



URBANROOTS



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MEET URBAN ROOTS

Our collection of ready-made refrigerated salsas, prepped and perfectly portioned veggies, and potatoes 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 the table faster.

At Baldor, we're committed to sourcing the freshest, most flavorful products, and our URBANROOTS line is no exception. You can trust that every pack of ready-to-use veggies, homestyle salsas, and more delivers the same top-quality freshness and taste you've come to expect from us.

MADE
FRESH
DAILY



SALSAS

Hand-crafted with the finest seasonal ingredients, URBANROOTS' salsas offer a burst of vibrant flavors. From the tropical **Pineapple Mango** to the **Homestyle Hot**, there is something for everyone. Whether you're dipping with chips or looking to spice up your standard dishes, our salsas are the real deal.

HOMESTYLE MEDIUM SALSA



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 HOT 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



PINEAPPLE MANGO 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



ORGANIC PREPPED VEGGIES

For veggie enthusiasts who are crunched for time, URBANROOTS 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

enjoy. From finely diced onions to cubed squash, we’ve streamlined kitchen prep so you can cook up your culinary creations faster than ever. Say goodbye to the cutting board and hello to instant veggie gratification.

ORGANIC CARROT STICKS



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 & CELERY 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 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 DICED CELERY



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 SHREDDED CARROTS



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 RED CABBAGE



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 COLESLAW MIX



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 BROCCOLI FLORETS



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:	6 days



ORGANIC DICED ONIONS



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 RED 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 CARROTS



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 MIREPOIX



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 BUTTERNUT SQUASH CUBES



Item Code:	ZSQ93D6
UPC:	812241002329
Pack Size:	6 x 18 oz
Case Price:	\$32.00
Unit Price:	\$5.33
SRP:	\$9.99
Minimum Shelf Life:	8 days



ORGANIC YAM CUBES



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



PREPPED VEGGIES

BUTTERNUT SQUASH CHUNKS



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



SHREDDED BRUSSELS SPROUTS



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



CLEANED & HALVED 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



ZUCCHINI NOODLES



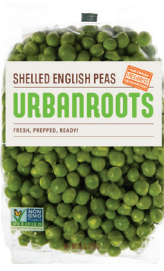
Item Code:	VEG17E
UPC:	812241000295
Pack Size:	6 x 16 oz
Case Price:	\$22.00
Unit Price:	\$3.67
SRP:	\$6.99
Minimum Shelf Life:	7 days



PERFECTLY PORTIONED VEGGIES

Unleash your kitchen creativity with URBANROOTS' prepped, unwashed veggies. Consider them your culinary co-conspirators: They're trimmed, shelled, or halved for convenience but the cooking is all your own, 100% from scratch. Now you can whip up dishes for mealtime in record time. Because let's face it—the joy is in the unexpected flavors, not the prep routine. Cook up a storm with the ultimate kitchen sidekick.

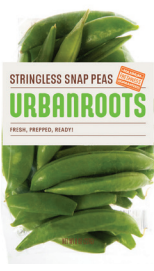
SHELLED ENGLISH PEAS



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



STRINGLESS SUGAR SNAP 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



BABY ZUCCHINI



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



HUSKED BABY CORN



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



CAULIFLOWER RICE



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



PEELED MULTI-COLORED BABY CARROTS



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



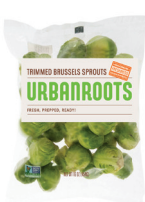
STRINGLESS SNOW PEAS



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



TRIMMED BRUSSELS SPROUTS



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



FLOWERING CAULIFLOWER



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





PERFECTLY PORTIONED POTATOES

Discover a world of potato perfection with URBANROOTS’ 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 URBANROOTS’ premium potatoes—where taste meets versatility in every bite.

RED PEE WEE
POTATOES



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



GOLD 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



WHITE 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



PURPLE 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



CONFETTI 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



FINGERLING
POTATOES



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



CONFETTI FINGERLING
POTATOES



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



RED MARBLE
POTATOES



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



GOLD MARBLE
POTATOES



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



CONFETTI MARBLE
POTATOES



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



ORGANIC PERFECTLY PORTIONED POTATOES

ORGANIC RED
PEE WEE CREAMERS



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



ORGANIC GOLD
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 CONFETTI
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



AT BALDOR,
WE'RE COMMITTED
TO SOURCING
THE FRESHEST,
MOST FLAVORFUL
PRODUCTS, AND OUR
URBANROOTS LINE
IS NO EXCEPTION.



URBANROOTS

Contact our team at retail@baldorfood.com for more info.

