

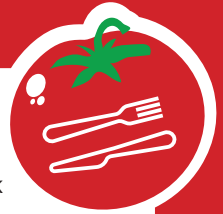
**PROMINENT**

tomatoes on the vine specialist

The refrigerator can keep our food fresh longer.  
But there are products, which actually taste  
**better kept outside of the refrigerator:**  
our vine tomatoes, for instance!

Keep me outside the refrigerator and **I'll taste better**

The cold temperatures in a fridge slowly break down the molecules that determine flavour.



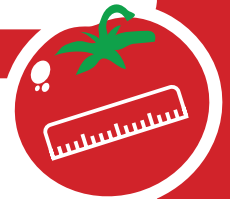
I'll stay **fresh and tasty** outside the refrigerator

Our vine tomatoes are simply packed with nutrients that are retained longer outside of the fridge.



I'll retain all **my nutrients** at room temperature

Tomatoes retain their quality when left out of the fridge. They remain juicy and fresh longer at room temperature.



I'LL STAY  
**DELICIOUS**  
OUTSIDE  
THE FRIDGE!

**Keep me tasty at room temperature and away from direct sunlight.**

