

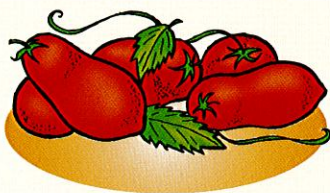


A Passion for Flavor Since 1944.



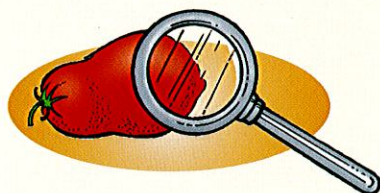
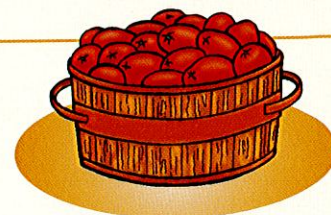
1 Tomato Breeding Program - Escalon's support staff has been developing (breeding) tomato varieties for over 90 years, and we are the only tomato processor with a significant research program. We currently enjoy a 35%+ market share in the tomato seed business, and most West Coast tomato processors are using tomato varieties developed by Escalon's support staff.

2 Select Grower Group - Escalon has an elite grower group with an unrelenting focus on quality, many who started with our founder, Cristoforo Colombo, over 55 years ago. Starting with the best growers ensures we receive only the best tomatoes.



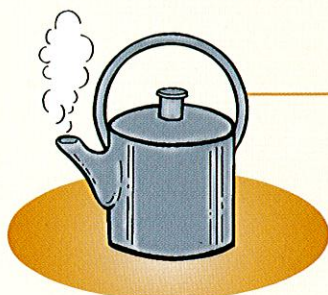
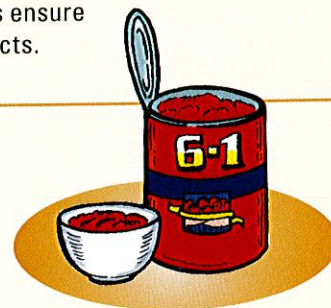
3 Special Tomato Varieties - Our select variety package concentrates on a specific group of tomatoes that provide the best balance of color, flavor, consistency and natural soluble solids for our products.

4 Tomato Harvest - Escalon closely manages the tomato harvest to ensure that the tomatoes go from the "field to the can" in an average of 4-6 hours. This ensures the closest thing to "fresh from the vine" tomato flavor and color.



5 Special Quality Grading - In addition to the grading performed by the Processing Tomato Advisory Board (PTAB), Escalon further screens each and every load for minute physical blemishes. Our highly trained sorting staff compiles "report cards" for incoming loads, and this helps ensure that only the highest quality tomatoes end up in our products.

6 Blending Station - Escalon uses this detailed grading information to achieve the perfect blend of tomatoes, much like making a fine wine. This ensures that each product is produced to the exacting standards our customers have come to expect.



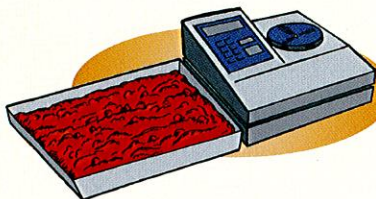
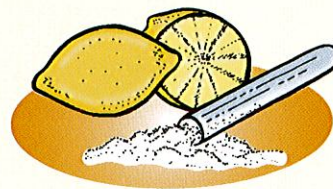
7 Steam Peeling - Similar to the home canning process, Escalon uses only natural, steam peeling to produce all of our peeled products. Many processors in the industry use chemical (lye) peeling, due to production efficiencies. Escalon is committed to the more expensive steam peeling method, due to the environmental and culinary concerns with lye peeling.

8 Extensive Hand Sorting - In addition to the latest electronic sorting technology, Escalon employs hundreds of trained hand sorters to ensure only the finest tomatoes make it into our products. Technology, while improving, still can't replace the eyes, hands and passion of an experienced sorter.



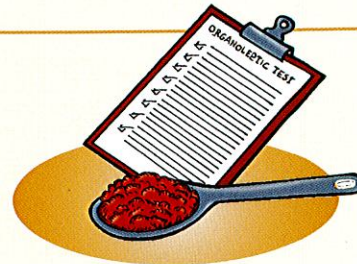
9 Low Temperature Processing - The Escalon facility is designed with proprietary technology that minimizes the "heat" applied to the tomatoes during processing. By minimizing heat and residence (cooking) time, Escalon is able to capture more fresh tomato color and flavor than other processors who design their factories to maximize throughput.

10 Citric Acid - Escalon produces its complete line of tomato products without the addition of citric acid. Citric acid is an acidifying agent used by manufacturers to lower the pH of incoming tomatoes, which allows them to run their lines faster. However, it can impart a noticeable bitter taste on the finished product and is never added to any of the Escalon branded items.



11 Relentless Quality Control - Our state-of-the-art facility boasts the latest in quality control technology together with the best of old world sensory (taste) testing. Balancing equal parts art and science, we test our products for quality attributes an average of once every two minutes throughout the season. We have a detailed HACCP program in place and have consistently scored "superior" on our AIB inspections.

12 Management Sensory Evaluation - A long-standing Escalon tradition, started by our founder, is the daily management cutout. Everyday at 9:00 a.m., we get together to taste each and every product produced during the previous day to ensure that it lives up to Mr. Colombo's "gold standard".



13 Warehousing & Shipping - Escalon stores product in the warehouse brite (no label or case), and labels and cases the product only as needed. This helps ensure that it arrives at your door in the best possible condition.

14 Passion - *At Escalon, our sole passion is crafting the best "fresh pack" tomato products available in the industry. Because one thing we have learned after 60+ years in the business is that unmatched, unwavering product quality is the secret to happy, loyal customers.*



Our Founders, Cristoforo & Emma Colombo