

Foodservice Marketing Bulletin



SUBJECT Supply Disruption – 3/4” Diced Tomatoes (BQ99)
DEPARTMENT Red Gold Foodservice
DATE August 8, 2022
CONTACT Foodservice Sales Manager

Red Gold has supplied our FS Customers with more fresh packed tomatoes this past year than ever before. Due to higher post-COVID demand and shortages from other suppliers, Red Gold’s sales of Diced Tomatoes have grown over 30% vs. last year.

As a result of this unprecedented demand we are notifying our valued FS Customers that current open orders exceed our remaining inventory for 3/4” Diced Tomatoes (BQ99).

Red Gold will suspend new sales of BQ99 until September 1, 2022

Red Gold Customer Service will be reaching out to FS Customers to request that some current open orders be modified or cancelled. This suspension impacts all Red Gold brands as well as private labels packed by Red Gold for our FS Distributor partners.

Red Gold expects to begin our harvest next week and will produce BQ99 during the first few days. Labeling will begin once the inventory is released from the mandatory 10 Day Hold period.

We apologize for this brief interruption in service. We are looking forward to an excellent fresh-pack that will restore our inventories in order to exceed all of our FS Customer contracts and bookings.

If you have any questions, or for more information please contact your Red Gold Sales Manager or Broker.

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