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Dei Fratelli tomato brand requests nation's Most Innovative Cooks

Dei Fratelli's Seventh Annual Ripened Recipe Contest Emboldens Cooks to Submit Recipes

TOLEDO, Ohio (September 9, 2014) – [Dei Fratelli](#), a preferred tomato brand sold throughout the United States, announces its Seventh Annual [Ripened Recipe Contest](#) as a way to celebrate [National Tomato Month](#). This national cooking competition will take place from October 1 through November 15. Home chefs are encouraged to create an original recipe using at least one [Dei Fratelli tomato product](#), including the Dei Fratelli [Truly™ Tomatoes](#) that launched last year. The grand prize winner will receive a \$250 VISA gift card, free Dei Fratelli products for a year, their recipe shared on the Dei Fratelli website, E-newsletter and social media pages, along with a YouTube video showcasing how to make the recipe for viewers.

The [Seventh Annual Dei Fratelli Ripened Recipe campaign](#) is being held to not only celebrate National Tomato Month this October, but also to inspire a healthy curiosity among consumers for new ways to enjoy tomatoes. Tomato enthusiasts are encouraged to get creative and submit an original recipe using any Dei Fratelli products. Recipes using six ingredients or less and/or that can be prepared in under 45 minutes will receive a bonus from the judges as consumers are looking for simple and quick meals that are flavorful. Individuals may enter online at [Facebook.com/DeiFratelli](#), at [DeiFratelli.com](#), on [Pinterest.com/DeiFratelli](#) or via U.S. Mail.

“The annual Ripened Recipe contest gives at-home chefs the opportunity to express their creativity with delicious original recipes,” says Steve Hirzel, President of Hirzel Canning Company & Farms. “Each year we are amazed by the creativity and innovation of the recipes.”

The top 10 recipes will be judged based on flavor, appeal and creativity. In addition to the grand prize winner, three runners up will be chosen to receive free Dei Fratelli product for a year and six honorable mention winners will be chosen to receive one month of free Dei Fratelli product and a Dei Fratelli home chef apron. All winners will be announced on December 15. New this year, a People's Choice winner will be selected by the Dei Fratelli consumers in January. An additional six recipes will be posted on our website where consumers can vote for their favorite recipe from January 1st through January 18th with the winner being announced January 21st. The People's Choice winner will also receive a Dei Fratelli gift box of assorted tomato products.

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, 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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