

**SAN MATEO COUNTY
TIMES**

SAN MATEO, CA
DAILY 35,856
AUG 30 2006

DAILY REVIEW

HAYWARD, CA
DAILY 38,752
AUG 30 2006

**ALAMEDA TIMES –
STAR**

ALAMEDA, CA
DAILY 67,834
AUG 30 2006

**SAN RAMON VALLEY
HERALD**

PLEASANTON, CA
DAILY 42,441
AUG 30 2006

**PLEASANTON TRI –
VALLEY HERALD (SAN
JOAQUIN EDITION)**

PLEASANTON, CA
DAILY 8,387
AUG 30 2006

**TRI – VALLEY HERALD
(LIVERMORE/DUBLIN/
PLEASANTON)**

PLEASANTON, CA
DAILY 43,587
AUG 30 2006

Burgundy Rosso Bruno tomato new taste sensation

By Carolyn Jung

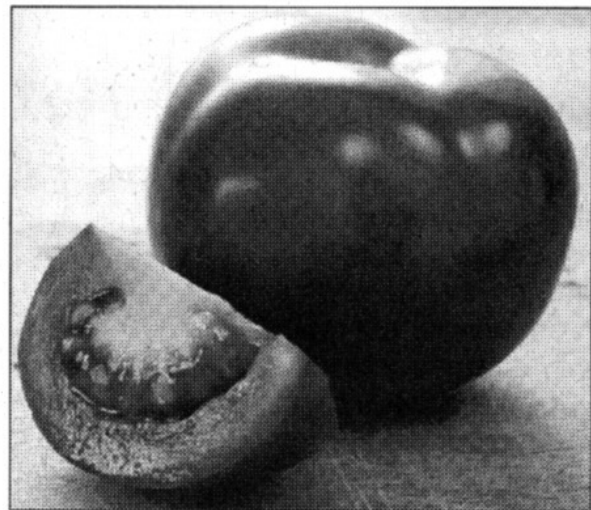
MEDIANEWS

WITH its deep burgundy-brown color, this smooth, round orb is sometimes mistaken for a plum.

But there's no mistaking the new **Rosso Bruno tomato** as anything but beautiful and super tasty.

Vine-ripened and grown in greenhouses, the juicy new tomato by Ladera Ranch-based Dulcinea Farms is now available at Bay Area Whole Foods, Safeway and Save Mart stores for about \$3.99 a pound. The redder it gets, the riper it is.

For ideal eating uncooked in salads and sandwiches, use when still deep brown with hints of green. For more information, go to www.dulcinea.com.



SARAH SMITH

BUONO BRUNO: Dulcinea Farms has introduced a new Rosso Bruno tomato, available at Whole Foods and Safeway. The tomato is distinguished by its deep, reddish-brown color.