

Why we let the Hunt's Tomato take its own sweet time.



Most fresh produce tomatoes are picked two, even three weeks sooner than the Hunt's Tomato.

Weeks too soon.

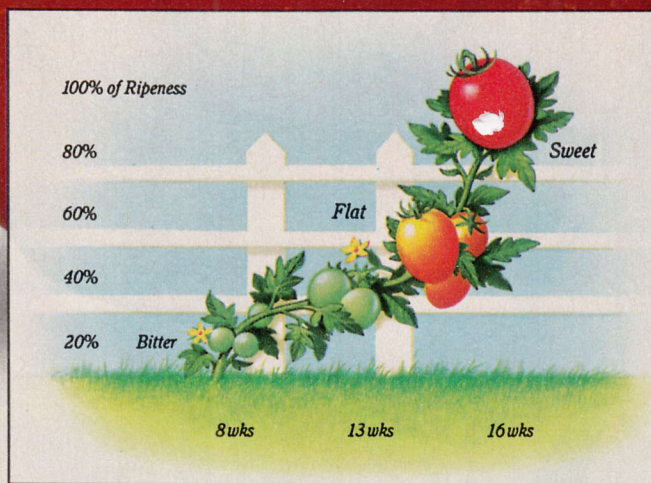
At Hunt's we know it's in the last two weeks that a tomato gathers almost all of its sweetness and true ripe taste. So the Hunt's Tomato stays on the vine until the very last minute. Turning red the way nature intended. Turning sweet the only way a tomato can.

In fact, the Hunt's Tomato stays on the vine until just twelve hours before its goes into Hunt's sauce, paste and whole tomatoes.

So you pour out all the sweet taste the sun can soak in.

Is all the waiting worth it? Well, Hunt's[®] tomato sauce and tomato paste were chosen the best-tasting among all leading brands.

How sweet it is.



Hunt's.
It's a better way to say tomatoes.

