snacks on their plates faster.

At Baldor, we source for flavor and freshness, and our direct purchasing from farms ensures longer shelf-life. You can feel confident in carrying our fruit and veg in your produce section, while giving your customers the healthy, easy solutions they crave.







Discover Urban Roots, where fresh and flavorful salsa meets homemade perfection. Hand-crafted with the finest seasonal ingredients, our salsas offer a burst of vibrant flavors.

From zesty **Salsa Verde**, to the medium heat of **Homestyle**, tropical **Pineapple Mango**, or fiery **Hot Homestyle**, there is something for everyone.

Whether you’re dipping with chips or spicing up your dishes with a sauce or marinade, Urban Roots Salsas are the real deal.

# SALSAS



Item Code: Salsa2  
UPC: 812241201388  
Pack Size: 12 x 10 oz  
Case Price: \$38.00  
Unit Price: \$3.17  
SRP: \$5.99  
Minimum Shelf Life: 9 days

## Salsa Verde



Item Code: Salsa3A  
UPC: 812241900908  
Pack Size: 12 x 12 oz  
Case Price: \$38.00  
Unit Price: \$3.17  
SRP: \$5.99  
Minimum Shelf Life: 9 days

## Homestyle Salsa



Item Code: Salsa4A  
UPC: 812241120146  
Pack Size: 12 x 12 oz  
Case Price: \$44.00  
Unit Price: \$3.67  
SRP: \$6.99  
Minimum Shelf Life: 9 days

## Pineapple Mango Salsa



Item Code: Salsa5A  
UPC: 812241001797  
Pack Size: 12 x 12 oz  
Case Price: \$38.00  
Unit Price: \$3.17  
SRP: \$5.99  
Minimum Shelf Life: 9 days

## Homemade Hot Salsa





For veggie enthusiasts with a time crunch, Urban Roots has your back! Our fresh-cut, washed, and ready-to-use veggies are a game-changer. No more tedious chopping or slicing—just grab, cook, and savor. From uniformly cut carrot sticks to finely diced onions and cubed squash, we’ve streamlined the kitchen journey so you can indulge in your culinary cravings faster than ever. Say goodbye to the cutting board and hello to instant veggie gratification.

# ORGANIC PREPPED VEGGIES



Item Code: ZCAR126  
UPC: 812241001902  
Pack Size: 6 x 14 oz  
Case Price: \$27.00  
Unit Price: \$4.50  
SRP: \$6.99  
Minimum Shelf Life: 6 days

## Organic Carrot Sticks



Item Code: ZVEG16  
UPC: 812241001919  
Pack Size: 6 x 14 oz  
Case Price: \$27.00  
Unit Price: \$4.50  
SRP: \$6.99  
Minimum Shelf Life: 6 days

## Organic Carrot & Celery Sticks



Item Code: ZCE3A6  
UPC: 812241001926  
Pack Size: 6 x 14 oz  
Case Price: \$27.00  
Unit Price: \$4.50  
SRP: \$6.99  
Minimum Shelf Life: 6 days

## Organic Celery Sticks



Item Code: ZCE36  
UPC: 812241001933  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Diced Celery



Item Code: ZON98G6  
UPC: 812241001858  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Diced Onions



Item Code: ZON98J6  
UPC: 812241001841  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Diced Red Onions



Item Code: ZCAR16  
UPC: 812241001889  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Diced Carrots





# ORGANIC PREPPED VEGGIES



Item Code: ZVEG116  
UPC: 812241001940  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Mirepoix



Item Code: ZCAR116  
UPC: 00812241001896  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Shredded Carrots



Item Code: ZCAB8B6  
UPC: 812241001834  
Pack Size: 6 x 6 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Shredded Red Cabbage



Item Code: ZSALAD116  
UPC: 812241002381  
Pack Size: 6 x 8 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$5.99  
Minimum Shelf Life: 6 days

## Organic Coleslaw Mix



Item Code: ZPOT90H6  
UPC: 812241002398  
Pack Size: 6 x 18 oz  
Case Price: \$32.00  
Unit Price: \$5.33  
SRP: \$8.99  
Minimum Shelf Life: 8 days

## Organic Yam Cubes



Item Code: ZSQ93D6  
UPC: 812241002329  
Pack Size: 6 x 18 oz  
Case Price: \$32.00  
Unit Price: \$5.33  
SRP: \$8.99  
Minimum Shelf Life: 8 days

## Organic Butternut Squash Cubes



Item Code: ZBR1R  
UPC: 812241000639  
Pack Size: 6 x 10 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$6.99  
Minimum Shelf Life: 12 days

## Organic Broccoli Florets



# PREPPED VEGGIES



Item Code: SQ93E5  
UPC: 812241000707  
Pack Size: 6 x 18 oz  
Case Price: \$27.00  
Unit Price: \$4.50  
SRP: \$6.49  
Minimum Shelf Life: 12 days

## Butternut Squash Chunks



Item Code: VEG2G6  
UPC: 810038181370  
Pack Size: 6 x 12 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$6.99  
Minimum Shelf Life: 11 days

## Shredded Brussels Sprouts



Item Code: VEG2H6  
UPC: 812241000523  
Pack Size: 6 x 12 oz  
Case Price: \$32.00  
Unit Price: \$5.33  
SRP: \$8.99  
Minimum Shelf Life: 11 days

## Cleaned & Halved Brussels Sprouts



Item Code: VEG14C  
UPC: 812241002626  
Pack Size: 12 x 10 oz  
Case Price: \$32.00  
Unit Price: \$5.33  
SRP: \$8.99  
Minimum Shelf Life: 9 days

## Cauliflower Rice



Item Code: VEG17E  
UPC: 812241000295  
Pack Size: 6 x 16 oz  
Case Price: \$22.00  
Unit Price: \$3.67  
SRP: \$6.99  
Minimum Shelf Life: 7 days

## Zucchini Noodles







Unleash your kitchen creativity with Urban Roots’ prepped, unwashed veggies. Consider them your culinary co-conspirators, trimmed, shelled, or halved for a dash of convenience without sacrificing the thrill of cooking. Now you can whip up dishes for meal time in record time. Because let’s face it—the joy is in the unexpected flavors, not the usual prep routine. Cook up a storm with the ultimate kitchen sidekick.

# PERFECTLY PORTIONED VEGGIES



Item Code: URBV01  
UPC: 812241000400  
Pack Size: 6 x 10 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Shelled English Peas



Item Code: URBV02  
UPC: 812241000431  
Pack Size: 6 x 8 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Stringless Sugar Snap Peas



Item Code: URBV03  
UPC: 812241000424  
Pack Size: 6 x 8 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Baby Zucchini



Item Code: URBV04  
UPC: 812241000448  
Pack Size: 6 x 8 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Husked Baby Corn



Item Code: URBV05  
UPC: 812241000455  
Pack Size: 6 x 8 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Peeled Multi-Colored Baby Carrots



Item Code: URBV06  
UPC: 812241000479  
Pack Size: 6 x 10 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Stringless Snow Peas



Item Code: URBV07  
UPC: 812241000493  
Pack Size: 6 x 16 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Trimmed Brussels Sprouts





# PERFECTLY PORTIONED VEGGIES



Item Code: URBV08  
UPC: 812241000387  
Pack Size: 6 x 12 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Cauliflorini



# ORGANIC PERFECTLY PORTIONED VEGGIES



Item Code: ZURBV01  
UPC: 812241000462  
Pack Size: 6 x 8 oz  
Case Price: \$13.25  
Unit Price: \$2.21  
SRP: \$3.99  
Minimum Shelf Life: 8 days

## Organic Snipped French Beans



Discover a world of potato perfection with Urban Roots’ vibrant and flavorful organic varieties. From baby and fingerling to Idaho, Red, and Yukon Gold, our potatoes are the canvas for your culinary masterpieces. Perfect for roasting, baking, or frying, each potato promises a burst of deliciousness. Elevate your side dishes and make every meal memorable with Urban Roots’ premium potatoes—where taste meets versatility in every bite.



# PERFECTLY PORTIONED POTATOES



Item Code: URPOT1  
UPC: 812241002206  
Pack Size: 12 x 24 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Red Pee Wee Potatoes



Item Code: URPOT2  
UPC: 812241002213  
Pack Size: 12 x 24 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Gold Pee Wee Potatoes



Item Code: URPOT2A  
UPC: 812241002220  
Pack Size: 12 x 24 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## White Pee Wee Potatoes



Item Code: URPOT3  
UPC: 812241002190  
Pack Size: 12 x 24 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Purple Pee Wee Potatoes



Item Code: URPOT4  
UPC: 812241002190  
Pack Size: 12 x 24 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Confetti Pee Wee Potatoes



Item Code: URPOT22  
UPC: 812241002145  
Pack Size: 12 x 28 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Fingerling Potatoes



Item Code: URPOT24  
UPC: 812241002169  
Pack Size: 12 x 28 oz  
Case Price: \$34.00  
Unit Price: \$2.83  
SRP: \$4.99

## Confetti Fingerling Potatoes



# PERFECTLY PORTIONED POTATOES



Item Code: URPOT11  
UPC: 812241002121  
Pack Size: 24 x 16 oz  
Case Price: \$64.00  
Unit Price: \$5.33  
SRP: \$8.99

## Red Marble Potatoes



Item Code: URPOT12  
UPC: 812241002114  
Pack Size: 24 x 16 oz  
Case Price: \$64.00  
Unit Price: \$5.33  
SRP: \$8.99

## Gold Marble Potatoes



Item Code: URPOT14  
UPC: 812241002107  
Pack Size: 24 x 16 oz  
Case Price: \$64.00  
Unit Price: \$5.33  
SRP: \$8.99

## Confetti Marble Potatoes



# ORGANIC PERFECTLY PORTIONED POTATOES



Item Code: ZURPOT01  
UPC: 812241002251  
Pack Size: 12 x 24 oz  
Case Price: \$40.00  
Unit Price: \$3.33  
SRP: \$5.99

## Organic Red Pee Wee Creamers



Item Code: ZURPOT02  
UPC: 812241002268  
Pack Size: 12 x 24 oz  
Case Price: \$40.00  
Unit Price: \$3.33  
SRP: \$5.99

## Organic Gold Pee Wee Creamers



Item Code: ZURPOT03  
UPC: 812241002275  
Pack Size: 12 x 24 oz  
Case Price: \$40.00  
Unit Price: \$3.33  
SRP: \$5.99

## Organic Confetti Pee Wee Creamers





Our fresh-cut fruit is a convenient way for fruit lovers to savor sweet, delicious fruit without the prep. Perfect for enjoying at home or on the go, our selection includes classics like cantaloupe, melons, and berries, alongside more exotic options like dragon fruit, mango spears, and kiwi. Our pre-cut assortment—available in 5, 10 and 20 oz containers—lets you skip the slicing and chopping. Just grab, snack, and relish the vibrant flavors of nature’s candy.

# PERFECTLY PORTIONED FRUIT



## Cantaloupe Chunks

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU05E3   | 12 X 5 oz | \$22.00    | \$1.83     | \$3.49    |
| FRU05E1   | 6 X 10 oz | \$20.00    | \$3.33     | \$5.99    |
| FRU05F    | 6 X 20 oz | \$32.00    | \$5.33     | \$10.99   |



## Honeydew Chunks

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU12A4   | 12 X 5 oz | \$22.00    | \$1.83     | \$3.49    |
| FRU12A1   | 6 X 10 oz | \$20.00    | \$3.33     | \$5.99    |
| FRU12C    | 6 X 20 oz | \$32.00    | \$5.33     | \$10.99   |



## Watermelon Chunks

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU05A4   | 12 X 5 oz | \$22.00    | \$1.83     | \$3.49    |
| FRU05A1   | 6 X 10 oz | \$20.00    | \$3.33     | \$5.99    |
| FRU05A    | 6 X 20 oz | \$32.00    | \$5.33     | \$10.99   |



## Pineapple Chunks

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU05D3   | 12 X 5 oz | \$22.00    | \$1.83     | \$3.49    |
| FRU05D1   | 6 X 10 oz | \$20.00    | \$3.33     | \$5.99    |
| FRU05D    | 6 X 20 oz | \$32.00    | \$5.33     | \$10.99   |



## Classic Fruit Salad

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU02A3   | 12 X 5 oz | \$28.00    | \$2.33     | \$3.99    |
| FRU02C1   | 6 X 10 oz | \$25.00    | \$4.17     | \$6.99    |
| FRU02C2   | 6 X 20 oz | \$38.00    | \$6.33     | \$11.99   |



## Mango Chunks

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU13B2   | 12 X 5 oz | \$32.00    | \$2.67     | \$4.99    |
| FRU13C1   | 6 X 10 oz | \$28.00    | \$4.67     | \$7.99    |
| FRU13D3   | 6 X 20 oz | \$44.00    | \$7.33     | \$12.99   |



# PERFECTLY PORTIONED FRUIT



## Mango Spears

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU13E3   | 12 X 5 oz | \$32.00    | \$2.67     | \$4.99    |
| FRU13E2   | 6 X 10 oz | \$28.00    | \$4.67     | \$7.99    |
| FRU13E4   | 6 X 20 oz | \$44.00    | \$7.33     | \$12.99   |



## Pineapple Blueberry Salad

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU21A1   | 12 X 5 oz | \$28.00    | \$2.33     | \$3.99    |
| FRU21A2   | 6 X 10 oz | \$25.00    | \$4.17     | \$6.99    |



## Tropical Fruit Salad (Kiwi, Mango, Strawberry)

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU14A    | 12 X 5 oz | \$40.00    | \$3.33     | \$5.99    |
| FRU14A1   | 6 X 10 oz | \$36.00    | \$9.99     | \$9.99    |



## Berry Medley Salad (Strawberry, Blackberry, Blueberry)

| ITEM CODE | PACK SIZE | CASE PRICE | UNIT PRICE | SRP PRICE |
|-----------|-----------|------------|------------|-----------|
| FRU25A2   | 12 X 5 oz | \$40.00    | \$3.33     | \$5.99    |
| FRU25A3   | 6 X 10 oz | \$36.00    | \$6.00     | \$9.99    |



# COMING SOON

Get ready for for an expanded fresh-cut fruit line featuring new and exciting options. Here’s a sneak peek of what we’ll have available for you shortly.



## Green Grapes

SIZE: 5 oz, 10 oz



## Red Grapes

SIZE: 5 oz, 10 oz



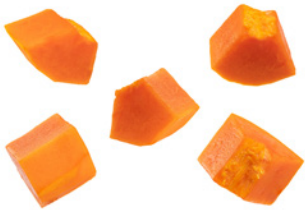
## Kiwi

SIZE: 5 oz, 10 oz



## Golden Kiwi

SIZE: 5 oz, 10 oz



## Papaya

SIZE: 5 oz, 10 oz



## Red Dragonfruit

SIZE: 5 oz, 10 oz



## Peeled Mandarin

SIZE: 10 oz



## Grapefruit Segments

SIZE: 5 oz, 10 oz, 20 oz



## Oro Blanco Segments

SIZE: 5 oz, 10 oz, 20 oz



## Cara Cara Pinwheels

SIZE: 5 oz, 10 oz, 20 oz



## Orange Pinwheels

SIZE: 5 oz, 10 oz, 20 oz





Get back to your roots. Contact our team at [retail@baldorfood.com](mailto:retail@baldorfood.com) for more info.