



Launched in 2010, Love Beets specializes in a line of premium, all-natural, ready-to-eat beets that are sold in major food stores across North America. Products include marinated baby beets, vacuum-packed cooked beets and beet juices.

None of Love Beets' products use artificial colors or preservatives and all except the Honey & Ginger baby beets are gluten-free. Select products are also certified organic and kosher-certified.

Love Beets is a true labor of love from husband and wife team, Guy and Katherine Shropshire. The Shropshire family, known for growing salad vegetables in England, decided to purchase a small beet factory with the hopes of sharing a family favorite with others. They knew they wanted to find a way to attract younger people to beets, so the family got to work experimenting with unique marinated beet recipes.

Then in October 2010, Guy and Katherine brought their marinated baby beets to New York City's Fancy Food Show, where the response was overwhelmingly positive. Virtually everyone who tasted their beets said they "love beets!"

Not only did the name stick, but Guy and Katherine moved to the United States, looking for opportunities to build their brand and spread the beet love. With the help of family, farmers and major retailers, the Love Beets brand has blossomed and continues to expand its reach across the globe.

Since its launch, Love Beets has been defying preconceived notions of boring beets (the kind your grandmother would serve) with an upbeat, fun, modern brand and tasty products that attract beet lovers and beet newbies alike.

MARINATED BABY BEETS

- Organic Mild Vinegar
- Mild Vinegar
- Sweetfire
- Honey & Ginger
- White Wine & Balsamic Vinegar

VACUUM-PACKED COOKED BEETS

- Organic Cooked Beets
- Cooked Beets

BEET JUICE

- Organic Beet Juice
- Beet Juice
- Cherry-Berry & Beet Juice

PRODUCT HIGHLIGHTS

- All-natural
- No artificial colors or preservatives
- Certified Organic (select products)
- Gluten-free (select products)
- Certified Kosher (select products)
- Vegetarian/vegan

