

Taste

FOR IMMEDIATE RELEASE

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“Taste Tomato” available at Bay Area Farmers’ Markets Summer 2010



SAN FRANCISCO, CA – July 12, 2010 – Taste Catering, the premier catering and event planning company based in the San Francisco Bay Area, announced that the “Taste Tomato” will be available at Bay Area farmers’ markets beginning July 19, 2010. The organic tomato, a combination of the Maglia Rosa and Zucchero varieties was created by Baia Nicchia Farm & Nursery in Sunol, California.

“We love having our very own tomato and are thrilled that its sweetness, shape and color received unanimous raves from our clients and friends. There has been such a demand that we agreed to make it available through a few of our favorite local farmers’ markets,” said Taste Catering President, Mags Teskey.

The public will be able to purchase the “Taste Tomato” at the following locations: San Francisco Ferry Plaza Farmers’ Market at Allstar Organics’ booth on Saturdays; Menlo Park Farmers’ Market at Baia Nicchia’s booth on Sundays; Berkeley’s Tokyo Fish Market Mondays through Saturdays; and Baia Nicchia’s farm stand in Sunol on Friday afternoons.

Taste Catering will also have a booth at the Ferry Plaza Farmers’ Market on Thursdays from August 5 through September 2, 2010. They will be offering delectable “Taste Tomato” soup, salads and sandwiches, including “The Route 66,” Chilled Taste Tomato Soup, Taste Tomato, Corn and Avocado Salad; Hobbs bacon, grilled Bravo Farms Cheddar Cheese and Taste Tomato Sandwich on Acme Pan de Mie and “The Riviera,” Warm Taste Tomato, Toybox Squash, and Chevre Tart served with Nicoise Vegetable Salad of Blue Lake Beans, Taste Tomato, Peppers, and Olives and house made Ahi Tuna Confit.

The “Taste Tomato,” bred by Baia Nicchia’s Fred Hempel and his son Alex, was designed based on a variety of size and taste qualities determined by Taste Catering’s Executive Chef, Chris Borges. This season the “Taste Tomato” will be used by Taste Catering in a variety of hors d’oeuvres, salads and sauces.

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“The enthusiastic feedback we received from our clients last season has both inspired and encouraged the kitchen to expand our repertoire for the ‘Taste Tomato,’” said Borges. “We’re looking forward to unveiling a number of cooked preparations, such as our own ketchup, as well as a number of raw, fresh presentations reflecting the tomato’s versatility.”

For more information, visit [Taste Catering](#). Follow the [Tastebuds Blog](#) and follow us on [Twitter](#).

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To arrange an interview with Chris Borges or Fred Hempel or for digital images, contact Charles Zukow at charlesz@charleszukow.com or 415.296.0677.

Taste Catering has provided the very best in catering and event planning services for private and corporate clients in the San Francisco Bay Area for almost 30 years. Established in 1978, Taste is women-owned and operated, uses only the freshest and highest quality ingredients supports local growers and producers that engage in organic and sustainable agricultural practices. TASTE is proud to be “Green Certified” by the San Francisco Department of the Environment.

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