

## PRESS RELEASE

### ***For immediate release***

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***Images Available***

### **Carmel TomatoFest® Celebrates 16 Years of Savory Success by Announcing NatureSweet Tomatoes as Title Sponsor**

**Carmel, Calif. – March 29, 2007** – Tempt your senses at the 16<sup>th</sup> annual **NatureSweet Carmel TomatoFest®**, Sunday, September 16, 2007 from 12:30 - 4:30 p.m. at the magnificent Quail Lodge Resort in Carmel, California.

Founder/Director of the TomatoFest®, Gary Ibsen, announced the signing of a multi-year, title sponsorship with NatureSweet® tomatoes. "NatureSweet personifies the highest quality in commercially available fresh tomatoes," says Ibsen. "We're proud to be aligned with the NatureSweet brand and look forward to sharing NatureSweet tomatoes with our guests who seek only the best-tasting tomatoes."

Attracting more than 3,000 tomato lovers from around the world, NatureSweet Carmel TomatoFest® delivers what is considered one of the best food & wine events in California and "America's favorite tomato harvest festival."

*Sunset* magazine is again lined up as a primary festival sponsor and will host the Sunset Pavilion for culinary and gardening displays, and demonstrations during Sunday's event.

The NatureSweet Carmel TomatoFest® offers guests the opportunity to tempt their palette with a grand tasting of more than 350 heirloom tomato varieties, over 200 premium wines from California, a feast of gourmet tomato entrées created by leading chefs from 60 of America's top restaurants, an "International Olive Oil Tasting," a "Salsa Showcase" tasting 90 tomato salsas from around the U.S., and an incredible, "old-fashioned" BBQ. Festival attendees will also have the opportunity to enjoy outstanding live jazz music, purchase hard-to-find heirloom tomato seeds and indulge themselves, all while enjoying the notoriously perfect "Indian Summer" weather of the Monterey Peninsula.

"If you love tomatoes, you don't want to miss America's most spectacular tomato event," said Ibsen. "The NatureSweet Carmel TomatoFest® entices more than one's senses, it captures the spirit and embraces the celebration of the season's tomato harvest. It truly is a unique community festival for food & wine lovers, chefs and gardeners. It's a celebration of life!"

Admission tickets for Sunday's event may be purchased in advance for \$85 if purchased through April 30, 2007 and \$95 from May 1, 2007 up to the day of the event. Tickets are limited to ensure a quality experience for all. Early ticket purchase is suggested since the event sells out every year. Tickets include entry into Sunday's event, all food, wine tasting, loaned wine glasses and the day's activities. Children under the age of 12 with a parent are

admitted free. Admission tickets may be purchased through [www.tomatofest.com](http://www.tomatofest.com) or by calling 1-800-965-4827.

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**Founded and operated by Gary Ibsen in 1991, the TomatoFest® has revitalized the appreciation and desire for true heirloom tomatoes over the years. Ibsen's belief in sustainable farming and seed saving has inspired him to develop and grow heirloom tomato varieties for more than 30 years. For the 2007 season, he is currently growing more than 550 varieties of certified organic heirloom tomatoes from seeds originally sourced from family farms around the world. Ibsen's hands-on production and harvest techniques ensure the highest quality product from harvest to table. Net proceeds from the festivities are donated to regional and national youth-focused charities. For more information visit [www.tomatofest.com](http://www.tomatofest.com) or call 1-800-965-4827.**