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## **New Web of Flavor Coming to Consumers**

*DeiFratelli.com becomes home to new interactive, family-friendly web site*

**Toledo, Ohio (August 2008)-** Dei Fratelli, a preferred U.S. tomato products brand, has launched a new consumer-friendly web site geared more toward meeting the needs of time-starved families. New content, health information, recipes and nutritional content all make it easier for consumers to answer the question ... What's for dinner tonight?

The new site allows visitors to better understand the brand's products, portfolio and overall vision. With sections such as "A Flavorful Kitchen" and "Healthy Living," visitors are given the opportunity to ask Dei Fratelli's Chef Otto Hirzel questions about cooking and learn about the benefits of using Dei Fratelli's naturally gluten-free, anti-oxidant filled and vitamin rich products to create healthy meals. Resources are also available to give visitors insight into the many health benefits that tomatoes offer.



*"Developing better relationships with our customers, bringing the highest quality products to dinner tables and continuing to look for ways to meet our consumers' expectations is a huge part of our vision at Dei Fratelli."*

*- Steve Hirzel, President*

*Hirzel Canning Company & Farms*

"Developing better relationships with our customers, bringing the highest quality products to dinner tables and continuing to look for ways to meet consumers' expectations is a huge part of our vision at Dei Fratelli," says Steve Hirzel, President, Hirzel Canning Company & Farms. "For four generations, we've been providing innovative ideas and products and will continue to do so to earn a seat at your dinner table. This site will let us reach further into the world from our home in Toledo, Ohio."

### **About Dei Fratelli**

Dei Fratelli is manufactured by Hirzel Canning Company & Farms in Toledo, Ohio. A fourth-generation, family-owned and operated company founded in 1923, which produces canned tomatoes, tomato products and sauerkraut in three processing locations. The company owns extensive greenhouses and farms in northwest Ohio.

**[www.DeiFratelli.com](http://www.DeiFratelli.com)**