

YOOM™ tomato wins prestigious Three Star Superior Taste Award in recognition of its marvelous taste

Enkhuizen, The Netherlands, October 14th, 2020 – Syngenta's new purple cocktail tomato **YOOM™** has been awarded the 2020 prestigious Three Star Superior Taste Award, by the International Taste Institute in Brussels, Belgium.

In recognition of its “remarkable taste”, the distinctive **YOOM** tomato scored an impressive 91.3% in a rigorous blind tasting evaluation, that was carried out by prestigious chefs and sommeliers from around the world.

The professional jury of over 200 taste experts rated the **YOOM** tomato:

- 91.3% as its overall score
- 93% for its pleasing and consistent visual aspect, due to its attractive, distinctive color
- 91% for its overall gustative impression
- 91% for its aroma which plays an essential role in its flavor perception
- 91% for its flavors which are a perfect sweet and sour balance for an umami taste
- 89% for its texture, which is a key hedonic factor in foods

Stijn Roelandt, Sous Chef at Hof van Cleve, 3 Michelin Stars, who is on the judging panel, explained that the competition consists of a very strict judging process, where the products are blind tasted.

“This means we have to be completely objective as we do the sensory analysis and as a result, only truly good products achieve certification,” he said.

This year also saw the distinctive **YOOM** tomato win the prestigious Gold Award at the Fruit Logistica Innovation Awards 2020 in Berlin, which honors outstanding innovations in the fresh produce Industry, from production to the point of sale.

YOOM stood out as an innovation due to its highly attractive purple color, great flavor and vitality boost. Besides his marvelous taste, **YOOM** also provides large quantities of vitamins and anthocyanins compared to regular red tomatoes which makes it a healthy food option for the consumer.

Jeremie Chabanis, Syngenta Value Chain Head EAME, said: “Taste is of central importance to today’s discerning customers and so it is great **YOOM** is being recognized for its exceptional flavor and innovation in the marketplace through these prestigious awards. In collaboration with growers, we have created a tomato that offers a gourmet experience for consumers who seek an uplift their daily meals, while being easy to grow and delivering good shelf-life, benefiting stakeholders from across the value chain.”

YOOM tomatoes are currently available in, Belgium, Switzerland Austria Denmark, Germany, France, Greece and Spain Hungary, Japan Korea Australia, with distribution soon to expand to markets that include, Canada, United Kingdom, the United States and China.

Discover more at: www.yoomtomato.com

About Syngenta

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