

So Fresh Tasting...

You'll think we grew them in the can!

When you want the fresh-tasting flavor and chunky appearance of homemade crushed tomatoes, 7/11 is a natural!

Though many have tried repeatedly, no other processor can match 7/11's homegrown flavor and consistently high quality.

What's our secret? At Stanislaus Food Products, we go to great lengths to ensure that our vine-ripened tomatoes move quickly and carefully from field to can. The tomato may be the hearty staple of Italian cuisine but it's also a delicate fruit which begins to lose desirable sweetness and firmness the moment it's removed from the vine's embrace.

With tightly managed round-the-clock harvesting schedules, time tested production processes, and uncompromising focus on quality, Stanislaus ensures that the fresh tasting flavor, color, and texture of mature tomatoes are captured in every can of 7/11 within 6 hours of harvest, preserving that precious, juicy, natural tomato flavor.

7/11 - It's a Natural!®

Packed From
Fresh Tomatoes!

NOT FROM CONCENTRATE



QUALITY, TIME AFTER TIME...



FROM STANISLAUS FOOD PRODUCTS

How to Recognize the 'Natural' - 7/11®

Try an experiment. Open a can of 7/11 and a can of Brand X ground unpeeled tomatoes. Pour each can into 2 large white pans. You will immediately see the difference. 7/11 looks real, with the characteristic rich red sheen and the natural skins and seeds of a vine-ripened tomato. By contrast, Brand X looks overprocessed, dull and lifeless.

7/11

Bright Red Color

Premium quality tomatoes are rushed from field to can to capture their fresh tasting flavor within hours of harvest.

BRAND X GROUND TOMATOES

Dull, "Cooked" Color

Field-run tomatoes are processed through "channels" allowing time in the field, on the road, and in the factory to rob flavor and color.

Now try a spoonful of 7/11. Savor the "just-picked" fresh tasting flavor and homemade texture of the natural tomato pulp, skins, and seeds. Then try a spoonful of Brand X and notice the difference.

7/11

Vine-Ripe Sweet Tomato Flavor

Stanislaus' quality-driven team monitors the 7/11 tomatoes from field to can, ensuring that each and every tomato is packed carefully and rapidly to preserve its fresh tasting flavor.

BRAND X GROUND TOMATOES

Overcooked "Factory Flavor"

In following minimum industry standards for inspection, grading and processing of tomatoes, most ground tomato products take on an overprocessed "canned" flavor.

Finally, stir each of the products around a bit and notice the difference in consistency. 7/11 is full-bodied and holds together while the pieces of tomato in Brand X seem to be suspended in runny juices.

7/11

Chunky And Full-Bodied

7/11 is made from a proprietary recipe of tomato puree and selected vine-ripened tomatoes to provide a sauce base with the ideal thickness for pizza, pasta, and other entree toppings.

BRAND X GROUND TOMATOES

Runny And Separating

Without the proper blend of puree and tomatoes, this suspended sauce separates, causing pizza or pasta to get soggy and topped entrees to look less attractive.



Stanislaus Food Products
Modesto, California