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## **Tomato Favorite Raises The Bar With New Food Safety Initiative**

*Hirzel Canning Receives Level II SQF Institute Certification for Food Quality Assurance and Control*

**Toledo, OH. (December 2, 2011)** – Hirzel Canning Company, the producer of Dei Fratelli, a preferred tomato products brand, has announced that it has achieved Level 2 SQF 2000 Certification by the SQF Institute. The Safe Quality Food Program is a leading, global food safety and quality certification and management system that is committed to producing the safest, best tasting and most affordable products available. The SQF Institute Level 2 Certification provides Dei Fratelli products and facilities a categorical stamp of approval in quality assurance and control. Dei Fratelli has undergone the intensive certification program as part of its constant attention to improving food safety and quality as a leader in food processing.

The SQF 2000 Code is based on Global Food Safety Initiative (GFSI) standards and is a HACCP based quality management system using proven methods to reduce the incidence of unsafe food reaching the marketplace. The program has certified that Hirzel Canning's processing and manufacturing of tomato products are in compliance with international and domestic food safety regulations. This enables the manufacturer to assure customers that food has been produced, processed, prepared and handled according to the highest possible standards, at all levels of the supply chain.

"We're proud to have Hirzel Canning certified as SQF certified level 2 facilities," says Steve Hirzel, President, Hirzel Canning (Dei Fratelli). "This is more stringent than the traditional quality assurance control. We anticipate it will revolutionize our manufacturing processes and make our already safe procedures even safer and our products of even higher quality. As we embrace this new culture overall at Hirzel Canning. I'm confident that this is changing the way we're doing business for the better."

### **About Hirzel Canning and 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.

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