



Happy Tomato Overview

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Happy Tomato is a small salsa brand based in Fort Worth that is gaining popularity for its commitment to fresh, high-quality ingredients and authentic flavors. Known for its unwavering commitment to using fresh, high-quality ingredients, Happy Tomato specializes in creating salsas that capture the essence of homemade, authentic flavor. Their salsas are crafted from farm-fresh tomatoes, onions, jalapeños, and cilantro, with no artificial preservatives or additives, ensuring a pure and natural taste. Salsas are made weekly to order and distribute the final product to stores within one to three days of manufacture. The brand offers a variety of different flavors including mild, medium, and hot. Happy Tomato also features seasonal flavors. This focus on fresh, simple ingredients, combined with the absence of artificial elements, makes Happy Tomato a healthier and more flavorful alternative to many mass-produced salsas on the market. Consumers can enjoy a salsa that tastes as though it was freshly prepared in their own kitchen. Happy Tomato can be purchased in all Central Market locations in Fort-Worth, Austin, and Houston. The brand also offers online orders, delivered fresh in insulated cold packaging. The brand aspires to feature their salsa in the retailers Whole Foods and Sprouts in the year 2025.

Happy Tomato's Story

Happy Tomato began with the goal of delivering the taste of farm-fresh ingredients and authentic flavors to your kitchen, allowing you to enjoy it in the comfort of your own home. The salsa brand was founded by the homeschooling mom of two, Lauren Keefe, in 2012. Happy Tomato was born out of a desire to offer a product free from artificial preservatives and additives with a homemade feel. Happy Tomato began being sold in several local markets and specialty stores in the Dallas-Fort Worth area as well as online before joining Central Market in January of 2024.

New Ownership

The family-owned salsa company was purchased in October 2023, ten years after it was founded, by Happy Tomato fans Jake Shuler and Denny Tedrow. Thanks to them, the salsa can be purchased in all Dallas-Fort Worth, Austin and Houston Central Market Locations. Keefe maintains a minority ownership stake of Happy Tomato and continues to play a role in its ongoing success. Plans to expand Happy Tomato to retailers such as Whole Foods and Sprouts are in place.

Brand Position and Identity:

Happy Tomato positions itself as a premium, family-owned salsa brand dedicated to authenticity and quality. By using non-GMO, farm-fresh ingredients, Happy Tomato quickly earned a loyal following among consumers seeking a genuine salsa experience. Their commitment to freshness is reflected in their practice of manufacturing salsas in small batches weekly, ensuring that each product is distributed to stores within 1-3 days of production. This attention to detail underscores their focus on delivering a homemade-style salsa with a rich, natural taste. From local farmers' markets to grocery store shelves, Happy Tomato continues to grow while staying true to its roots, promoting a simple yet flavorful salsa experience that resonates with those who value natural, high-quality ingredients.

Happy Tomato Insights

Competitors

- **Wright's of Texas:** San Antonio based focusing on producing high-quality authentic salsa. Utilize a family recipe. Packaging and website could use updating. Similar price point as Happy Tomato. Offer shipping but may take up to two weeks. Sold at select Whole Foods, HEB, Central Market, and Kroger stores in Texas.
- **Cita's :** Committed to quality and traditional recipe. Engage with local community. Offer 7 flavors of salsa at same price point as Happy Tomato. Offer products other than salsa such as tamales. Sold at local stores in DFW area, McKinney, and Rockwell area. Offer nationwide shipping.
- **Julio's:** Family recipe salsa company using fresh high-quality ingredients. Small batch production. Packaging is very dated. No website. Engage with local community. Sold at multiple grocery stores including HEB and Kroger. Can be purchased on Amazon.
- **Beba's Pfresh Salsa:** Traditional and authentic Mexican recipe with twist on family recipe. Emphasize homemade and authentic feel. Time consuming process as batches are homemade. Offer five different flavors. Can be found at Central Market and Whole Foods. Also sold at weekly farmers markets. Offer shipping.

Happy Tomato Social Media

Facebook

- 7.4K likes
- 7.3K Followers
- Post around twice a week
- Engage with community/customers
- Exclusive events and discounts

Instagram: @happytomatosalsa

- 1202 Followers
- Low engagement; low follower to like ratio
- Same posts as Facebook
- Good use of Instagram reels
- Posts are redundant and could use more creativity

Happy Tomato Media Coverage

- <https://www.dmagazine.com/food-drink/2015/04/the-localist-happy-tomato-very-verde/-:~:text=Happy%20Tomato%20is%20owned%20by,is%20the%20Very%20Verde%20Salsa.>
- <https://www.f6s.com/company/happytomato - about>