

FREZTA

OVEN-DRIED HOLLAND TOMATOES

*A soft bite, intense taste
and ready to use*



DELICIOUS
AS SNACK

ADDED FLAVOUR



'Sustainably grown applying the earth's heat
dried by Duijvestijn Tomatoes in Pijnacker'



Duijvestijn Tomaten
Sustainable... for a healthier planet

Unique oven-dried Holland Tomatoes

Duijvestijn Tomatoes has developed a sustainable drying machine to produce oven-dried tomatoes. On the basis of warm water from a natural heat source freshly grown tomatoes are oven-dried into a sustainable, tasty and unique end product. A method unique in Holland and consistent with the Socially Responsible Entrepreneurship of Duijvestijn Tomatoes.

Hot brand Frezta®

At the beginning of 2014 and based on the sustainable method of oven-dried tomatoes, Duijvestijn Tomatoes introduced its own brand Frezta® to the Dutch market. In addition to the mission of sustainability, the development of our brand was created out of the idea that the market of tomatoes could still grow through inspiration of marketing and fresh product concepts. Frezta® therefore stands for fresh tomato ideas. With Frezta® Duijvestijn Tomatoes focuses on the food retail, food service, delicacies and out-of-home channels in the Netherlands as well as in Europe.

The benefits of Frezta®

Frezta® is based on the unique method of air-drying tomatoes applying the earth's heat and sustainable growth. With respect to sun-drying, this method preserves in particular the soft texture of the tomato. Also the basic taste is more intense and the good qualities of the tomato, such as vitamins, are preserved better. The oven-dried tomatoes are packed in a specific manner and are offered in different variants. In addition, the 'food lover' can immediately use the products. In the meal, with a drink or as a healthy delicious snack. No messing about with oil or rehydrating the tomatoes. A reliable quality all year round. Also the new packages, the attractive shape to create temptation on the shelves, as well as the clear communication are advantages, resulting in impulse and repeated purchases for the shopkeeper and a new food experience for the consumer.

Assortment and availability

First Frezta® introduced an assortment of oven-dried tomatoes and tapenades. Currently the oven-dried tomatoes are available in the flavours natural, garlic & oregano, rosemary and thyme. The tapenades, or as we call them "Tomenades", are made from oven-dried tomatoes in the flavours natural, capers, olives and spicy. Both assortments are available in the refrigerated display. In addition to the oven-dried tomatoes and tomenades Frezta® is also working on the development of other product variants, such as for example passatas. For current offers and availability please go to www.duitvestijntomaten.nl.

Specifications of the current available assortment are:

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The logo for Frezta, featuring the word "FREZTA" in white, bold, uppercase letters inside a green shield-like shape with a white border.

OVEN-DRIED HOLLAND TOMATOES

FLAVOUR	CONTENT	PACKAGING
Natural	300 and 500 grams	Packages in tray (per 4 each)
Rosemary	80 grams	Packages in tray (per 6 each)
	300 and 500 grams	Packages in tray (per 4 each)
Thyme	80 grams	Packages in tray (per 6 each)
	300 and 500 grams	Packages in tray (per 4 each)
Garlic-Oregano	80 grams	Packages in tray (per 6 each)
	300 and 500 grams	Packages in tray (per 4 each)

TOMENADE ON THE BASIS OF OVEN-DRIED TOMATOES

FLAVOUR	CONTENT	PACKAGING
Natural	100 grams	Packages in tray (per 6 each)
	300 grams	Packages in tray (per 4 each)
Olives	100 grams	Packages in tray (per 6 each)
	300 grams	Packages in tray (per 4 each)
Capers	100 grams	Packages in tray (per 6 each)
	300 grams	Packages in tray (per 4 each)
Spicy	100 grams	Packages in tray (per 6 each)
	300 grams	Packages in tray (per 4 each)

DRIED TOMATOES



TOMENADES



LARGE PACKAGES



TRAYS



More information

If you would like to know more about the oven-dried tomatoes and/or Frezta®, please contact Anita Kap-Van der Burg or Peter Duijvestijn.

Anita Kap-Van der Burg

+31 (0)6 3310 08 54

anita@duijvestijnsales.nl

Peter Duijvestijn

+31 (0)6 2255 59 78

peter@duijvestijnsales.nl

Duijvestijn Sales B.V.

Overgauwseweg 46-A

NL-2641 NG Pijnacker

T: +31 (0)15 36 20 760

info@duijvestijnsales.nl

www.duijvestijntomaten.nl