

TESORO

The Food Lover's Tomato™

Marketing Guide

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Welcome!

Thank you for your interest in Tesoro: The Food Lovers Tomato™

This guide was written to help you get the most out of your Tesoro and to inform you about the unique attributes that make Tesoro so special.

I encourage you to cook with this tomato, you won't be disappointed. We've included several recipes but use your favorite if you like.

We have more than 5 years in development of this fruit and we are glad you're involved in our national rollout.

On this disc is a variety of materials to help you get started. Whether you need an image (look in the photos folder), the Tesoro logo (in the logos folder) or handouts for your managers and team (located in the information folder), or recipes (see page 11) we hope you have everything you need to launch Tesoro in your markets.

But there's more!

In the coming months, we will make available more materials to assist in making Tesoro a success for you and your customers. To sign-up for notifications, go to: <http://eepurl.com/fpS4Q>

If you have any questions, please don't hesitate to shoot me an email at: <mailto:mmmazzanti@tpemail.comail>

Marty



Marty Mazzanti
Founder The Produce Exchange



Tesoro: The Food Lovers Tomato

Tesoro is a brand new tomato from The Produce Exchange that brings flavor and ease to home cooks and chefs alike. Tesoro is an exciting new award winning tomato that is the best ingredient for cooking, slicing and dicing. Tesoro is an all meat tomato with no gel. Whether it's cooking fresh tomato sauce, preparing a tasty salsa or bruschetta or simply making a delicious sandwich, Tesoro tomatoes are perfect for a wide variety of uses.

In Italian, Tesoro Means Treasure!

THIS TOMATO COOKS

Tesoro tomatoes were selected and brought to market based on their amazing cooking qualities and ingredient. Unlike other tomato varieties, only Tesoro's have a solid flesh throughout with no gel.

HERITAGE

- ✓ Tesoro began in Italy as a seed variety named "Intense" selected by Nunhems Vegetable Seeds
- ✓ Intense Variety won Fruit Logistica's Innovation Award (the largest produce tradeshow in Europe) and the PMA's Buyer's Choice Award in 2008
- ✓ The Produce Exchange brought Intense to North America in 2007 and the brand Tesoro was born with our first retail test in 2010.
- ✓ Today, Tesoro tomatoes are hot house grown in Michoacan and Culiacan, Mexico and are available year round



**Winner PMA Buyers
Choice Award 2008**



**Fruit Logistica Innovation
Award 2008**

Why Tesoro

THE TOMATO YOU'VE BEEN WAITING FOR

Tesoro is a unique hybrid tomato variety with a dense, meaty flesh and robust tomato flavor. Italian for "treasure", Tesoro brings ultimate flavor and versatility to the kitchen as the perfect ingredient for sauces, salsas, sandwiches and more.

THICK AND ROBUST SAUCES

Whether it's marinara, spaghetti sauce or a simple sauté, the versatile Tesoro tomato is the prime ingredient for fresh sauces bursting with thick, rich, unforgettable flavor.

CHUNKY AND HEARTY SALSAS

Nothing beats homemade salsa and when it's made with Tesoro tomatoes, each savory scoop is loaded with chunky, fresh flavor. Tesoro tomatoes are unique and offer consumers the best tomato for cooking and uses in recipes.

SAY GOODBYE TO SOGGY SANDWICHES

Sandwiches made the night before are fresh and delicious for lunch the next day!

GREAT ANY WAY YOU SLICE IT

Tesoro tomatoes slice and dice with ease, with no waste and less mess in the kitchen. Plus, Tesoro retains moisture up to 10 times longer than other tomatoes, for longer freshness and superior flavor over time.

DRESSED TO IMPRESS

Tesoro can be used as a fresh tomato, as well as for cooking without losing its shape or structure. The vibrant red color presents beautifully in any dish.

CONSUMERS LOVE TESORO

In house test panel revealed:

- ✓ 100% consumers preferred Tesoro's color to regular tomatoes
- ✓ 9 out of 10 stated Tesoro made thicker recipes than traditional romas; 56% reported a noticeably higher yield in cooked recipes
- ✓ In side by side tests, 60% consumers preferred Tesoro over traditional roma tomatoes
- ✓ In cooking tests for salsa and sauces, Tesoro was preferred 100% of the time over traditional roma tomatoes

FEATURES AND BENEFITS

Feature	Benefit
No gel-all meat center	Great slicing, no mess, thick sauces
Deep Red Color	Dishes are attractive and desirable
Superior Slicing / Dicing	No cleanup / mess; cutting board stays clean, uniform chunks and slices
Cooks like a dream	Hold shape when grilled, melt into a sauce when sautéed, great on the bbq!
Great tomatoey flavor	Hearty flavor that is not too sweet and will enhance the flavor of your favorite recipes without changing it
Small Scar	More usable tomato, no waste
Convenient Packaging	Convenient grab and go packaging while shopping, great for storage when home.

DON'T TAKE OUR WORD FOR IT

We enlisted help from Scientific Certification Systems to define the superior characteristics of the Tesoro tomato, and the results speak for themselves.

COOKING QUALITY

In baking and grilling tomato halves, Tesoro was better in overall quality, sweetness taste and red color retention. As sliced tomatoes, Tesoro retained more of its shape, integrity, color, taste, aroma and 63% more weight.

QUALITY AS USED IN A SAUCE

The sauce made from Tesoro was the highest overall quality including intense tomato aroma, sweet/balance taste, appearance and texture.

SHELF LIFE OF SLICE AND DICED

Tesoro held up the best throughout the study in integrity, quality, seed, juice and pressure retention.

SHELF LIFE AS AN INGREDIENT

Tesoro performed the best in a kabob, caprese salad and a sandwich in shape, integrity, color and quality.

"Sliced, diced, baked, sauced and used as an ingredient: The best tomato for quality, texture and flavor."

**THESE STATEMENTS HAVE BEEN INDEPENDENTLY EVALUATED AND SUPPORTED
WITH RESEARCH CONDUCTED BY SCIENTIFIC CERTIFICATION SYSTEMS**

FOODSERVICE

Tesoro is the ultimate cooking tomato—bring this Italian treasure to your kitchen and experience efficiencies across the board!

THIN SLICING & DICING

The structure of Tesoro allows it to be sliced or diced as thin as 3mm or even cut into julienne; ideal for carpaccios bruschettas and salsas.

HIGHER YIELD, LITTLE WASTE

A 15% higher dice yield (measured on a multi-cutter machine).

CONSISTENCY

Consistent, elongated oval shape allows for uniform slicing.

EXTENDED STORAGE

Tesoro has shown to retain moisture up to 10 times longer than other tomatoes.

ATTRACTIVE COLOR

A minimal core and beautiful red color allows for uniformly colored dices or slices.

CONVENIENCE

Tesoro tomatoes do not leak and have low waste levels, combining for a user-friendly ingredient in both the professional and home environment

TASTE

Consumer panel tests confirm that most prefer the taste of Tesoro tomatoes over the taste of commonly used elongated tomatoes.

“The Tesoro tomato concept is a real economic benefit for anybody using a sliced or diced tomato product in their commercial operation! The shelf life of the processed fruit lasts longer and holds its shape better than any other tomato.”

BRIAN BENGARD, NUNHEMS USA, INC.

Descriptions

100 Word Description

Tesoro is a brand new tomato that brings flavor and ease to home cooks and chefs alike. Tesoro is an exciting new award winning tomato that is the best ingredient for cooking, slicing and dicing. Tesoro is an all meat tomato with no gel. Whether it's cooking fresh tomato sauce, preparing a tasty salsa or bruschetta or simply making a delicious sandwich, Tesoro tomatoes are perfect for a wide variety of uses.

In Italian, Tesoro Means Treasure!

50 Word Description

Tesoro is an exciting new award winning tomato that is the best ingredient for cooking, slicing and dicing. Whether it's cooking fresh tomato sauce, preparing a tasty salsa or bruschetta or simply making a delicious sandwich, Tesoro tomatoes are perfect for a variety of uses.

In Italian, Tesoro Means Treasure!

25 Word Description

Tesoro is an exciting new award winning tomato that is the best ingredient for cooking, slicing and dicing.

In Italian, Tesoro Means Treasure!

Uses

Tesoro's are great for a wide variety of uses:

Baking	Grilling	Fried
Salsa	Pico di Gallo	Bruschetta's
Kabobs	Sauces	Sautés
Sandwiches	Burgers	Diced
Pre-sliced	Catering	Pizzas
Stewed	Soups	Sun Dried
Stuffed	Appetizers	Relish

And many more!

How to Evaluate / Demo

One of the best ways to experience Tesoro's is to prepare and cook them. You'll find your kitchen stays cleaner and your recipes have a richer tomato flavor.

Below are some tips when evaluating Tesoro:

Slicing

Tesoro's are fantastic to slice and dice. Since they are gel-free, you can slice them ahead of time. On sandwiches, they will never soggy the bread.

- ✓ Slice Tesoro's and notice how the meat of the tomato is solid throughout the slice
- ✓ How thin can you go?
- ✓ Notice how the cutting board remains clean
- ✓ Dicing is a dream

Cooking

Where Tesoro's truly shine is in cooking. These tomatoes are versatile; firm when you want or a thick rich sauce when you don't.

Because of the full dense flesh that Tesoro has, it is perfect for baking applications such as Grilled Slices, Kabobs and Pizza toppings. No wagon wheels, all tomato.

To get you started, try one of the recipes below or make your own!

Sample Tesoro Recipes

PASTAS

Tesoro Sauté

A simple sauté of Tesoro's and Angel hair pasta. Cooking time about 15 minutes.

INGREDIENTS

- ✓ (22 oz.) package Tesoro tomatoes, quartered
- ✓ ¼ cup olive oil
- ✓ 3-6 cloves garlic, minced
- ✓ ½ cup fresh basil, coarsely chopped
- ✓ 1 cup Parmigiano Reggiano cheese
- ✓ 8 oz. angel hair pasta
- ✓ Kosher salt and fresh ground pepper to taste

PREPARATION

Begin heating the water for the pasta. Heat olive oil in a 12" skillet. Add garlic to hot oil and sauté for 1 minute. Stir in Tesoro tomatoes, salt and pepper. Simmer for 15 minutes or until the sauce begins to form. Place pasta into boiling water and cook to your liking. Add basil to sauté in the last moment and cook just until wilted. Strain pasta, add to the skillet and toss with ½ cup of cheese. Plate and sprinkle with more cheese and pepper. Buon appetito! Serves 4.

Fresh Tesoro Pasta with Cheese and Herbs

Marinated Tesoro's tossed in hot pasta, herbs and mozzarella cheese.

INGREDIENTS

- ✓ 22 oz Tesoro Tomatoes – quartered
- ✓ 1 tsp parsley – chopped
- ✓ 1 tsp thyme– chopped
- ✓ 1 tsp tarragon– chopped
- ✓ 1 tsp chives– chopped
- ✓ 1 tsp chervil– chopped
- ✓ 1 tsp oregano– chopped
- ✓ ½ cup shallots - diced
- ✓ ½ cup Extra Virgin Olive Oil
- ✓ Package of Pasta of your choosing (Penne or Rigatoni)
- ✓ 1 cup Fresh Mozerella in water (pearl sized balls preferred or diced into cubes)

- ✓ 1 ½ cups Ricotta Cheese

PREPARATION

Marinate the cut Tesoro's olive oil, shallots and herbs. Let sit covered with the tomatoes completely immersed in the oil marinade overnight.

Take the tomatoes out of the oil with a slotted spoon and put in a large bowl. Add Ricotta and Mozzarella.

Prepare pasta in boiling water till desired tenderness.

Drain pasta pour on mixture in the bowl and immediately toss. Sprinkle some fresh grated Parmigiano Reggiano and add some fresh ground pepper and toss once more and serve. Cheese should be melted throughout the pasta.

Salt and pepper to taste.

APPETIZERS

Doug's Spanish Tesoro Toast (Pan con Tomate)

A traditional Spanish appetizer with a Tesoro twist.

INGREDIENTS:

- ✓ 8 slices rustic style bread, cut into 3/4-inch thick slices
- ✓ 4 cloves garlic - peeled & cut in half
- ✓ 4 Tesoro tomatoes - cut in half
- ✓ Cruet of extra-virgin olive oil
- ✓ Small bowl of coarse or sea salt
- ✓ Freshly ground pepper

For the best results, use ripe Tesoros, preferably when the skins appear to be loose.

Preparation:

Toast the bread slices in the oven.

Rub 1/2 clove of garlic, cut side of half, over the bread while still warm. Use a fresh piece of garlic for each slice. Rub Tesoro (cut side) over the bread, squeezing and pressing firmly to push the tomato meat into the bread, until the toast is covered with tomato; discard the skins. Drizzle with olive oil; sprinkle with salt and ground pepper to taste. Serve immediately.

DINNER PARTY ALTERNATIVE:

Instead of preparing, provide each guest with a clove of garlic, half tomato, cruet of oil, and bowl of salt and let him or her do the work. Way is more fun.

OPTIONAL GARNISHES, CHOOSE ONE OR A COMBINATION:

- ✓ 1/2 cup green Spanish olives
- ✓ 12 anchovy fillets, soaked in cold water for 10 minutes, drained, and patted dry
- ✓ 6 paper-thin slices Spanish ham or prosciutto
- ✓ 12 paper-thin slices Manchego

Makes 8 servings.

Melanie's Tesoro Balsamic Bruschetta

A tasty version of this Italian classic

INGREDIENTS:

- ✓ 22oz package Tesoro tomatoes
- ✓ 1/3 cup chopped basil (fresh)
- ✓ 1/4 cup shredded parmesan cheese
- ✓ 2 cloves garlic, minced
- ✓ 1 1/2 Tablespoons balsamic vinegar
- ✓ 1 teaspoon olive oil
- ✓ 1/4 teaspoon black pepper
- ✓ 1/4 teaspoon salt
- ✓ 1 loaf French baguette, cut into bite size slices
- ✓ Additional parmesan cheese for topping

PREPARATION

In a bowl, toss together the tomatoes, basil, parmesan cheese, and garlic. Mix in the balsamic vinegar, olive oil, salt, and pepper. Let the mixture marinate for at least 2 hours before topping your bread.

In the meantime, slice your baguette, lightly brush it with olive oil and broil for about 4 minutes, or until the bread is just toasted.

When you are ready to serve, spoon the mixture over the baguette slices, top with a little parmesan cheese and broil for a few more minutes to warm tomato mixture.

Serves 4-8

Marty's Crostini with Thyme-Roasted Tesoros

Simple, tomatoey, delicious appetizer or side dish

INGREDIENTS

- ✓ 22 oz Tesoro Tomatoes (about 6-7) – Halved lengthwise
- ✓ 2 tsp Olive Oil
- ✓ Garlic Cloves – Peeled
- ✓ 1 Large Baguette – sliced 1 ½ in.
- ✓ 1 tsp Thyme (fresh chopped or dried)

PREPARATION

Preheat oven to 275

On a baking sheet, place the halved Tesoros lengthwise and drizzle with 2 tbsp. olive oil. Sprinkle with 1 tsp. dried thyme and ½ tsp each salt and pepper. Roast until tomatoes are soft and slightly shrunk, 1 ½ to 2 hours.

Remove and raise oven temperature to 400. Drizzle baguette slices with olive oil and bake until golden brown; about 10 minutes. Rub toasts with a halved garlic clove and top each with a roasted Tesoro.

Marlene's Tesoro Pico de Gallo

- ✓ 1 (22oz.) package Tesoro tomatoes, chopped
- ✓ 1 medium red onion, chopped
- ✓ 2 stalks green onion, minced
- ✓ 1 clove garlic, minced or pressed
- ✓ 1 each: medium jalapeño and medium yellow wax peppers, chopped
- ✓ ¼ cup fresh cilantro, stems discarded, leaves chopped
- ✓ 2 tbsp. Cola soft drink
- ✓ 1 lemon or lime, juiced
- ✓ Kosher salt and fresh ground pepper to taste

In large bowl, mix all ingredients together. Squeeze half of lemon or lime juice into mixture; add more to taste. Use more jalapeño or yellow wax peppers for more heat. Add salt and pepper to taste. Enjoy with your favorite chips or on top of grilled steak!

HEARTY DISHES

Julie's Crockpot Mexican Stew

Best to make on a Sunday before retiring for the night, pull out the Crockpot and add the following together:

- ✓ 15 Tesoro Tomatoes – diced
- ✓ 2 tsp Cumin

- ✓ 2 tsp Sea Salt
- ✓ 1 tsp Black Pepper
- ✓ 1 tsp Ancho Chili Powder
- ✓ ½ Onion- diced
- ✓ 3 cloves Garlic – minced
- ✓ 1 can low sodium Chicken Broth
- ✓ 1 small can of dice Green Chili's
- ✓ 6 Boneless Chicken Thighs
- ✓ 1 can Pinto Beans –drained

Cover and put in refrigerator.

Before leaving for work, pull crock pot out of fridge, turn on low.
Cook at least 8 hours.

Bowl it up and garnish with a dollop of sour cream, a TBSP of sliced Green Onion and a pinch of Cilantro.

Carrie's Tesoro Chili

8-12 tesoro

1 medium onion

2 cloves of garlic

1 ½ pounds ground beef

1 16oz can pinto beans

2-3 tbl chili powder

1 tsp ground cumin

Pepper and Salt

In one pan, brown the ground beef. In another pan, add 2 tbl olive oil. Quarter the tesoros and place in pan on low temperature. Chop up onion and garlic to add to the tesoros as they simmer. Once the Tesoro have simmered to a nice sauce, add the pinto beans, chili powder, cumin, salt and pepper. Drain the ground beef once browned and add to the sauce. Let simmer for 20-30 minutes so the flavor soaks into the beef. Enjoy.