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Media Contact:

Beth Atkinson

214.444.7459

batkinson@dma-solutions.com

SUNRIPE™ CERTIFIED BRANDS LAUNCHES NEW OH SO ROSSO BRAND OF TOMATOES

PALMETTO, FL (Nov. 2, 2016) – [Sunripe Certified Brands](#) announces its proprietary brand of crimson tomatoes – [Oh So Rosso](#) – this fall, along with continued success of the company's Roma, Vine-ripened, Grape, and Mature Green tomatoes.

Oh So Rosso, bred consistent with Sunripe's Non-GMO growing practices, offers a unique sensory experience, compared to other tomato varieties. The fruit ripens with a deep red color, both inside and out, and offers a sun-kissed, fresh flavor that is perfect for recipes that make tomatoes the "star," like Caprese salad and fresh salsa.

Horticulturist Jay Scott from University of Florida says that "A crimson tomato is 50 percent higher in lycopene than a regular tomato," and clinical dietitian Mary Branagan states that "studies are finding that the lycopene in tomatoes is beneficial in reducing risks of heart disease and some cancers and high-lycopene tomatoes also have anti-oxidant properties." Sunripe Certified Brands' new Oh So Rosso tomatoes are among only two other fruits – pink grapefruit and watermelon – that can claim similar lycopene levels.

"Tomato lovers everywhere can be assured in Sunripe Certified Brands' commitment to offer the highest quality and most sustainable products in the market," said Jon Esformes, president and CEO of Sunripe Certified Brands. "Our commitment to flavor, food safety, and social responsibility allows us to deliver tomatoes that not only taste great, but that our consumers can feel good about eating."

As well, Sunripe Certified Brands brings back its Bella Roma tomatoes this year as well, after a successful first year. Harvest begins in mid-November, and this year's crop includes the addition of the brand's very own proprietary varieties, which have been expanded in order to meet the needs of foodservice and retail partners for sizing and flavor. Sunripe Certified Brands' Grape tomatoes and Mature Green tomatoes are also expected to have good supplies of outstanding quality fruit throughout the fall and winter months.

For more information about Sunripe Certified Brands, please visit www.sunripecertified.com, or email Lyle Bagley at lbagley@sunripecertified.com for sales.

About Sunripe™ Certified Brands

Based in Palmetto, Florida, fourth generation family owned Sunripe Certified Brands (U.S.), also Vitanova Fresh Produce S. de R.L. de C.V. in Mexico, provides customers with a high-quality and year-round supply of farm fresh fruits and vegetables to retailers, wholesalers and foodservice distributors. With growing operations and strategic partnerships on both the East and West coasts of the United States and Mexico, Sunripe Certified Brands plants and harvests to provide its wide range of customers not only a high quality product, but one that is trusted 365 days of the year. For more information about Sunripe Certified Brands, please visit <http://www.sunripecertified.com>.

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