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SUNSET drops a major (Lolli) Bomb

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It wouldn't be a PMA without SUNSET dropping a bomb to the industry. For weeks, the company has been hinting at the news of a flavorful new product launch and promising to reveal the next sweet one at this year's PMA. The news is finally out! Introducing Lolli Bombs, a sweet-like-candy yellow tomato-on-the-vine and the fourth addition to the infamous Bombs™ lineup of on-the-vine snacking tomatoes.

"On-the-vine snacking tomatoes is the fastest growing snacking tomato segment, up 70 percent year over year," shared vice president of sales Peppe Bonfiglio. "Our premium line of Bombs™ tomatoes are leading the category and we are thrilled to add another unique offering to our lineup that we know consumers are going to love."

Lolli Bombs, a yellow cherry tomato-on-the-vine is sweet like candy and the color of sunshine, making them a super-sweet addition to the produce category. Consumers will be drawn to the vibrant and playful branding which reinforces the usage of these tomatoes as a healthy and flavorful snack. With their juicy, sweet taste and bright color, Lolli Bombs burst with the same explosive flavor and premium quality that consumers have come to expect of the SUNSET brand.

“We revolutionized the snacking category back in 2014 when we introduced Flavor Bombs®, our first on-the-vine snacking tomato,” shared Bonfiglio. “Now, we’ve expanded our offerings within the on-the-vine category to include four uniquely flavorful Bombs products that each appeal to different tastes. We want to give consumers choices in the produce aisle and get them excited about healthy snacking.”

Contact your sales representative for more information on how to sweeten up your snacking category.

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