

## MAD ABOUT TOMATOES!

Prominent's growers cultivate top tomato varieties at their family businesses to produce the very best tomatoes all year round. In close cooperation with Mother Nature, their love and passion for their work mean that all these tomatoes arrive on retail shelves as fresh, flavoursome and attractive as they can be.

As a specialist in tomatoes, we are passionate about getting as many consumers as possible to enjoy our healthy, great tasting products every day - both now and in the future. That's why we are committed to developing in a sustainable and innovative way and why we are working on new solutions to meet the demand from the market.

**PROMINENT**

we love tomatoes



[prominent-tomatoes.nl/en](http://prominent-tomatoes.nl/en)

WE LOVE TOMATOES

COME  
ON IN







## RESPONSIBLY AND SUSTAINABLY GROWN

At Prominent we are passionate about working in and on a healthy environment. We use natural resources sparingly in the controlled greenhouse environment. We also work hard on reusing waste materials and aim to use 100% of the tomatoes we grow. We keep our impact on the climate as low as possible by taking innovative measures around renewable energy, using water sparingly, using natural crop protection and achieving a high yield per hectare. That's why Dutch greenhouse tomatoes are the best choice when it comes to sustainability.



### LIGHTING RESPONSIBLY

Innovative, energy-efficient lights enable us to supply tasty tomatoes all year round using less energy.



we love tomatoes



### PARTNERS IN THE HORTICULTURAL SUPPLY CHAIN

To stay ahead, you have to keep on developing. So we're looking for partners who would like to work with us to produce the perfect product, such as breeders, suppliers of biological crop protection products and climate or data system experts. The first thing we do in a transparent supply chain is to share knowledge. Then we trial innovations in our Innovation Centre, working closely with our partners.

### DILIGENT BUMBLEBEES

Bumblebees distribute pollen throughout our greenhouses to ensure that our tomatoes can get off to a good start.

### PARASITIC WASPS ARE OUR FRIENDS

The protected environment of our greenhouses allows us to create a natural biological balance. As a preventive measure, we use parasitic wasps and predatory mites as natural enemies to reduce the risks associated with pests and diseases.

# WE ♥ TOMATOES

### For more information and advice

Get in touch with us at:  
[prominent@doorpartners.nl](mailto:prominent@doorpartners.nl)  
or visit our website at  
[prominent-tomatoes.nl/en](http://prominent-tomatoes.nl/en).





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## SAVING ENERGY AND WATER

At Prominent we respect nature and care about people. And that includes future generations too. So we grow our tomatoes as energy consciously as possible. We save energy wherever we can and are increasingly using renewable energy sources to heat our greenhouses. And if we have any energy left over, we supply it to thousands of households in the region.

Sometimes it's easy to work in a sustainable way. For example, we collect enough water in our rainwater reservoirs to irrigate our plants. And not a single drop of water not absorbed by the plants or left over from disinfecting purposes is wasted.









 We are **Fresh.**

## **THEY DON'T COME ANY FRESHER THAN THIS**

Prominent is your guarantee of top quality, hygiene and food safety. We don't just keep a close eye on our tomatoes while they are in the greenhouse. They are checked again when they are ripe, mature and picked. Among others, our inspectors monitor our tomatoes for keeping quality, colour, weight and Brix value. They only give them the thumbs up if every aspect passes the test, including after the tomatoes are picked and packed. The same day, these tomatoes are on their way to a store near you.





 We are **Partners.**

## THE CONSUMER DECIDES

We don't just specialise in growing tomatoes but in marketing them too. We conduct research on consumer behaviour and the choices made by the most influential target groups. That's how we develop a shopper and category strategy that resonates perfectly with you and your customers. After all, it's the consumer that determines our success!

To find out more about the main target groups and our approach to each one, contact us at **[prominent@doorpartners.nl](mailto:prominent@doorpartners.nl)** or visit our website at **[www.prominent-tomatoes.nl/en](http://www.prominent-tomatoes.nl/en)**.





♥ We are **Healthy.**

## A TASTY VITAMIN BOOST

Prominent growers grow vitamin powerhouses that fit in perfectly with a healthy lifestyle. Besides vitamins, our tomatoes are packed full of minerals and antioxidants. So they're not only bursting with flavour but they're super healthy too. That's why it's so great that tomatoes can be used in so many different ways.

You can do so much with tomatoes. You can eat them whole, add them to a salad, cook, bake or grill them, use them in soups or sauces – and so much more besides. Need inspiration? Visit our website at **[prominent-tomatoes.nl/en](https://prominent-tomatoes.nl/en)** for our own delicious recipes.

# RANGE

With us as your supplier, your customers will get exactly what they deserve: full-flavoured healthy tomatoes. However, 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.

*Fruit weight, diameter and Brix are average values.*



## PROMINENT

Large vine tomatoes  
155 g  
Ø 67 mm  
brix: 3.5



## CLASSICO

Medium vine tomatoes  
120 g  
Ø 62 mm  
brix: 4.5



## ROTERNO

Small vine tomatoes  
95 g  
Ø 57 mm  
brix: 5



## ROMA

Plum vine tomatoes  
120 g  
Ø 57 mm  
brix: 4



## THE CHEF

Intense plum tomatoes  
95 g  
Ø 52 mm  
brix: 4.5



## LOOSE

Loose round tomatoes  
80 g  
Ø 55 mm  
brix: 4.5



## SALATO

Cocktail vine tomatoes  
39 g  
Ø 40 mm  
brix: 6



## JAXX

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



## DELIGHT

Cherry vine tomatoes  
19 g  
Ø 30 mm  
brix: 8.5



## BLISS

Mini plum vine tomatoes  
14 g  
Ø 25 mm  
brix: 8.5



## KISS

Mini cherry vine tomatoes  
12 g  
Ø 27 mm  
brix: 9.5



## BOOST

Cherry plum tomatoes  
11 g  
Ø 23 mm  
brix: 9



SOUP



BREAD



SALAD



SNACK



SALSA



GRILL



OVEN

**For more information  
and advice**

Get in touch with us at:  
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or visit our website at  
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HOUSE OF LEADING BRANDS

Prominent is a brand of the Grower Cooperative DOOR U.A. This organisation is responsible for the sales, marketing and quality control of the product.

[prominent@doorpartners.nl](mailto:prominent@doorpartners.nl)  
[prominent-tomatoes.nl/en](http://prominent-tomatoes.nl/en)

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QS – Ihr Prüfsystem  
für Lebensmittel



GLOBALG.A.P.

