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Nature Fresh Hiiros named best snacking tomato



[Nature Fresh Farms'](#) Hiiros Tomatoes were named a winner in the 2024 Good Housekeeping Best Snack Awards as “Best Snacking Tomatoes” under the Powerhouse Produce category.

The Good Housekeeping Nutrition Lab taste testers shared that “most tomatoes now really lack flavor especially in the winter months, but these were delicious.” The lab added that Hiiros were “as poppable as grapes.”

For Good Housekeeping’s Best Snack Awards, Good Housekeeping’s in-house registered dietitian and team of food and nutrition experts in the Good Housekeeping Institute’s Nutrition Lab rigorously analyzed ingredient lists, nutrition fact labels, packaging claims and flavor profiles of hundreds of snacks to find the best of the best. Consumer testers weighed in on taste and provided additional real-life analysis. The choices focus on innovative snacks in the food space that meet our nutritional criteria — including caps on per-serving calories, sugar and sodium.

“We were blown away by the rich and bold umami flavor on Hiiros tomatoes during our evaluation,” said Stefani Sassos, nutrition director for the Good Housekeeping Institute. “Not only did the superior flavor and juicy texture stand out to our judges, but we appreciated that the snack is grown in optimal conditions year-round, giving shoppers access to fresh and flavorful produce at any time of the year.”

“We’re thrilled to be honored with this recognition by one of the most prestigious consumer snack awards in the US,” said Krysta Markham, communications and content manager for

Nature Fresh Farms. “Hiros truly have a depth of flavor unlike any other snacking tomato, and we’re glad to see that top taste testers agree.”

To take advantage of the growing notoriety surrounding Hiros tomatoes, the brand recommends that retailers utilize Nature Fresh Farms display bins, which highlight the very characteristics that won Hiros this distinguished award. To order these display bins and the brand’s award-winning Hiros tomatoes, contact sales@naturefresh.ca.

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