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Ready, Set, Cook!

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

Toledo, Ohio (October 8, 2008) – In celebration of National Tomato Month, Dei Fratelli, a preferred tomato brand sold throughout the United States, has launched “The Dei Fratelli Ripened Recipe Contest.” From October through the end of November 2008, 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 breakfast, lunch and dinner. It is Dei Fratelli’s hope to also help consumers improve the health of their family by helping to promote the many benefits that tomatoes offer and encouraging consumers to eat more tomatoes. Tomatoes are an excellent source of lycopene, which has been found to help prevent heart disease, kidney disease and a variety of cancers. Tomatoes are also naturally gluten-free, which makes them allergy-friendly.

“We love hearing from our consumers about how much they enjoy cooking with Dei Fratelli products,” said Steve Hirzel, President, Hirzel Canning Company & Farms. “This contest is our way of thanking consumers for years of support for the Dei Fratelli family and allowing us the opportunity to see how our products have become a part of their families as well.”

Ten Grand Prize winners will be chosen at the end of the contest period and awarded with an assortment of six Dei Fratelli products sent monthly for a year. 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.

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, which produces canned tomatoes, tomato products and sauerkraut in three processing locations. The company owns extensive greenhouses and farms in northwest Ohio.

www.DeiFratelli.com