



we love tomatoes

WE ♥ TOMATOES

the ingredient
the tomato
the source



the source

Tomatoes are in our blood. We have been growing them with the utmost of care on our family farms for generations. And we are passionate about working with nature. We focus on what the market needs and invest our time and energy in the top varieties. The result: a wide range of tomatoes all year round.



We only grow the very best quality tomatoes. Once they are ripe and fully grown, we get them to your shelves as fast as possible. So they are more than just delicious - they are ultra-fresh, too!

WE ARE FRESH



We care about future generations, so we grow our tomatoes responsibly using only the most sustainable methods and technologies. We recycle all our used water and supply the excess energy we generate to thousands of local households. Sustainable entrepreneurship? It's second nature to us!

WE CARE



Prominent's growers are fully committed to food safety and fine-tune the climate in their greenhouses to the needs of the tomatoes, enabling them to produce real vitamin powerhouses packed full of flavour.

WE ARE HEALTHY



We work closely with our partners to ensure that our tomatoes reach your store ultra-fresh. Our category approach helps you ensure those tomatoes are still as tasty and attractive as ever by the time they reach the consumer's table. So together we're strong.

WE ARE PARTNERS



the ingredient the tomato the source

PROMINENT

Large vine tomatoes
155 g
Ø 67 mm
brix: 3.8



CLASSICO

Medium vine tomatoes
120 g
Ø 62 mm
brix: 4.5



ROTERNO

Small vine tomatoes
90 g
Ø 57 mm
brix: 5



ROMA

Plum vine tomatoes
115 g
Ø 57 mm
brix: 4



THE CHEF

Intense plum tomatoes
95 g
Ø 52 mm
brix: 5



LOOSE

Loose round tomatoes
75 g
Ø 54 mm
brix: 4.5



VINTAGE

Beefsteak tomatoes
270 g
Ø 90 mm
brix: 4



SALATO

Cocktail vine tomatoes
39 g
Ø 40 mm
brix: 6



JAXX

Cherry plum vine tomatoes
90 g
Ø 30 mm
brix: 8.5



DELIGHT

Cherry vine tomatoes
18 g
Ø 30 mm
brix: 8.5



BLISS

Mini plum vine tomatoes
13 g
Ø 24 mm
brix: 8.5



KISS

Mini cherry vine tomatoes
12 g
Ø 27 mm
brix: 10



BOOST

Cherry plum tomatoes
10 g
Ø 23 mm
brix: 9



At Prominent we're all about quality, freshness and sustainability. So innovation is always a top priority. That way, your customers always get precisely what they deserve: tasty, healthy tomatoes.

THE BEST CHOICE

We want our tomatoes to really come into their own regardless of how they are used. So it's important to make sure your customers know which tomatoes are best for their needs – such as in cooking, in salads or for snacking.

Please note that the fruit weight, diameter and brix value are average values.



SOUP



BREAD



SALAD



SNACK



‘Our consumer insights give you the best results’

We don't just specialise in growing tomatoes but in marketing them too. We analyse what motivates consumers to buy them and we know what choices they make. As a result, we've come up with the perfect shopper and category strategy - a strategy that's right for you and your customers.

CHOICES, CHOICES...

There is a bewildering array of tomatoes on offer in stores - so much so that shoppers find it hard to choose the right one for their needs. That's where our category approach comes in because there's a perfect tomato for every occasion. That's what Femke thinks, too. Since she became a mother to her son Sam, eating a healthy, varied diet has been more important to her than ever. And our vine tomatoes fit the bill perfectly. Not only are they healthy and delicious in soups and pasta sauces, but you're also putting a quick, easy and tasty meal on the table that the whole family will enjoy.

SO MANY PEOPLE, SO MANY LIKES AND DISLIKES!

Everyone has their own personal wants and needs. To find out more about the main target groups and our approach to each one, get in touch with us via prominent@doorpartners.nl. Or visit our website and discover what Laurens and Bella's favourite tomatoes are.

Femke loves this tomato

For Femke, the vine tomato is the perfect choice. She uses it to make delicious tomato soup for the whole family.

If you would like to have more information and wonderful recipes, be sure to visit

prominent-tomatoes.nl

PARTNERSHIP
on a
PLATE

PROMINENT

we love tomatoes


PASSIONATE GROWERS

Prominent tomatoes are sold and marketed by DOOR Partners B.V. This sales subsidiary forms part of the Grower Cooperative DOOR U.A.

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GLOBALG.A.P.

