



YOOM[®]
The flavour experience

THE PREMIUM QUALITY BLACK-PURPLE TOMATO

From the search for an innovative and special flavour with a contribution of exceptional nutritional values **YOOM**[®], the brand registered by Syngenta, was born.



YOOM[®]

A UNIQUE TOMATO WITH FOUR DIFFERENTIAL ADVANTAGES

YOOM[®] tomatoes are coming from authorized farmers, using high quality seeds obtained through traditional techniques, so that they can produce the best tomatoes under the **YOOM**[®] brand.

A NEW EXPERIENCE THAT WAKES ALL SENSES UP

YOOM® has a distinguished outstanding new color and a new flavour, with a perfect sour-sweet balance, enhanced thanks to its savoury and exotic umami taste with an intense fresh-from-the-field feeling.

HEALTHY AND TASTY IN JUST TWO BITES

The abundance of anthocyanins -compared to regular tomatoes-, as well as vitamins and minerals, make **YOOM**® a healthy lifestyle product; a boost of vitality.



WELCOME TO THE FLAVOUR EXPERIENCE



YOOM® has an Umami taste feeling that provide a lingering taste in mouth: not too sweet, not too sour. As a tomato has to be.

The maturation takes place in the plant and the range of colors indicates its optimal point of maturation and consumption; from black to characteristic purple, giving the tomato a firm texture, anthocyanins and high levels of lycopenes and sugars.

Its size and texture, crunchiness and juiciness, make **YOOM®** an affordable gourmet experience for consumers who seek uplift their daily meals and boost their vitality.

TOTAL ANTHOCYANINS
Syngenta trials and analysis

YOOM® IS YOUR DAILY PORTION OF VITALITY

and one of the 5 pieces of fruit and vegetables recommended to eat daily.

Besides his marvellous taste, **YOOM®** offers abundance of anthocyanins: a boost of vitality thanks to minerals and vitamins.

As a tomato, **YOOM®** provides large quantities of vitamins and minerals such as Vit C, Potassium or Selenium. The purple color is due to anthocyanins compounds favorable to healthy diet.

Interior blush colour due to carotenoids and exterior purple due to anthocyanins concentration. Those molecules have proactive properties against chronic diseases (diabetes, blood pressure, etc.), and inflammation among others.

SAMPLE

YOOM®

YOOM® will be produced initially in areas of northern and southern Europe, Australia-New Zealand and North America, Mexico, which means **YOOM®** availability all the year long, recognizable by its very dark to lighter purple external color.

YOOM®: SIGNS OF RECOGNITION

The **YOOM®** presentation can differ according to production zone and time of the year. Either in loose presentation or either on the vine all presentation under the **YOOM®** brand and packaging.

YOOM® is recognizable for its presentation in an unique punnet, supported by a label above with the product information. Both, punnet and label, will always include the **YOOM®** logo.

