



It's one 'sweetheart' of a Vidalia onion.

As a year round sweet onion supplier, we are well aware of the popularity of sweet onions. We also agree that Vidalia Sweet Onions are the 'Original Sweet Onion' and it doesn't surprise us to find out that nearly 75% of consumers surveyed* prefer Vidalia onions over other sweet onion brands.

Our Vidalia Sweetheart Onions™ are grown in Southeast Georgia's mild climate, in the regions sandy, low sulfur soil, with exclusive seed varieties. Vidalia onion acreage (11,160 in 2009 compared to 11,520 in 2008) and growers are strictly regulated, in fact, there are only about 100 Vidalia growers, virtually guaranteeing a very consistent crop. This small



and dedicated group of growers must pass one of the most stringent sweet onion certification processes before their Vidalias are ready to pack.

The key to a successful Vidalia onion season is the pungency level. Onions qualify for 'Extra Sweet' when they reach a 3.5 pungency level (lower numbers indicate sweeter onions). Our initial harvest is averaging a pungency level around 2.0 this season which means our Vidalia Sweethearts™ will certainly live up to their name.

Once again, Curry & Co. delivers more than a quality product to you, we also provide you marketing and category management support. From our innovative and attractive packaging which is great for large displays to our comprehensive category management processes, we are here to help you maximize your sweet onion sales.



The Vidalia Onion Commission has attractive p.o.s. cards and posters available. Contact us for details.

AVAILABILITY: April-July
PACKAGING: High graphic bins
 Boxes: 40# bulk
 Bags: 25# & 50#
 Retail Bags: 3#, 5#, 10#

*As reported by the Vidalia Onion Commission.
 Research completed by Opinion Dynamics Corporation