



FOR IMMEDIATE RELEASE

Contact: Kari Palmer
RMD Advertising
Palmer@RMDadvertising.com
614.794.2008

Leading Tomato Brand Reaps Rewards of Repeat Contest

Dei Fratelli's Third Annual Ripened Recipe Contest Calls for Nation's Best Cooks

Toledo, Ohio (August 23, 2010) – Dei Fratelli, a preferred tomato brand sold throughout the United States, announces its third annual Ripened Recipe Contest. The national cooking competition will take place from October 1 through December 15. The tomato product company is hosting the contest again in celebration of National Tomato Month this October and to encourage at-home chefs to get creative with one of nature's healthiest fruits.

Consumers are encouraged to submit an original recipe using any Dei Fratelli products, whereby the top ten recipes will be chosen based on flavor, appeal and originality. Each winning recipe – along with a photo of the at-home chef and family – will be published on DeiFratelli.com and on the Ripened Recipe Facebook page in addition to receiving a one-year supply of Dei Fratelli products.

"The Ripened Recipe contest has turned into one of the bright spots of the Dei Fratelli family business," says Steve Hirzel, President, Hirzel Canning Company & Farms. "In years past, entrants have wowed us with their creativity and passion for our products. Without fail, this contest is always a dependable channel to interact with and better understand our consumers."

To enter the contest individuals may enter online on Facebook, at DeiFratelli.com or send a post card with their name, address, contact information and original recipe to "The Dei Fratelli Ripened Recipe Contest" c/o RMD Advertising, 6116 Cleveland Avenue, Columbus, Ohio 43231.

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