



Above All, A Better Tomato.

PRESS RELEASE

For Immediate Release

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Escalon Introduces a Valuable New Resource for Restaurant Operators.

ESCALON, CA, May 20, 2015—As part of its goal to offer customers an even better level of partnership and support, Escalon Premier Brands has recently launched a special quarterly newsletter, *Better Together*.



Each issue features insightful articles regarding current flavor and ingredient trends, ideas for solving operational challenges front of house and back, and an in-depth look at what an innovative pizza or Italian operator is doing to stand apart from the competition. Readers will also find tomato-based recipes, special rebate offers for Escalon tomatoes and sauces, and a seasonal update on Escalon's tomato crop and the weather factors influencing tomato supply and pricing.

To receive Escalon's *Better Together* publication four times a year, sign up at escalon.net.

About Escalon:

A division of the H.J. Heinz Company, L.P., Escalon produces fresh-packed California tomatoes and tomato sauces made especially for operators with an abiding "passion for better." Escalon's complete line of more than 30 products includes formats ranging from whole peeled pear tomatoes to fully prepared sauce to organic and Hispanic-style tomatoes.