



Media Contact: Lori McConville
The Caliber Group
lmccconville@calibergroup.com
(520) 795-4500

FOR IMMEDIATE RELEASE

Eurofresh Farms' Tomatoes Earn 2009 ChefsBest® Award

Arizona Grown Tomatoes on the Vine Honored as "America's Best" since 1997

WILLCOX, Ariz.(Apr. 2, 2009) – ChefsBest® has honored Eurofresh Farms' Tomatoes on the Vine (TOV) with the 2009 ChefsBest® Award for Best Taste, which is awarded to the brand rated highest overall among leading brands by independent professional chefs. The judging organization has recognized Eurofresh Farms' variety as "America's Best" since 1997, an achievement no other tomato producer has attained.

"We at Eurofresh continue to strive to grow and ship greenhouse produce that looks great, is always safe to eat, while having a consistent 'garden fresh' flavor," said Dwight Ferguson, chief executive officer of Eurofresh Farms. "For such a credible organization like ChefsBest® to recognize our tomatoes as America's Best Tomatoes on the Vine for the past 12 years – practically since we started producing the variety – is a true honor."

The ChefsBest® panelists evaluated several competing tomatoes on the vine brands in a blind judging event. The panelists are certified Master Tasters™ and have been rigorously trained and screened for palate acuity. They judged the tomatoes on their appearance, aroma, flavor, taste and texture, as well as their flavor and texture in a recipe with buffalo mozzarella, basil and olive oil.

For more information on ChefsBest® and the product judging process, visit www.chefsbest.org.

ABOUT EUROFRESH FARMS

Eurofresh Farms is the leading year-round producer and marketer of greenhouse tomatoes in the United States and a leading innovator in the branded, high-end fresh tomato, cucumber and pepper industry. Premium quality and certified pesticide-free products are grown with care in one of the world's largest greenhouse complexes with abundant Arizona sunlight. Eurofresh's two greenhouses cover more than 318 acres in Willcox and Snowflake, Ariz. For more information, visit www.eurofresh.com or call (520) 384-4621.

###