

# TESORO

The Food Lover's Tomato™

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## **FOR IMMEDIATE RELEASE**

### **TESORO SELLS OVER THREE MILLION PACKAGES**

*More Than Three Million Packages of Tesoro Tomatoes Have Sold Throughout the U.S. and Canada - Pioneering New Tomato Category*

**Livermore Calif., (Nov. 27, 2013)** - The Produce Exchange announced today the sale of more than three million packages of Tesoro tomatoes. Launched in October 2011, Tesoro tomatoes are the first "all flesh" or "no gel" variety of cooking tomato in retail. With more than 2,500 stores across the U.S. and Canada carrying the tomato and more signing up weekly, Tesoro has helped create a new market segment in the tomato category; the cooking tomato.

The award winning tomato, a natural hybrid, features a solid and meaty center with no watery juice. Proven "best tomato when used in a recipe" by Scientific Certification Systems, Tesoro tomatoes offer unique characteristics that add flavor and texture to food.

"In a world where 'sweet and juicy' has been the mantra of tomato growers and seed companies for years, Tesoro's offer a new functionality when used in a recipe," said Marty Mazzanti, founder of The Produce Exchange. "Tesoro will change the way you use tomatoes."

Tesoro, an Intense® tomato variety developed by Nunhems-Bayer in Europe, was developed to fill the need of a hearty tomato with superior slicing without leaking its moisture. It is a unique savory variety that retains most of its water. Tesoro, the food lover's tomato, is an award-winning tomato described as the best ingredient for cooking, slicing and dicing. Additionally the Intense® variety won Fruit Logistica's Innovation Award and the PMA's Buyer's Choice Award in 2008.

The roll out of Tesoro has been supported by engaging retailers with point of sale materials, and consumers with instructional videos and recipes through the product's micro website: [tesorotomatoes.com](http://tesorotomatoes.com). Since the site launched, there have been more than 28,000 unique visitors seeking recipes and cooking demonstrations featuring Mazzanti.

Packaged in a 22 ounce resealable bag, Tesoros are available throughout the U.S. and Canada. Tesoro tomatoes are hot house grown in some of the best growing regions of Mexico. Additional information about Tesoro, the food lover's tomato can be found at <http://www.tesorotomatoes.com/p/tesoro-story.html>.

### **About The Produce Exchange™**

As category specialists in tomatoes and dry vegetables, The Produce Exchange™ is engaged in the relentless creation of extraordinary successes with our partners. This is accomplished through a comprehensive group of services aimed at adding value to both our customers and supply partners. The Produce Exchange operates out of sales offices in Livermore, Calif. and Kent, Wash.; and from warehouse locations in Nogales, Ariz.; Otay Mesa, Calif.; Livermore, Calif. and Kent, Wash., and with forward distribution partners in key locations around the country. These operations allow for quick response to customer needs, providing the freshest of inventory on a daily basis. Packaging services and variety selection provide expertise in the creation of unique, exciting consumer offerings under the Victory Garden brand as well as private label items. Their team of category managers provides customized sales programs based on fact driven information. The Produce Exchange™ was one of the first companies in the United States to be awarded the Category Captain by Supermarket Business for innovative and actionable solutions in the tomato category. For more information please visit <http://www.tpeonline.com>.