

## NEWS RELEASE

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### **IS YOUR ORIGINAL TOMATO RECIPE THE NEXT BIG WINNER?**

**Carmel, Calif. – July 15, 2005** — Gary Ibsen's Carmel TomatoFest<sup>®</sup> is offering \$15,000 in cash and prizes to the winners of the amateur and professional categories for original tomato-based recipes. All entries will be judged on appearance, creative use, and of course, taste.

The competition will be divided into two segments, with one for amateurs and one for professionals. The seven recipe categories include: appetizer, soup, beverage, entree, dessert, salad and condiment. Grand prize for the amateur competition include a four-day vacation to beautiful Carmel-by-the-Sea, California, including airfare and VIP tickets to Gary Ibsen's 14<sup>th</sup> Annual Carmel TomatoFest<sup>®</sup>. The grand prize winner in the professional category will receive \$5,000 cash. Each recipe must include a product from one of the festival sponsors which include, McCormick, Monterey Gourmet Foods California Tomatoes, Mozzarella Fresca, Skipstone Ranch olive oil and others. You may enter as many recipes as you wish, as long as they are original and have not been previously published. Recipes must be received by July 1, 2005 and addressed to TomatoFest<sup>®</sup> PMB 8303, P.O. Box 5337 Carmel-by-the-Sea, CA 93921.

A judging panel of celebrated chefs will taste each culinary creation and select finalists from all seven categories. First and second place prizewinners will be determined on July 24. A grand prize winner from both the amateur and professional segments will be notified on August 8. For a complete list of sponsors, rules, regulations and entry forms, please visit [www.tomatofest.com](http://www.tomatofest.com).

General admission tickets to the TomatoFest<sup>®</sup> are \$85. Special VIP/Hosted Entrance tickets are \$150, and a Deluxe Package ticket including a dinner-dance on September 10 at Carmel Valley Ranch Resort is \$220. Tickets may be purchased through the Website at [www.tomatofest.com](http://www.tomatofest.com) or by calling 1-800-965-4827. Net proceeds are donated to local youth charities. The event is a sellout every year, so interested persons are encouraged to buy their tickets early.

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**Gary Ibsen is an advocate of certified organic, sustainable farming and seed saving. He has grown heirloom tomatoes for more than 30 years and is currently growing more than 500 heirloom tomato varieties from seeds he has personally harvested. These seeds were originally sourced from family farms around the world. Tomato growers from Central California will also contribute to the selection of tomatoes showcased at the TomatoFest.**