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Nature Fresh Farms launches Yoom tomatoes

[Nature Fresh Farms](#) has launched Yoom, a two-bite, deep purple tomato that is full of flavor and ideal for tomato enthusiasts. With an intensity and range of flavor from savory to fresh and a hint of plum-like sweetness the Yoom is a flavor experience that can enhance meals or be enjoyed on its own.

“The Yoom is the perfect compliment to our existing tomato offerings,” said Matt Quiring, senior vice president of sales and marketing at Nature Fresh Farms. “It’s full and complex flavor, matched with its small size, crisp texture and juicy interior provide a well-rounded tomato that will appeal to many consumers.”

A daily dose of added vitality, the Yoom is a powerhouse of nutrients. With high levels of antioxidants, anthocyanin and lycopene (indicative in its distinguishing deep purple hue), vitamins A and C, magnesium, potassium and a good source of fiber, the Yoom is an ideal choice for health-minded individuals looking to boost their nutritional intake.

Its elegant appearance and unique taste, also give it the ability to elevate cooking experiences simply, making it an approachable tomato for both novice and experienced culinary enthusiasts. “The Yoom is a great tomato to add a surprise element to any dish,” said Quiring, adding that its unexpected color and appearance provide an element of modern-chic elegance.

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