

A new purple tomato



The YOOM® tomato is characterized by its extraordinary color and its novel and balanced bittersweet aroma. This is further enhanced by the delicious and exotic umami flavor and a feeling of intense, straight-from-the-field freshness. Besides having a wonderful flavor, YOOM® also contains a large amount of anthocyanins compared to conventional tomatoes, which makes it ideal for a healthy lifestyle. Also, the variety contains plenty of vitamins and minerals, including vitamin C, potassium and selenium. The purple color is due to the anthocyanin compounds, which are deemed ideal for a healthy diet. As pointed out by the exhibitor, the YOOM® offers an affordable gourmet experience for those consumers who wish to improve their daily diet and increase their vitality. Cultivated by selected partners, this new tomato variety is available in branded trays, loose or on the vine

For more information:

Jérémie Chabanis

Syngenta Seeds B.V.

The Netherlands

Hall 1.2, Stand D-16

T: +33-7-86887029

E: jeremie.chabanis@syngenta.com

www.syngenta.com (<http://www.syngenta.com/>).

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