

**\*New Introduction at Hortifair 2007\***

## **Press information for TRADE**

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# **Innovative new product Minimato “My Home Grown Tomato” presents excellent business opportunities in both food and ornamental sectors**

### **When is a tomato more than just a tomato? When it's a Minimato.**

It's not every day that you get to use the words “breakthrough”, “educational”, “innovative”, “decorative”, “convenient” and “superbly packaged” to describe a tomato plant, but Minimato has arrived to inspire fresh new opportunities in marketing this humble object.

Minimato is a new dwarf cherry tomato plant specially prepared and packaged for harvesting in the home. It does everything you would expect a tomato plant to do – provide fresh, healthy, sweet-tasting fruit – but with a host of added extras.

Growing to a typical height of just 35cm/14”, Minimato is both a tasty food and an ornamental houseplant. Presented in retail as first fruits are ripening, all Minimato requires from the consumer is a little water and a sunny position in the home to provide up to 2 months of decoration, food and a great talking point. Backed with strong branding and an educational website (under construction) targeted to both children and adults, it is the world's first ‘interactive’ tomato plant.

Minimato addresses today's demand for natural, healthy products by wrapping it up in a neat, consumer-friendly package and presenting it as an easy, convenient product for all to enjoy.

With so much to offer, Minimato is set to ignite consumer interest and provide growers and retailers with superb business opportunities for one of the world's most consumed fruits.

A few interesting facts which form a part of the Minimato story include:

### **Breakthrough**

Because Minimato is the first tomato seed to produce miniature plants without grower intervention, the plants have a habit which is as attractive ornamentally as convenient in the shopping cart. It also means less work for growers.

Minimato is the first branded tomato plant to be offered worldwide.

**Educational**

Minimato gives every child the opportunity to 'grow' their own tomatoes, thereby learning that tomatoes grow on plants, not in supermarket packaging.

Minimato will be backed up with a website which will provide education for children and adults alike on growing and health benefits of tomatoes, recipes for Minimato, and more.

**Innovative**

Minimato is the first tomato plant to be presented to the consumer as a simple, 'fool-proof' plant for the home.

Minimato has the potential to be an all-year product.

**Decorative**

Minimato is the first tomato plant that looks good enough to be sold both as a decorative plant as well as a food source.

**Convenient**

Minimato is such a convenient take-home package that consumers won't hesitate to buy it. It is also convenient in the home, providing with fresh tomatoes for up to 2 months – though they taste so good they will probably be eaten much quicker.

**Superbly packaged**

Minimato is presented with attractive, practical, strongly branded packaging which will stimulate sales to a broad spectrum of consumers.

**Opportunities for growers**

Minimato satisfies retail demand for strongly branded, well packaged products with a complete marketing concept. It can even be modified to promote individual grower benefits, such as being local to the retailer or growing organically.

Minimato can be grown in climatically controlled greenhouses to produce retail-ready product all year round, thereby presenting possibilities to obtain good prices during seasons when commercial fresh table tomatoes are not grown. The crop is fast, taking between two to three months from seed to store-ready product.

Because Minimato looks decorative enough to be sold as an ornamental as well as a food source, the sales potential is higher.

Minimato seeds and packaging are available globally, throughout the year.

## **Opportunities for retailers**

Minimato is a strongly branded product which comes as a complete marketing concept including packaging and website.

In line with consumer trends for natural, fresh, healthy products, its image appeals to a broad demographic including healthy eaters, gourmet cooks, parents and children. It is suitable even for those who aren't good at keeping plants and is packed to be a convenient shopping cart item.

Supplied to stores with first fruits ready to eat, Minimato is a perfect impulse item. It's a great looking new and exciting product to have on the shelf – not that it will stay there long! If consumers can resist eating the 50 or so tomatoes that each plant yields as soon as they ripen, plants will typically last up to 2 months in the home, so cyclical repeat purchase is likely.

Depending on grower supply, Minimato can be promoted as a locally grown and/or organic plant and can be offered all year-round.

**For more information about Minimato and to find out about suppliers contact Hana Slabbaert at Nirit Seeds [hana@niritseeds.com](mailto:hana@niritseeds.com)  
For further information about Nirit Seeds [www.niritseeds.com](http://www.niritseeds.com).**

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