



## **PRODUCE/SUNSET® TAKES TOP 4 AWARDS AT HOTTEST TOMATO COMPETITION**

Kingsville, ON (Aug 17th) – Mastronardi Produce/SUNSET® tomatoes have done it again. For the second year in a row, Mastronardi this weekend took top honors at the 2009 Hottest Tomato Competition, this time taking home the top 4 awards for Best Cocktail, Best Specialty, The People’s Choice Award, and the Best Overall Tomato.

During the Tomato Capital of Canada Event presented by REACH International in Leamington, Ontario, Mastronardi took top honors with its SUNSET® Champagne Cocktail Tomato™ for the Cocktail Variety category, and its SUNSET® Kumato™ Tomato in the Specialty Variety category. To top it all off, Mastronardi also claimed the prestigious awards for The Overall Best Tomato for its SUNSET® Champagne Cocktail Tomato™ and the People’s Choice Award for its SUNSET® Kumato™ Tomato.

“We are extremely proud that our gourmet tomatoes captured all the top awards, our company was built on flavor and quality, these awards help further promote that,” stated Paul Mastronardi, Executive Vice-President. “The Champagne™ Cocktail Tomato & Kumato™ Tomato are just two of the more than 100 different varieties of tomatoes, peppers, and cucumbers that we grow and market under our SUNSET® brand of produce”, said Mastronardi.

The general public was able to sample all the different tomato varieties in the competition throughout the weekend. The display area for the Champagne Cocktail Tomato™ was the busiest of them all with customers repeatedly returning & waiting for the sample plate to be refilled. Even kids, who stated that they do not like tomatoes, were eating these like candy. The Champagne Cocktail Tomato™ is so sweet that it supports the fact that a tomato is a fruit.