

Italy's fresh tomato production on the rise

Italian producers invest in research and varietal innovation to broaden the offering for consumers.

BY GABRIELE ORSI



Sipo

launches SiPomodoro project

Sipo's search for the lost flavours of the traditional tomato has led to the firm launching its new SiPomodoro project, aimed at enhancing research and selecting the best quality. "We wanted a tomato that was a perfect combination of flavour, sweet/savoury ratio, shape, colour, aroma and taste, but with a contemporary image in terms of naming and packaging. Hence, we decided to give our tomatoes names inspired by the great names of classic and contemporary art, such as the red or brown cherry Boterino, the red or yellow mini cherry Giotto, the brown or pink striped oval Picassino and the orange or yellow datterino Boldino. All are marketed in 350-gram cardboard packages," said general manager Massimiliano Ceccarini. The result is a new 100% made in Italy tomato, grown in soil to maintain the highest quality values.

