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Ready, Set, Cook!

Dei Fratelli hosts original recipe contest in celebration of National Tomato Month

Toledo, Ohio (July 20, 2009) – In celebration of National Tomato Month, Dei Fratelli, a preferred tomato brand sold throughout the United States, has launched its second annual “Ripened Recipe Contest.” From October 1 through November 30, 2009, consumers are encouraged to submit an original recipe using any variety of Dei Fratelli products for a chance to win free Dei Fratelli products for a year. Ten Grand Prize winners will be chosen and their original recipes will be featured on Dei Fratelli’s Web site, www.DeiFratelli.com.

Dei Fratelli’s nationwide search for original tomato-based recipes from their consumers’ kitchens will allow Dei Fratelli, and all tomato lovers, to get creative with one of nature’s healthiest fruits. Ten finalists will be chosen in each of three recipe categories: general entrees, pizzas and appetizers/side dishes. The finalists will be judged on flavor, appeal and creativity, and the top ten recipes overall will be deemed the winners and awarded with an assortment of eight Dei Fratelli products sent monthly for a year.

“We love hearing from our consumers about how much they enjoy cooking with Dei Fratelli products,” said Steve Hirzel, President, Hirzel Canning Company & Farms. “Last year, we had an overwhelming response and are so excited to see what America has for us this time around.”

To enter the contest, individuals can complete an entry form online at www.DeiFratelli.com or simply send a post card or 3” x 5” index card with their name, address and contact information, along with their original recipe to “The Dei Fratelli Ripened Recipe Contest” c/o 6116 Cleveland Avenue, Columbus, Ohio 43231. No purchase is necessary to participate.

About Dei Fratelli

Dei Fratelli is manufactured by Hirzel Canning Company & Farms in Toledo, Ohio. A fourth-generation, family-owned and operated company founded in 1923, Hirzel Canning Company & Farms produces canned tomatoes, tomato products and sauerkraut in three processing locations. The company owns extensive greenhouses and farms in northwest Ohio.

www.DeiFratelli.com