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Pure Harvest unveils natural tomato sauces

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Pure Harvest Smart Farms (Pure Harvest), announces the launch of its brand of 100 per cent natural tomato sauces. The range will be exclusively available at Spinneys and Waitrose outlets across the UAE for two months, before expanding to other retailers. Pure Harvestâ??s sauces are crafted with the companyâ??s award-winning, sustainably farmed tomatoes and contain no added sugar or artificial ingredients.

At the heart of Pure Harvestâ??s new product line are the brandâ??s renowned tomatoes, locally grown in the UAE. The company will utilise visually imperfect and/or seasonal excess in production to supply this new sauce line, which mitigates food waste risks in the companyâ??s value chain.

With culinary expertise shining through in each product, the brand has launched a diverse range of sauces, each with a unique flavour experience. This includes:

Cherry Tomato Passata: Embodying the essence of simplicity, this velvety passata captures the pure, natural flavours of Pure Harvestâ??s vine-ripened cherry tomatoes, slow-roasted to perfection.

Shakshuka: This vibrant base encompasses the spirit of Middle Eastern cuisine, balancing the rich flavours of vine-ripened tomatoes, sweet bell peppers and aromatic spices to deliver an authentic taste.

Marinara: A celebration of tradition that captures the art of simple home cooking with a classic flavour achieved by simmering the tomatoes to perfection with hints of fragrant basil and oregano.

Chili Cherry Tomato: This delightful fusion of freshness and spice, with the subtle heat of chilli and cayenne, adds a touch of elegance to every dish, making every meal a masterpiece.