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1001 G STREET, N. W.
SUITE 500 WEST
WASHINGTON, D.C. 20001
TEL. 202.434.4100
FAX 202.434.4646
WWW.KHLAW.COM

WRITER'S DIRECT ACCESS

April 23, 2003

Melvin S. Drozen
(202) 434-4222
drozen@khlaw.com

Hand Delivery

Geraldine June
Team Leader, Conventional Foods Team
Division of Standards and Labeling Regulations
Office of Nutritional Products, Labeling, and Dietary Supplements
Center for Food Safety and Applied Nutrition
Room 4D-014
Harvey W. Wiley Federal Building
5100 Paint Branch Parkway
College Park, MD 20740

Re: Renewal of Del Monte Temporary Marketing Permit

Dear Ms. June:

On behalf of the Del Monte Corporation ("Del Monte"), pursuant to 21 C.F.R. §§ 130.17(f) and (i), we respectfully submit this request for an extension of Del Monte's temporary marketing permit ("TMP") for Del Monte brand canned tomatoes deviating from the Agency's Standard of Identity at 21 C.F.R. § 155.190. *See* 67 Fed. Reg. 43325 (June 27, 2002). The existing TMP is scheduled to expire on October 31, 2003. As required by the regulation, enclosed is a copy of the Citizen Petition we have submitted on behalf of Del Monte to amend the Standard of Identity for canned tomatoes.

In addition, pursuant to 21 C.F.R. §§ 130.17(f) and (i), we inform the Agency of Del Monte's intent to market additional varieties of canned tomatoes pursuant to the original TMP. These varieties will be marketed under the brand names of Del Monte (one new product), Contadina, and S&W. *See* enclosed proposed draft labels. We also request that these additional varieties be included in the TMP renewal requested above for the product varieties initially approved under the original TMP. We note that submitting one request to cover this entire matter is consistent with our discussions with Dr. Ritu Nalubola, who we understand discussed the situation with you.

As set forth below, Del Monte is requesting that the Agency permit the temporary use of the liquid carbohydrate sweeteners corn syrup or high fructose corn syrup (collectively, "liquid sweeteners") in its canned tomato products in lieu of the dry nutritive carbohydrate sweeteners ("dry sweeteners") now required by the standard of identity for canned tomatoes (21 C.F.R. § 155.190(a)(2)(iii)). In addition, the Petitioner requests that the Agency allow for the use of "chunky" as a style of canned tomatoes.

As required by 21 C.F.R. § 130.17(c), we submit the following information in support of this request in the order identified in the regulation.

1. 21 C.F.R. § 130.17(c)(1).

Del Monte Corporation
One Market @ The Landmark
P.O. Box 193575
San Francisco, CA 94119-3575

2. 21 C.F.R. § 130.17(c)(2).

Del Monte is regularly engaged in producing canned tomato products.

3. 21 C.F.R. § 130.17(c)(3).

Canned tomatoes -- 21 C.F.R. § 155.190(a)(2)(iii) (permits the use of dry nutritive sweeteners to offset the tartness of organic acids added to canned tomato products).

4. 21 C.F.R. § 130.17(c)(4).

Del Monte requests permission to use liquid sweeteners as an alternative to the dry sweeteners now permitted by 21 C.F.R. 155.190(a)(2)(iii). The specific level of liquid sweeteners used in the canned tomato products will be limited to the amount necessary to offset the tartness of added organic acids in the products, which is identical to the §155.190(a)(2)(iii) requirement for the addition of dry sweeteners to such products.

5. 21 C.F.R. § 130.17(c)(5).

The use of liquid sweeteners as substitutes for dry sweeteners is widely practiced in the food products industry and accepted by consumers. These liquid sweeteners are generally recognized as safe for addition to food (21 C.F.R. §§ 184.1865 and 184.1866).

6. 21 C.F.R. § 130.17(c)(6).

The specific level of liquid sweeteners used in the canned tomato products will be limited to the amount necessary to offset the tartness of the products' added organic acids, and is identical to the §155.190(a)(2)(iii) requirement for the addition of dry sweeteners to such products. In all other respects, the test products will comply with the standard of identity for canned tomato products. In addition, per the Federal Register notice announcing the issuance of Del Monte's TMP, the Company will ensure that the use of liquid sweetener does not result in a finished canned tomato product with a tomato soluble solids content of less than 5.0 percent by weight as defined in 21 C.F.R. § 155.3(e). See 67 Fed. Reg. 43325 (June 27, 2002).

7. 21 C.F.R. § 130.17(c)(7).

Del Monte anticipates that the use of liquid sweeteners will result in significant cost savings and measurable health and safety gains for the employees involved in the production process. These benefits will take two forms:

- (1) Liquid sweeteners are typically available at significantly lower costs compared to dry nutritive sweeteners. Del Monte estimates that it will experience substantial cost savings if it can substitute liquid sweeteners for dry sweeteners as an optional ingredient in the manufacture of canned tomato products. These savings in this typically low margin industry would come at no health or nutritional cost to consumers. Cost savings in the manufacture of the product may result in economic benefit to consumers.
- (2) The use of liquid sweeteners will also result in safer working conditions as part of the manufacturing process. Dry sweeteners typically are available in 50-pound bags, which must be manually handled as part of the manufacturing process. Back injuries are the most common form of injury among workers involved in manufacturing operations, and the number one cause of back injuries is lifting heavy objects. Lifting 50-pound bags of dry sucrose is a potential source of back injuries. Liquid sweeteners can be pumped into the manufacturing process through fixed piping systems, thus eliminating the need for heavy lifting.

8. 21 C.F.R. § 130.17(c)(8).

The use of liquid sweeteners may also benefit consumers by lowering their costs for canned tomato products. Moreover, the reduction in the cost of one ingredient (sweeteners) may allow the introduction of new products with more costly optional ingredients (e.g., peppers, seasonings or flavors) at the same price point. Thus, the modified products may lead to a larger variety of canned tomato products available to consumers.

9. 21 C.F.R. 130.17(c)(9).

Consumers will be able to distinguish the products being marketed under the TMP from other canned tomato products because "corn syrup" or "high fructose corn syrup" will be identified on the test products' ingredient lists instead of sugar. The products will be distributed under the Del Monte, Contadina, and S&W Brand labels. See attached sample labels.

10. 21 C.F.R. § 130.17(c)(10).

Pursuant to 21 C.F.R. § 130.17(i), Del Monte has submitted a Citizen Petition requesting that the Standard of Identity for canned tomatoes (21 C.F.R. § 155.190) be amended to permit

the use of liquid sweeteners and "chunky" as a style. Pursuant to the TMP granted in June 2002, approximately 5.6 million cases of canned tomatoes with liquid sweetener have been marketed. Del Monte has received no complaints or other information from consumers suggesting anything other than full consumer acceptance of the use of liquid sweeteners in canned tomatoes. Accordingly, for this reason and because the Company is submitting a Citizen Petition to amend 21 C.F.R. § 155.190, Del Monte requests a permit to market all referenced Del Monte, Contadina, and S&W products until such time as the Agency issues a regulation amending 21 C.F.R. § 155.190 as requested. Del Monte would like the revised and extended permit to be issued in time for its year-2003 pack season, which begins approximately July 1, 2003.

11. 21 C.F.R. § 130.17(c)(11).

Because Del Monte is requesting an unlimited TMP, it cannot accurately anticipate the number of cases to be distributed, although it would expect to distribute approximately 10.3 million cases annually. The tomato products that would be covered by the TMP are packed on a seasonal basis over an approximately eight-week time period.

12. 21 C.F.R. § 130.17(c)(12).

Because consumer taste preference may vary from state to state, Del Monte believes it is necessary to distribute the test product throughout the United States to determine the commercial viability of the test products.

13. 21 C.F.R. § 130.17(13).

The modified products will be manufactured by Del Monte Corporation at the following address:

Del Monte Corporation
10652 Jackson Avenue
Hanford, CA 93230

14. 21 C.F.R. § 130.17(c)(14).

For the reasons set forth in paragraph 10 above, the test products will be distributed throughout the United States.

15. 21 C.F.R. § 130.17(c)(15).

N/A

WRITER'S DIRECT ACCESS

April 23, 2003

Melvin S. Drozen
(202) 434-4222
drozen@khlaw.com

Hand Delivery

Dockets Management Branch
Food and Drug Administration
5630 Fishers Lane, Room 1061 (HFA-305)
Rockville, MD 20852

**Re: Citizen Petition to Amend the Standard of Identity for Canned Tomatoes at
21 C.F.R. § 155.190**

To Whom It May Concern:

On behalf of the Del Monte Corporation ("Del Monte"), we respectfully submit this citizen petition pursuant to sections 401 and 701 of the Federal Food, Drug and Cosmetic Act (21 U.S.C. §§ 341, 371) to request the Commissioner of the Food and Drug Administration to initiate rulemaking to amend the Standard of Identity for stewed tomatoes (21 C.F.R. § 155.190) for the purpose of promoting honesty and fair dealing in the interest of consumers.

A. Action Requested

The Petitioner requests that the Agency amend 21 C.F.R. § 155.190(a)(2)(iii) for canned tomatoes as follows to include liquid carbohydrate sweeteners (added language in bold type):

"(iii) **liquid carbohydrate sweeteners** or dry nutritive carbohydrate sweeteners whenever any organic acid provided for in paragraph (a)(2)(ii) of this section is used, in a quantity reasonably necessary to compensate for the tartness resulting from such added acid."

In addition, the Petitioner requests that the Agency amend 21 C.F.R. § 155.190(a)(4) be amended as follows to include "chunky" as an approved style of canned tomatoes (added language in bold type):

"(4) *Styles* (i) Whole.
(ii) Diced.
(iii) Sliced.
(iv) Wedges.
(v) **Chunky.**"

We also note that as a condition of its current TMP and request for extension, Del Monte is ensuring that the use of liquid sweetener does not result in a finished canned tomato product with a tomato soluble solids content of less than 5.0 percent by weight as defined in 21 C.F.R. § 155.3(e). *See* 67 Fed. Reg. 43325 (June 27, 2002). The Company would not object if FDA makes this condition a requirement in the amended Standard of Identity for canned tomatoes.

B. Statement of Grounds

Petitioner requests permission to use liquid sweeteners as an alternative to the dry sweeteners now permitted by 21 C.F.R. 155.190(a)(2)(iii). The specific level of liquid sweeteners used in the canned tomato products will be limited to the amount necessary to offset the tartness of added organic acids in the products, which would be identical to the §155.190(a)(2)(iii) requirement for the addition of dry sweeteners to such products. The use of liquid sweeteners as substitutes for dry sweeteners is widely practiced in the food products industry and accepted by consumers. Furthermore, liquid sweeteners have been used successfully in canned tomatoes currently being marketed under a temporary marketing permit previously requested by the petitioner. *See* 67 Fed. Reg. 43325 (June 27, 2002). Del Monte has received no complaints or other information from consumers suggesting anything other than full consumer acceptance of the use of liquid sweeteners in canned tomatoes.

Del Monte anticipates that the use of liquid sweeteners will result in significant cost savings and measurable health and safety gains for the employees involved in the production process. These benefits will take two forms:

- (1) Liquid sweeteners are typically available at significantly lower costs compared to dry nutritive sweeteners. Del Monte estimates that it will experience substantial cost savings if it can substitute liquid sweeteners for dry sweeteners as an optional ingredient in the manufacture of canned tomato products. These savings in this typically low margin industry would come at no health or nutritional cost to consumers. Cost savings in the manufacture of the product may result in economic benefit to consumers.
- (2) The use of liquid sweeteners will also result in safer working conditions as part of the manufacturing process. Dry sweeteners typically are available in 50-pound bags, which must be manually handled as part of the manufacturing process. Back injuries are the most common form of injury among workers involved in manufacturing operations, and the number one cause of back injuries is lifting heavy objects. Lifting 50-pound bags of dry sucrose is a potential source of back injuries. Liquid sweeteners can be pumped into the manufacturing process through fixed piping systems, thus eliminating the need for heavy lifting.

The use of liquid sweeteners may also benefit consumers by lowering their costs for canned tomato products. Moreover, the reduction in the cost of one ingredient (sweeteners) may allow the introduction of new products with more costly optional ingredients (*e.g.*, peppers, seasonings or flavors) at the same price point. Thus, the amendment of the Standard of Identity would result in a larger variety of canned tomato products available to consumers.

C. Environmental Impact

This petition is subject to a categorical exclusion under 21 C.F.R. 25.32(a) (issuance, amendment, or repeal of a food standard).


D. Economic Impact

Information will be provided to the extent requested by the Commissioner.

E. Certification

The undersigned certifies that to the best knowledge and belief of the undersigned, this petition includes all information and views on which the petition relies, and that it includes representative data and information known to the petitioner, which are unfavorable to the petition.

Respectfully submitted,


Melvin S. Drozen

cc: William J. Spain
Timothy S. Ernst

June, Geraldine A

From: Nalubola, Ritu
Sent: Thursday, June 26, 2003 12:04 PM
To: June, Geraldine A
Subject: FW: email to Dr. Nalubola

Geraldine,
Here is Mel Drozen's note. I took out the label attachments.

-----Original Message-----
From: Melvin Drozen [mailto:drozen@khlaw.com]
Sent: Wednesday, June 25, 2003 4:50 PM
To: Nalubola, Ritu
Cc: Tim.Ernst@delmonte.com; Sarah Key
Subject: Re: email to Dr. Nalubola

Dr. Nalubola,

In response to your voice mail message, please find attached the revised labels. As you can see, in response to your comments, Del Monte has made the following changes:

Contadina labels

"diced tomatoes in rich, thick juice" - the juice is now identified as "tomato juice" in all of the Contadina diced tomato varieties (see attached labels for diced tomatoes with roasted red pepper, with italian herbs, with roasted garlic, diced tomatoes primavera, and diced tomatoes marinara)

S&W label

"stewed tomatoes sliced with pear tomatoes, oregano & basil" - the label now reads "sliced pear tomatoes with oregano & basil"

Remaining label issues

1. Del Monte has discontinued the diced tomatoes in tomato juice with caramelized onions.
2. Contadina diced tomatoes - roasted red pepper: (the ingredient statement identifies the pepper as "bell pepper" whereas the "red pepper" listed in the product descriptor could refer to another type of pepper) We confirmed with Del Monte that the bell pepper is a red bell pepper. We believe that there would not be any consumer confusion since we think it will be clear to consumers that product contains red bell peppers. Also, at this point, Del Monte would not be able to revise this label without incurring significant cost. Thus, at this point, the Company would prefer not to revise the labels. If you believe it is necessary, and it is acceptable to you, we would propose making revisions to this label when the labels are printed for the second time.

Please let us know if you need any additional information regarding the labels in order to move forward with the TMP extension. We will be sending you hard copies of the revised labels as soon as they are available. All of the revised labels below and the other draft labels that we initially submitted to you may be considered "final" for purposes of the TMP extension request.

As we have discussed, since Del Monte would like to begin packing the S&W and Contadina products very soon with shipment occurring by mid-summer, anything you can now do to expedite this TMP would be greatly appreciated.

Thank you for your continued assistance.

Regards,

Mel Drozen and Sarah Key

KELLER AND HECKMAN LLP
SERVING BUSINESS THROUGH LAW AND SCIENCE®

1001 G STREET, N. W.
SUITE 500 WEST
WASHINGTON, D.C. 20001
TEL. 202.434.4100
FAX 202.434.4646
WWW.KHLAW.COM

WRITER'S DIRECT ACCESS

Melvin S. Drozen
(202) 434-4222
drozen@khlaw.com

June 30, 2003

Hand Delivery

Geraldine June
Team Leader, Conventional Foods Team
Division of Standards and Labeling Regulations
Office of Nutritional Products, Labeling, and Dietary Supplements
Center for Food Safety and Applied Nutrition
Room 4D-014
Harvey W. Wiley Federal Building
5100 Paint Branch Parkway
College Park, MD 20740

Re: Revised Labels for Del Monte Temporary Marketing Permit Extension

Dear Ms. June:

At the request of Dr. Ritu Nalubola, please find enclosed revised labels for the following S&W and Contadina brand products in connection with Del Monte's request for an extension of its Temporary Marketing Permit:

- S&W Italian Recipe Stewed Tomatoes
- Contadina Diced Tomatoes – Italian Herbs
- Contadina Diced Tomatoes – Primavera
- Contadina Diced Tomatoes – Roasted Garlic
- Contadina Diced Tomatoes – Roasted Red Pepper
- Contadina Diced Tomatoes – Marinara

Cordially yours,



Melvin S. Drozen

Enclosures

June, Geraldine A

From: Nalubola, Ritu
Sent: Tuesday, July 15, 2003 4:47 PM
To: June, Geraldine A
Subject: FW: weight information

-----Original Message-----

From: Sarah Key [mailto:key@khlaw.com]
Sent: Friday, June 27, 2003 2:41 PM
To: Nalubola, Ritu
Cc: Melvin Drozen
Subject: weight information

Dr. Nalubola,

The weight of the 10.3 million cases Del Monte expects to distribute annually pursuant to the extended TMP is 226.6 million pounds. We will forward the revised labels to you as soon as possible.

Thank you for your assistance.

Regards,

Sarah A. Key, Esq.
Keller and Heckman LLP
1001 G Street, NW
Suite 500 West
Washington, DC 20001
(202) 434-4236
(202) 434-4646 fax

85% OUTSIDE OF LABEL
 2P 0 1 2 3 4 5 0 6 7 8 9 0 R 2L

MEET 9 3/32"

85% OUTSIDE OF LABEL
 2P 0 1 2 3 4 5 0 6 7 8 9 0 R 2L

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

2L label height 4 1/32"

Nutrition Facts

Serv. Size 1/2 cup (122g)
 Servings Per Container about 3 1/2

Amount Per Serving	
Calories 70	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 600mg	25%
Total Carb. 13g	4%
Dietary Fiber 2g	7%
Sugars 9g	
Protein 1g	
Vitamin A 4%	Vitamin C 25%
Calcium 2%	Iron 6%

*Percent Daily Values are based on a diet of 2,000 calories

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, ONIONS, BURGUNDY WINE, TOMATO PUREE, SALT, OLIVE POINAGE, OIL, SOYBEAN OIL, CITRIC ACID, CALCIUM CHLORIDE, SPICES, GARLIC POWDER.
 © CONTADINA FOODS, INC.
 SAN FRANCISCO, CA 94105
 PACKED IN U.S.A.

Contadina

DICED TOMATOES

MARINARA

WITH BURGUNDY WINE & OLIVE OIL

NET WT. 14.5 OZ. (411g)

DELICIOUS ITALIAN RECIPE ON BACK



Chicken Mediterranean

Prep: 10 minutes Cook: 20 minutes Servings: 4

- 3 skinless, boneless chicken breasts, cut into strips
- 1 cup chopped onion
- 1 clove garlic, minced
- 1 Tbsp. olive oil
- 1 can (14.5 oz.) CONTADINA® Recipe Ready Diced Tomatoes, Marinara with Roasted Garlic
- 1 can (6 oz.) CONTADINA Italian Paste
- 1 cup quartered artichoke hearts
- 1/2 cup sliced ripe olives

1. Cook chicken, onion and garlic in oil in large skillet over medium-high heat, 5 minutes. Season with salt and pepper, if desired.

2. Combine undrained tomatoes, tomato paste plus 3/4 cup water. Add tomato mixture, artichoke hearts and olives to skillet. Bring to boil. Reduce heat and simmer 15 minutes or until chicken is no longer pink. Serve over rice, if desired.

Variation: Add 1 teaspoon chopped fresh rosemary or 1/2 teaspoon dried rosemary while cooking chicken, onion and garlic in Step #1.

For more Contadina® Italian recipes, visit us at www.contadina.com

We'd like to hear from you! Please write to Contadina Consumer Services, P.O. Box 130379, San Francisco, CA 94119-3679, and copy the stamped code from the end of the can - or refer to the code when calling 1-888-688-2847 Monday - Friday 8 a.m. - 5 p.m. Pacific Time

To maintain product quality after opening, refrigerate in covered glass or plastic container.




DOYLE 1550 E. 12th Street, Colton, California 94008
 THE DOYLE GROUP Tel: 415.832.0002 Fax: 415.832.0016



S&W
 14-1/2 OZ. ITALIAN RECIPE
 STEWED TOMATOES
 4-1/22 X 9-3/32 X 9-1/2
 JOB# 4822-56700 (06/13/08)

80% OUTSIDE OF LABEL
 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1



Italian Recipe Stewed Tomatoes, originated by S&W, have the sweet 'meaty' flavor and firm texture of pear shaped tomatoes with a blend of traditional Italian seasoning.


S&W - Simply Wonderful*

For an authentic Italian touch, just heat and serve as a delicious side dish, or use for making spaghetti sauce, stews, soups, chicken and meat dishes.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION, DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CALCIUM CHLORIDE, CITRIC ACID, DEHYDRATED GARLIC, OREGANO, BASH, NATURAL FLAVORING.
 © S&W FINE FOODS, INC. DISTRIBUTED BY S&W FINE FOODS, INC. SAN FRANCISCO, CALIFORNIA. PRODUCT OF U.S.A.

WHEN WRITING TO US, PLEASE COPY THE PRINTED CODE FROM THE END OF THE CAN - OR REFER TO THE CODE WHEN CALLING 1-800-822-1321, MON - FRI, 9 A.M. - 3 P.M. PACIFIC TIME.

TO MAINTAIN PRODUCT QUALITY AFTER OPENING, REFRIGERATE IN GLASS OR PLASTIC CONTAINER.




S&W STEWED SL AT 14.5 OZ



ITALIAN RECIPE

STEWED TOMATOES

PREMIUM QUALITY SINCE 1890



Nutrition Facts
 Serving Size 1/2 cup (125g)
 Servings Per Container about 3 1/2

Amount Per Serving	% Daily Value*
Calories 35	Calories from Fat 0
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 270mg	11%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 5g	
Protein 1g	
Vitamin A 10%	Vitamin C 20%
Calcium 6%	Iron 9%

*Percent Daily Values are based on a diet of other people's secret recipes. Your daily values may be higher or lower depending on your unique needs.

80% OUTSIDE OF LABEL
 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

MEET 8 SIZE
 COLOR COVERAGE 8 1/2"
 LABEL LENGTH 9 1/2"

25%	50%	75%	80%	70%	25%	50%	75%
DMCYAN				DMMAGENTA			
DMCYAN				DMGREEN			

S&W STEWED SL AT 14.5 OZ		S&W STEWED SL AT 14.5 OZ	
SKU	1194-05702	SKU	1194-05702
DESCRIPTION	STEWED TOMATOES 14.5 OZ	DESCRIPTION	STEWED TOMATOES 14.5 OZ
PRICE	0.94	PRICE	0.94
WEIGHT	14.5 OZ	WEIGHT	14.5 OZ
DATE	06/13/08	DATE	06/13/08

Barred substrates: Borders print 100% DM Gold; curved top portion prints a DM Yellow & DM Magenta blend; "Delicious Italian Recipe" copy prints 100% DM DK Blue; Oval portion behind Big area prints 100% DM DK Blue; Fin lines print 100% DM Cyan and 50% DM Magenta; "On Back" Copy prints reverse white from 100% DM DK Blue background.

Die does not print.
Sigrd. EPS in FPO and prints 4C process.

Illustration in FPO and prints 4C process.

Combination logo:
Rules print Contadina Green, DM Gold.
Process Match Contadina Cream,
DM Gold, Contadina Red.
Process Match Contadina Cream, respectively.

"Contadina" type K.O. to substrate White.
Drop shadow prints DM DK Blue over
Contadina Red. Background prints Contadina
Red.

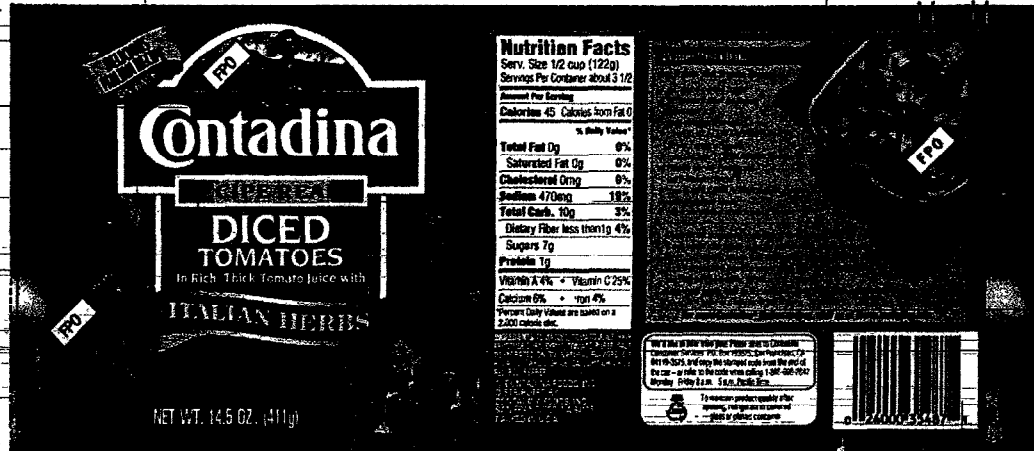
"Recipe Ready" type overprints
Contadina Green on yellow blend (100% DM
Yellow with grating DM Magenta). Border
prints Process Match Contadina Cream.
Type and border symbol K.O. to substrate
White on Contadina Green background. "In
Rich..." type prints Process Match Contadina
Cream.

Border prints Process Match Contadina
Cream.

"IN RICH..." COPY CHANGES.
Lap code K.O.
to substrate White.
LAP CODES CHANGED.

Net Wt. K.O. to substrate White

Ribbon prints 4C process, type prints
Contadina Cream w/ 4C drop shadow. Border
prints 4C Process



Nutrition Facts

Serv. Size 1/2 cup (122g)
Servings Per Container about 3 1/2

Amount Per Serving

Calories 45 Calories from Fat 0

% Daily Values*

Total Fat 0g 0%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 470mg 19%

Total Carb. 10g 3%

Dietary Fiber less than 1g 4%

Sugars 7g

Protein 1g

Vitamin A 4% * Vitamin C 25%

Calcium 0% * Iron 4%

*Percent Daily Values are based on a
diet of 2,000 calories.

WE TALK TO YOU every year about the Contadina
Consumer Service. We're proud of our reputation. We
want to make sure you know how to get the most
out of it. We're here to help you every day. 1-800-999-9999.
Monday - Friday 8 A.M. - 5 P.M. Pacific Time.
To receive product quality information, ingredients or contact
us at any time.



NET WT. 14.5 OZ. (411g)

LABEL BLEED CHANGED TO 1/16"

5% OUTSIDE OF LABEL



DMCYAN DMMAGENTA DMKBLUE CONTADINA RED DMGREEN DMGOLD

PROCESS MATCH COLORS

Our Money	CONCORDIA RECIPE READY DICED TOMATOES WITH HERBS BLEND	Supplier	Supplier Address
2007 3.18 2.18	2.18	2.18	2.18
2008 2.18	2.18	2.18	2.18
2009 2.18	2.18	2.18	2.18
2010 2.18	2.18	2.18	2.18
2011 2.18	2.18	2.18	2.18
2012 2.18	2.18	2.18	2.18
2013 2.18	2.18	2.18	2.18
2014 2.18	2.18	2.18	2.18
2015 2.18	2.18	2.18	2.18
2016 2.18	2.18	2.18	2.18
2017 2.18	2.18	2.18	2.18
2018 2.18	2.18	2.18	2.18
2019 2.18	2.18	2.18	2.18
2020 2.18	2.18	2.18	2.18
2021 2.18	2.18	2.18	2.18
2022 2.18	2.18	2.18	2.18
2023 2.18	2.18	2.18	2.18
2024 2.18	2.18	2.18	2.18
2025 2.18	2.18	2.18	2.18
2026 2.18	2.18	2.18	2.18
2027 2.18	2.18	2.18	2.18
2028 2.18	2.18	2.18	2.18
2029 2.18	2.18	2.18	2.18
2030 2.18	2.18	2.18	2.18

Best panel:
Outside border prints Contadina
Green. Inside border prints DM Gold.
Background prints DM Green.

Recipe panel:
Outline prints DM Gold.
Inner rule prints DM Gold.
Inner rule prints DM Gold.

Marble background and photo are
FPO. Prints 4C process.

Drop shadow prints 4C process
blend. To be created by separator.

Bar prints DM Green background.
Type K.O. to print Process Match
Contadina Cream.

Outline rule prints DM Gold.
Rule and copy print DM Green unless
otherwise indicated.

BLEND panel:
Copy and rule print DM Green on
15% DM Yellow background.

UPC prints DM Green on 15% DM
Yellow background.
All collision marks print DM Green.

Consumer panel:
Copy, recipe symbol and rule print
DM Green on 15% DM Yellow
background.

Ingredients, sell copy, and copyright
print Process Match Contadina
Cream.
INGREDIENTS CHANGED.

Barrel colorbreak: Borders print 100% DM Gold; curved flag section prints a DM Yellow & DM Magenta blend; "Delicious Italian Recipes" copy prints 100% DM Dk. Blue; Oval portion behind flag area prints 100% DM Dk. Blue; thin lines print 100% DM Cyan and 50% DM Magenta; "On Back" Copy prints reverse white from 100% DM Dk. Blue background.

COLOR COVERAGE 12 1/2"

MEET 12.00"

CLONE THIS PORTION OF PHOTO

85% OUTSIDE OF LABEL
0 1 2 3 4 5 6 7 8 9

Die does not print
Blgd. EPS is PFO and prints 4C
process.

Illustration is PFO and prints 4C
process.
Contadina logo:
Rules print DM Gold,
Process Match Contadina Cream,
DM Gold,
Contadina Red,
Process Match Contadina Cream,
respectively.

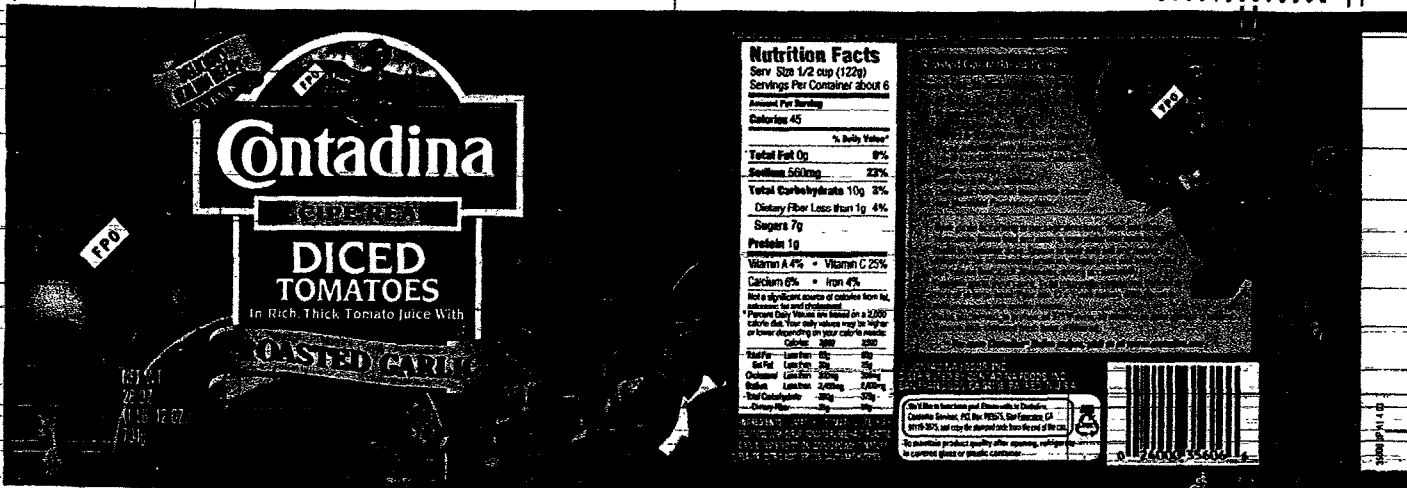
"Contadina ®" type K.O. to
substrate White. Drop shadow
prints DM Dk. Blue over
Contadina Red. Background
prints Contadina Red.
background. Border prints
Process Match Contadina Cream.

"Recipe Ready" type overprints
Contadina Green on yellow blend
(100% DM Yellow with gradient)
DM Magenta. Border prints
Process Match Contadina Cream.

Type and leather symbol K.O. to
substrate White on Contadina
Green background.
Border prints Process Match
Contadina Cream.
"WE RECH... COPY"
CHANGED.

Ribbon prints 4C process, type
prints 100% Contadina Red w/
4C drop shadow. Border prints
screen blend of Process Match
DM Dk. Gold to Process Match
DM Gold 2.

WT. WT. copy K.O. to substrate
White.



Best panel:
Outside border prints Contadina
Green. Inside border prints DM
Gold. Background prints DM Green.

Recipe section:
Outline prints DM Gold.
Title prints Contadina Green.
Inner rule prints DM Gold.

Drop shadow prints a 4C process
blend. To be re-created by
operator.

Magenta background and photo are
PFO. Image to come from client.
Prints 4C process.

Bar prints DM Green background.
"Recipe Ready" type K.O. to print
Process Match Contadina Green.
Outline rule prints DM Gold.
Title and copy print DM Green
unless otherwise indicated.

BLEND panel:
Copy and rules print DM Green on
15% DM Yellow background.

Low color prints DM Green.
LAP CODE CHANGED

Ingredients, all copy and copyright
print Process Match
Contadina Cream.
INGREDIENTS CHANGED.

LFC prints DM Green on 15% DM
Yellow background.

All color/marks print DM Green.

Consumer panel:
Copy, recycle symbol and rule print
DM Green on 15% DM Yellow
background.

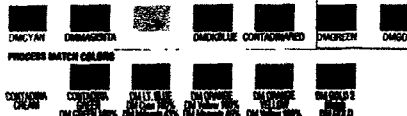
LABEL BLEND CHANGED TO 17%

85% OUTSIDE OF LABEL

MEET 12.00"

COLOR COVERAGE 12 1/2"

LABEL LENGTH 14.1"



Diced Tomatoes			
Dai Maestri CONTADINA RECIPE READY DICED TO MATOES BLEND			
Net Wt. (g)	Net Wt. (oz)	Net Wt. (lb)	Net Wt. (kg)
250g	8.81	0.19	0.04
500g	17.62	0.38	0.08
1000g	35.24	0.77	0.16
1500g	52.86	1.16	0.25
2000g	70.48	1.55	0.34
2500g	88.10	1.94	0.43
3000g	105.72	2.33	0.52
3500g	123.34	2.72	0.60
4000g	140.96	3.11	0.69
4500g	158.58	3.50	0.78
5000g	176.20	3.89	0.86
5500g	193.82	4.28	0.95
6000g	211.44	4.67	1.04
6500g	229.06	5.06	1.13
7000g	246.68	5.45	1.21
7500g	264.30	5.84	1.30
8000g	281.92	6.23	1.39
8500g	299.54	6.62	1.47
9000g	317.16	7.01	1.56
9500g	334.78	7.40	1.65
10000g	352.40	7.79	1.73



NOTE: USE BASE 35777 2L AN 3.02 UML R1-R2 & REMOVE "NEW" VIOLATOR.

Insert color/level: Borders print 100% DM Gold; curved flag portion prints a DM Yellow & DM Magenta blend; "Delicious Italian Recipe" copy prints 100% DM Dk. Blue; Oval portion behind flag area prints 100% DM Dk. Blue; thin bellows print 100% DM Cyan and 50% DM Magenta; "On Back" Copy prints reverse white from 100% DM Dk. Blue background.

Die does not print.
Bkord. EPS is FPO and prints 4C process.
Pickup from existing RH Diced Roasted Garlic 35644 2L AO 5.01 UML.

Illustration is FPO and prints 4C process.

Contadina logo:
Rules print Contadina Green, DM Gold.
Process Match Contadina Cream, DM Gold, Contadina Red, Process Match Contadina Cream, respectively.

"Contadina ®" type K.O. to substrate White.
Drop shadow prints DM Dk. Blue over Contadina Red. Background prints Contadina Red.

"Recipe Ready" type overprints Contadina Green on yellow blend (100% DM Yellow with graining DM Magenta; border prints Process Match Contadina Cream. Type and kosher symbol K.O. to substrate White on Contadina Green background. "In Rich..." type prints Process Match Contadina Cream.

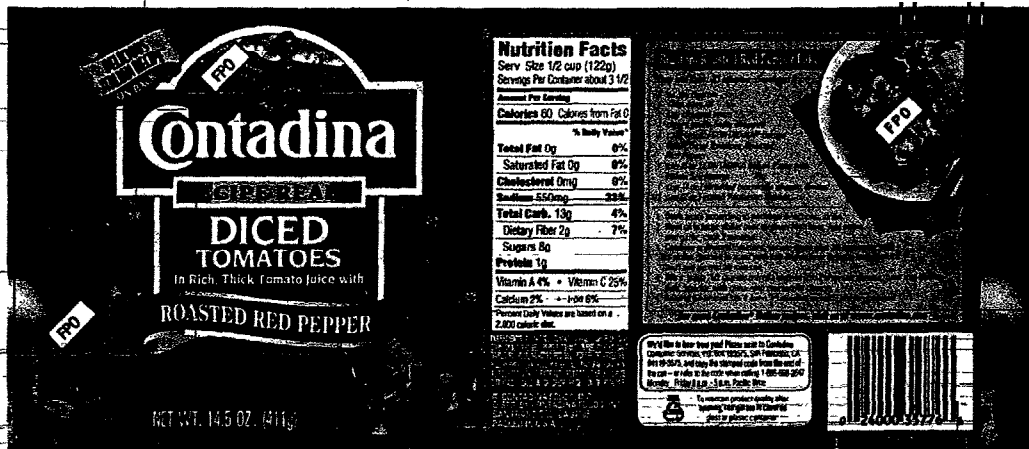
Border prints Process Match Contadina Cream.

"IN RICH..." COPY CHANGED.

Lap code K.O. to substrate White.
LAP CODE CHANGED.
Net Wt. K.O. to substrate White.

Pickup PDF bowl CT from existing Roasted Red Pepper 35777 2L AN 3.02 UML R1

Roasted Red Pepper Banner:
"ROASTED RED PEPPER" prints Contadina Cream, drop shadow prints Red Pap Gradient. Face of banner prints from Dk Red Pepper to Med Red Pepper to Lt Red Pepper. Top & bottom borders of banner prints from Contadina Gold 1 to Contadina Gold 2 to Contadina Cream. Back of banner prints from Contadina Gold 4 to Contadina Gold 5.



25%	50%	75%	80%	80%	75%	50%	25%						
DMCYAN	DMMAGENTA	DMDKBLUE	DMGREEN										
<p>CONTADINA READY HEAVY DICED TOMATOES (ROASTED RED PEPPER) SLICE</p> <table border="1"> <tr> <td>NET WT. 14.5 OZ (411g)</td> <td>Net Wt. 8.1 OZ (230g)</td> <td>Net Wt. 4.25 OZ (120g)</td> </tr> <tr> <td>2400 02776</td> <td>2400 02776</td> <td>2400 02776</td> </tr> </table>								NET WT. 14.5 OZ (411g)	Net Wt. 8.1 OZ (230g)	Net Wt. 4.25 OZ (120g)	2400 02776	2400 02776	2400 02776
NET WT. 14.5 OZ (411g)	Net Wt. 8.1 OZ (230g)	Net Wt. 4.25 OZ (120g)											
2400 02776	2400 02776	2400 02776											

MEET 8 SIDE

COLOR COVERAGE 8 WF

LABEL LENGTH 8 WF

DMCYAN DMGREEN DMBLUE CONTADINRED DMGREEN DMGOLD

PROCESS MATCH COLORS

CONTADINA CREAM CONTADINA GREEN DM Dk. Blue DM Yellow DM Gold 1 DM Gold 2 DM Gold 3 DM Gold 4 DM Gold 5 DM Gold 6 DM Gold 7 DM Gold 8 DM Gold 9 DM Gold 10 DM Gold 11 DM Gold 12 DM Gold 13 DM Gold 14 DM Gold 15 DM Gold 16 DM Gold 17 DM Gold 18 DM Gold 19 DM Gold 20 DM Gold 21 DM Gold 22 DM Gold 23 DM Gold 24 DM Gold 25 DM Gold 26 DM Gold 27 DM Gold 28 DM Gold 29 DM Gold 30 DM Gold 31 DM Gold 32 DM Gold 33 DM Gold 34 DM Gold 35 DM Gold 36 DM Gold 37 DM Gold 38 DM Gold 39 DM Gold 40 DM Gold 41 DM Gold 42 DM Gold 43 DM Gold 44 DM Gold 45 DM Gold 46 DM Gold 47 DM Gold 48 DM Gold 49 DM Gold 50 DM Gold 51 DM Gold 52 DM Gold 53 DM Gold 54 DM Gold 55 DM Gold 56 DM Gold 57 DM Gold 58 DM Gold 59 DM Gold 60 DM Gold 61 DM Gold 62 DM Gold 63 DM Gold 64 DM Gold 65 DM Gold 66 DM Gold 67 DM Gold 68 DM Gold 69 DM Gold 70 DM Gold 71 DM Gold 72 DM Gold 73 DM Gold 74 DM Gold 75 DM Gold 76 DM Gold 77 DM Gold 78 DM Gold 79 DM Gold 80 DM Gold 81 DM Gold 82 DM Gold 83 DM Gold 84 DM Gold 85 DM Gold 86 DM Gold 87 DM Gold 88 DM Gold 89 DM Gold 90 DM Gold 91 DM Gold 92 DM Gold 93 DM Gold 94 DM Gold 95 DM Gold 96 DM Gold 97 DM Gold 98 DM Gold 99 DM Gold 100

85% OUTSIDE OF LABEL

85% OUTSIDE OF LABEL

Best pass:
Outside border prints Contadina Green, Inside border prints DM Gold, Background prints DM Green.

Recipe seal:
Outline prints DM Gold, Inset prints Contadina Green, Inner rule prints DM Gold.

Marble background and photo are FPO. Prints 4C process.
Pickup from existing RH Diced Roasted Garlic 35644 2L AO 5.01 UML. Place in new recipe photo CT.

Drop shadow prints 4C process. Must. To be created by separator.

Bar prints DM Green background. Type K.O. to print Process Match Contadina Cream.
Outline rule prints DM Gold.
Rule and copy print DM Green unless otherwise indicated.

DM Green pass:
Copy and rules print DM Green on 10% DM Yellow background.

UPC prints DM Green on 10% DM Yellow background. All collection marks print DM Green.

Consumer pass:
Copy, recycle symbol and rule print DM Green on 10% DM Yellow background.

Ingredients, net copy, copy and copyright print Process Match Contadina Cream. DM Green/DM Yellow CHANGES.

NOTE: USE BASE 35773 2L AN 3.02 UML R2 & REMOVE "NEW" VIOLATOR.

Barrel colorfast: Borders print 100% DM Gold; curved flag portion prints a DM Yellow & DM Magenta blend; "Delicious Italian Recipe" copy prints 100% DM DR Blue; Oval portion behind flag area prints 100% DM DR Blue, thin lines print 100% DM Cyan and 50% DM Magenta; "On Back" Copy prints reverse white from 100% DM DR Blue background.

Do not print.
Bkgnd. EPS in FPO and prints 4/C process.
Pickup from existing RR Diced Roasted Garlic 35644 2L AO 5.01 UML.

Illustration is FPO and prints 4/C process.
Contadina logo:
Rules print Contadina Green, DM Gold.
Process Match Contadina Green, DM Gold, Contadina Red, Process Match Contadina Green, respectively.

Contadina ® type K.O. to substrate White.
Drop shadow prints DM DR Blue over Contadina Red. Background prints Contadina Red.

"Recipe Ready" type overprints Contadina Green on yellow blend (100% DM Yellow with cyan/blue DM Magenta; border prints Process Match Contadina Green.
Type and border symbol K.O. to substrate White on Contadina Green background. "In Rich..." type prints Process Match Contadina Green.

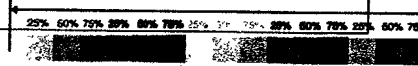
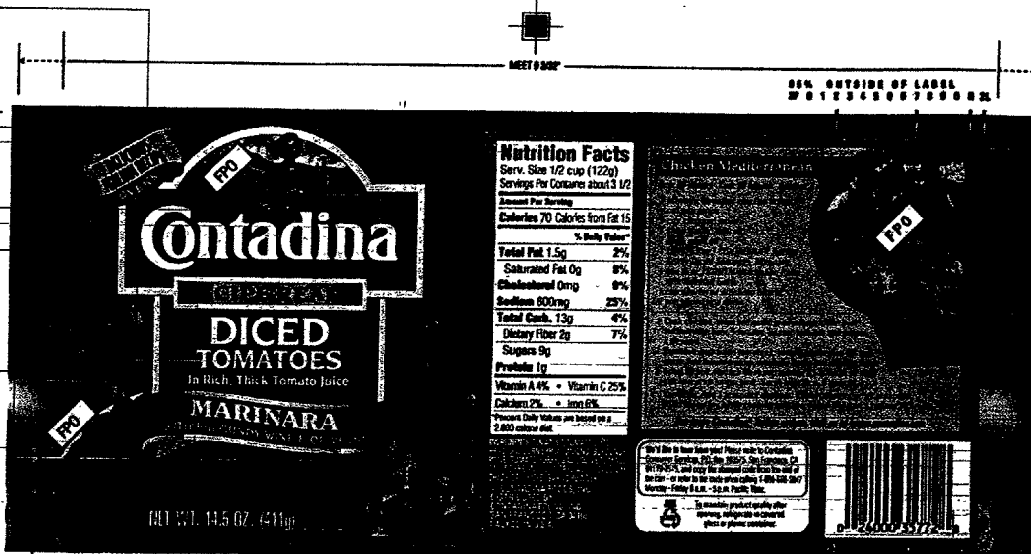
Border prints Process Match Contadina Green.

"ON BACK..." COPY CHANGES.

Lap code K.O. to substrate White.
LAP CODE CHANGES.
Net Wt. K.O. to substrate White.

Pickup POP from existing Marinara Pepper 35773 2L AN 3.02 UML R2

Marinara Banner:
"MARINARA" prints Contadina Green, drop shadow prints DK Marina Grad. With background... prints Contadina Green. Face of banner prints from DK Marina Grad to Mid Marina Grad to LI Marina Grad. Top & bottom borders of banner prints from Contadina Gold 1 to Contadina Gold 2 to Contadina Green.



Color	Process Match Color
DM CYAN	CONTADINA GREEN
DM MAGENTA	CONTADINA GREEN
DM YELLOW	DM DR BLUE
DM SKILLIE	DM DR BLUE
DM GREEN	DM DR BLUE
DM GOLD	DM DR BLUE

Nutrition Facts
Serv. Size 1/2 cup (122g)
Servings Per Container about 3 1/2

Amount Per Serving	% Daily Value*
Calories 70	Calories from Fat 15
Total Fat 1.5g	3%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 600mg	25%
Total Carb. 13g	4%
Dietary Fiber 2g	7%
Sugars 9g	
Protein 1g	
Vitamin A 4%	Vitamin C 25%
Calcium 2%	Iron 5%

*Percent Daily Values are based on a diet of other people's secrets.

For 10¢ off in store when you purchase this Contadina...
Scan this barcode at the time of purchase to receive 10¢ off your purchase.
Barcode: 0 25000 3773 2

85% OUTSIDE OF LABEL
0 1 2 3 4 5 6 7 8 9 0 2 L

85% OUTSIDE OF LABEL
0 1 2 3 4 5 6 7 8 9 0 2 L

Back panel:
Outside border prints Contadina Green. Inside border prints DM Gold. Background prints DM Green.

Recipe section:
Outline prints DM Gold. Rules prints Contadina Green. Lower rule prints DM Gold.

Marble background and photo are FPO. Prints 4/C process.
Pickup from existing RR Diced Roasted Garlic 35644 2L AO 5.01 UML.
Place in new recipe photo CT.

Drop shadow prints 4/C process blend. To be created by expander.

Bar prints DM Green background. Type K.O. to print Process Match Contadina Green.

Outline rule prints DM Gold. Rule and copy print DM Green unless otherwise indicated.

DM DR Blue prints:
Copy and rules print DM Green on 15% DM Yellow background.

UPC prints DM Green on 15% DM Yellow background. All collation marks print DM Green.

Consumer panel:
Copy, recycle symbol and rule print DM Green on 15% DM Yellow background.

Ingredients, call copy, copy and copyright print Process Match Contadina Green. INVOLVEDMENTS CHANGES.

SW

SPANISH RICE

- 3 medium garlic cloves, minced
- 1-1/2 Tbsp. olive oil
- 1-1/3 cups uncooked medium grain white rice
- 1/2 tsp. salt
- 1 can (14 1/2 oz.) S&W® Ready-Cut®
Diced Tomatoes with Caramelized Onions
- 1/2 cup lightly packed cilantro, finely chopped

In a 3-quart pot, sauté garlic in oil over medium-high heat 30 seconds. Stir in rice and salt; cook 3 minutes, stirring. Drain tomatoes, reserving liquid. Pour liquid into a measuring cup; add water to measure 2 cups. Stir into rice; bring to a boil. Cover; simmer over low heat 15 minutes. Stir in cilantro and reserved tomatoes; cover and cook 5 minutes or until rice is tender. Makes 4 to 6 servings.

INGREDIENTS: TOMATOES, TOMATO JUICE, ONIONS, CARAMELIZED ONIONS, HIGH FRUCTOSE CORN SYRUP, SALT, NATURAL FLAVORINGS, ONION POWDER, BROWN SUGAR, CALCIUM CHLORIDE, CITRIC ACID.

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SAN FRANCISCO, CA
94105.

PRODUCT OF U.S.A.
TO MAINTAIN PRODUCT
QUALITY AFTER OPENING
REFRIGERATE IN GLASS
OR PLASTIC CONTAINER.



SW 31325 2L A1 1.03

SW

Ready-Cut®

DICED TOMATOES IN TOMATO JUICE

WITH CARAMELIZED ONIONS



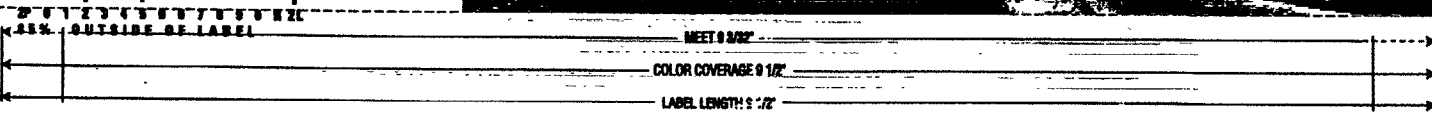
Nutrition Facts

Serving Size 1/2 cup (120g)	
Servings Per Container about 3 1/2	
Amount Per Serving	
Calories 35	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 31 0mg	13%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	4%
Sugars 4g	
Protein 2g	
Vitamin A 100%	Vitamin C 20%
Calcium 4%	Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.



2L LABEL HEIGHT 4 1/2"



25% 50% 75% 25% 50% 75%



DM CYAN DM MAGENTA

25% 50% 75% 25% 50% 75%



DM DK BLUE DM GREEN



DM CYAN DM MAGENTA



DM DK BLUE DM GREEN

Del Monte Packaging & Graphics One Market @ The Landmark, San Francisco, CA 94105		8271 DICED TOM./ONION CK EPS 31325 DICED TOM./ONION CK 2 8461 ORCHARD FOR SEAL	
Del Monte S&W Ready-Cut Diced Tomatoes in Tomato Juice w/ Caramelized Onions 14.5 oz. SW 31325 2L A1 14oz PCTomCan 11194-31325 300 x 407	Adobe Illust, 8.0 5.21.01 1.10.03	100% 1.10.03	
Colors Used: Pantone 680 Pantone 685 Pantone 689 Pantone 690 Pantone 691 Pantone 692 Pantone 693 Pantone 694 Pantone 695 Pantone 696 Pantone 697 Pantone 698 Pantone 699 Pantone 700 Pantone 701 Pantone 702 Pantone 703 Pantone 704 Pantone 705 Pantone 706 Pantone 707 Pantone 708 Pantone 709 Pantone 710 Pantone 711 Pantone 712 Pantone 713 Pantone 714 Pantone 715 Pantone 716 Pantone 717 Pantone 718 Pantone 719 Pantone 720 Pantone 721 Pantone 722 Pantone 723 Pantone 724 Pantone 725 Pantone 726 Pantone 727 Pantone 728 Pantone 729 Pantone 730 Pantone 731 Pantone 732 Pantone 733 Pantone 734 Pantone 735 Pantone 736 Pantone 737 Pantone 738 Pantone 739 Pantone 740 Pantone 741 Pantone 742 Pantone 743 Pantone 744 Pantone 745 Pantone 746 Pantone 747 Pantone 748 Pantone 749 Pantone 750 Pantone 751 Pantone 752 Pantone 753 Pantone 754 Pantone 755 Pantone 756 Pantone 757 Pantone 758 Pantone 759 Pantone 760 Pantone 761 Pantone 762 Pantone 763 Pantone 764 Pantone 765 Pantone 766 Pantone 767 Pantone 768 Pantone 769 Pantone 770 Pantone 771 Pantone 772 Pantone 773 Pantone 774 Pantone 775 Pantone 776 Pantone 777 Pantone 778 Pantone 779 Pantone 780 Pantone 781 Pantone 782 Pantone 783 Pantone 784 Pantone 785 Pantone 786 Pantone 787 Pantone 788 Pantone 789 Pantone 790 Pantone 791 Pantone 792 Pantone 793 Pantone 794 Pantone 795 Pantone 796 Pantone 797 Pantone 798 Pantone 799 Pantone 800 Pantone 801 Pantone 802 Pantone 803 Pantone 804 Pantone 805 Pantone 806 Pantone 807 Pantone 808 Pantone 809 Pantone 810 Pantone 811 Pantone 812 Pantone 813 Pantone 814 Pantone 815 Pantone 816 Pantone 817 Pantone 818 Pantone 819 Pantone 820 Pantone 821 Pantone 822 Pantone 823 Pantone 824 Pantone 825 Pantone 826 Pantone 827 Pantone 828 Pantone 829 Pantone 830 Pantone 831 Pantone 832 Pantone 833 Pantone 834 Pantone 835 Pantone 836 Pantone 837 Pantone 838 Pantone 839 Pantone 840 Pantone 841 Pantone 842 Pantone 843 Pantone 844 Pantone 845 Pantone 846 Pantone 847 Pantone 848 Pantone 849 Pantone 850 Pantone 851 Pantone 852 Pantone 853 Pantone 854 Pantone 855 Pantone 856 Pantone 857 Pantone 858 Pantone 859 Pantone 860 Pantone 861 Pantone 862 Pantone 863 Pantone 864 Pantone 865 Pantone 866 Pantone 867 Pantone 868 Pantone 869 Pantone 870 Pantone 871 Pantone 872 Pantone 873 Pantone 874 Pantone 875 Pantone 876 Pantone 877 Pantone 878 Pantone 879 Pantone 880 Pantone 881 Pantone 882 Pantone 883 Pantone 884 Pantone 885 Pantone 886 Pantone 887 Pantone 888 Pantone 889 Pantone 890 Pantone 891 Pantone 892 Pantone 893 Pantone 894 Pantone 895 Pantone 896 Pantone 897 Pantone 898 Pantone 899 Pantone 900 Pantone 901 Pantone 902 Pantone 903 Pantone 904 Pantone 905 Pantone 906 Pantone 907 Pantone 908 Pantone 909 Pantone 910 Pantone 911 Pantone 912 Pantone 913 Pantone 914 Pantone 915 Pantone 916 Pantone 917 Pantone 918 Pantone 919 Pantone 920 Pantone 921 Pantone 922 Pantone 923 Pantone 924 Pantone 925 Pantone 926 Pantone 927 Pantone 928 Pantone 929 Pantone 930 Pantone 931 Pantone 932 Pantone 933 Pantone 934 Pantone 935 Pantone 936 Pantone 937 Pantone 938 Pantone 939 Pantone 940 Pantone 941 Pantone 942 Pantone 943 Pantone 944 Pantone 945 Pantone 946 Pantone 947 Pantone 948 Pantone 949 Pantone 950 Pantone 951 Pantone 952 Pantone 953 Pantone 954 Pantone 955 Pantone 956 Pantone 957 Pantone 958 Pantone 959 Pantone 960 Pantone 961 Pantone 962 Pantone 963 Pantone 964 Pantone 965 Pantone 966 Pantone 967 Pantone 968 Pantone 969 Pantone 970 Pantone 971 Pantone 972 Pantone 973 Pantone 974 Pantone 975 Pantone 976 Pantone 977 Pantone 978 Pantone 979 Pantone 980 Pantone 981 Pantone 982 Pantone 983 Pantone 984 Pantone 985 Pantone 986 Pantone 987 Pantone 988 Pantone 989 Pantone 990 Pantone 991 Pantone 992 Pantone 993 Pantone 994 Pantone 995 Pantone 996 Pantone 997 Pantone 998 Pantone 999 Pantone 1000			

Doyle 1830 E. 12th Street, Oakland, California 94606
 THE DOYLE GROUP Tel: 510.533.8402 Fax: 510.533.8218

S&W
 14-1/2 OZ. READY-CUT
 DICED TOMATOES
 WITH ROASTED GARLIC
 4-1/32 X 9-3/32 X 9-1/2
 JOB# 4280-37121 (01/16/02)

85% OUTSIDE OF LABEL
 P 1 2 3 4 5 6 7 8 9 0 1 2 3 4



BRUSCHETTA

A traditional Italian toast with tomatoes,
 pronounced brew-SKAYT-tah

- 1 can (14 1/2 oz) S&W® Ready-Cut® Diced Tomatoes with Roasted Garlic, drained
- 2 Tbsp. chopped fresh basil or 1/2 tsp. dried basil
- 1 Tbsp. olive oil
- 1/4 tsp. salt
- 1 French bread baguette (8-inches), cut into 1/2-inch slices

In a medium bowl, combine tomatoes, basil, oil, and salt; let stand 5 minutes. Broil bread slices until golden, about 20 seconds per side. Just before serving, top with tomato mixture.

INGREDIENTS: TOMATOES, TOMATO JUICE, ROASTED GARLIC, SALT, HIGH FRUCTOSE CORN SYRUP, OREGANO, NATURAL FLAVORINGS, CALCIUM CHLORIDE, CITRIC ACID, DEHYDRATED PARSLEY.

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Ready-Cut®

**DICED TOMATOES
 IN TOMATO JUICE**



Nutrition Facts

Serving Size 1/2 cup (118g)
 Servings Per Container about 3 1/2

Amount Per Serving

Calories 30 Calories from Fat 0

	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 5g	2%
Dietary Fiber less than 1g	4%
Sugars 3g	
Protein 2g	

Vitamin A 90% • Vitamin C 25%

Calcium 4% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

2L LABEL HEIGHT 4 1/2"

SW 32382 2L AT 1.03 UNL PT

85% OUTSIDE OF LABEL

MEET 9 3/32"

COLOR COVERAGE 8 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%



DMCYAN DMMAGENTA

25% 50% 75% 25% 50% 75%



DMDKBLUE DMGREEN



DMCYAN



DMMAGENTA



DMDKBLUE



DMGREEN

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Doyle
 THE DOYLE GROUP 1530 E.126 Street, Oakland, California 94606
 Tel: 510.533.8602 Fax: 510.533.8215



S&W
 14-1/2 OZ. READY-CUT
 DICED TOMATOES
 WITH ROASTED GARLIC
 4-1/32 X 0-3/32 X 9-1/2
 JOB# 4280-37121 (01/16/02)

85% OUTSIDE OF LABEL
 2 1 2 3 4 5 6 7 8 9 10 11 12



BRUSCHETTA
 A traditional Italian toast with tomatoes,
 pronounced brew-SKAYT-tah

- 1 can (14 1/2 oz) S&W® Ready-Cut® Diced Tomatoes with Roasted Garlic, drained
- 2 Tbsp. chopped fresh basil or 1/2 tsp. dried basil
- 1 Tbsp. olive oil
- 1/4 tsp. salt
- 1 French bread baguette (8-inches), cut into 1/2-inch slices

In a medium bowl, combine tomatoes, basil, oil, and salt; let stand 5 minutes. Broil bread slices until golden, about 20 seconds per side. Just before serving, top with tomato mixture.

INGREDIENTS: TOMATOES, TOMATO JUICE, ROASTED GARLIC, SALT, HIGH FRUCTOSE CORN SYRUP, OREGANO, NATURAL FLAVORINGS, CALCIUM CHLORIDE, CITRIC ACID, DEHYDRATED PARSLEY.
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 TO MAINTAIN PRODUCT QUALITY AFTER OPENING REFRIGERATE IN GLASS OR PLASTIC CONTAINER.



PULL TOP LID!



Ready-Cut®
DICED TOMATOES
 IN TOMATO JUICE

Nutrition Facts

Serving Size 1/2 cup (118g)
 Servings Per Container about 3 1/2

Amount Per Serving	
Calories 30	Calories from Fat 0
Total Fat 0.5g	% Daily Value* 1%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 5g	2%
Dietary Fiber less than 1g	4%
Sugars 3g	
Protein 2g	
Vitamin A 90%	Vitamin C 25%
Calcium 4%	Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Net Wt
 14 1/2 oz
 (411g)



PLEASE RECYCLE

2L LABEL HEIGHT 4 1/32"

2 1 2 3 4 5 6 7 8 9 10 11 12

MEET 9 3/32"

COLOR COVERAGE 8 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%



DMCYAN DM MAGENTA

25% 50% 75% 25% 50% 75%



DMDKBLUE DM GREEN



DMCYAN



DM MAGENTA



DMDKBLUE



DM GREEN

Doyle Group, Design and Graphics

DOYLE
THE DOYLE GROUP

1530 E.126 Street, Oakland, California 94604
Tel: 510.533.0402 Fax: 510.533.8215



S&W
14-1/2 OZ. NO SALT ADDED
STEWED TOMATOES
4-1/32 X 9-3/32 X 6-1/2
JOB# 4280-36871 (1/16/03)

85% OUTSIDE OF LABEL



These S&W Stewed Tomatoes are perfect for those who prefer premium quality, firm, sun-ripened California tomatoes with onion, celery, bell pepper and No Salt Added.

S&W - Simply Wonderful

For a fresh homemade taste with No Salt Added, just heat and serve as a delicious side dish, or use for making sauces, stews, soups, chicken and meat dishes.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, DRIED ONIONS, GREEN PEPPERS, CELERY, CALCIUM CHLORIDE, CITRIC ACID, SPICE.

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SAN FRANCISCO, CA
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TO MAINTAIN
PRODUCT QUALITY
AFTER OPENING
REFRIGERATE IN
GLASS OR PLASTIC
CONTAINER



Net Wt
14 1/2 OZ
(411g)



No Salt Added

STEWED TOMATOES

Sliced with Bell Pepper, Celery & Onion



Nutrition Facts

Serving Size 1/2 cup (126g)
Servings Per Container about 3 1/2

Amount Per Serving	
Calories 35	Calories from Fat 0
Total Fat 0g	% Daily Value 0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 50mg	2%
Total Carbohydrate 9g	3%
Dietary Fiber 2g	8%
Sugars 7g	
Protein 1g	
Vitamin A 10%	Vitamin C 15%
Calcium 2%	Iron 2%

*Percent Daily Values are based on a diet of other people's misdeeds.

2L LABEL HEIGHT 4 1/2"

SW 36871 2L 142 1.03

85% OUTSIDE OF LABEL

MEET @ 3/32"

COLOR COVERAGE @ 1/2"

LABEL LENGTH @ 1/2"

25% 50% 75% 25% 50% 75%



25% 50% 75% 25% 50% 75%



Del Monte Packaging & Graphics
One Market @ The Landmark, San Francisco, CA 94115

DOYLE 1530 E. 12th Street, Oakland, California 94606
 THE DOYLE GROUP Tel: 510.533.0402 Fax: 510.533.8215

S&W
 14-1/2 OZ. PETTITE-CUT
 DICED TOMATOES GARLIC & ONIONS
 4-1/32 X 9-3/32 X 9-1/2
 JOB# 3394-32364 (06/19/03)

85% OUTSIDE OF LABEL
 2 1 2 3 4 5 6 7 8 9 10 11

2L LABEL HEIGHT 4.1332

Fiesta Chicken Pizza

Prep time: 10 minutes
 Cook time: 5 minutes
 Servings: 16 wedges

- 1 cup diced cooked chicken
- 1 can (14.5 oz.) S&W® Petite Cut™ Diced Tomatoes with Roasted Garlic and Sweet Onion, well drained
- 1/3 cup diced green chilies or jalapeno peppers
- 2 cups shredded Jack or Cheddar cheese
- 4 pita bread rounds
- Sliced green onions
- Cilantro

1. Distribute chicken, tomatoes, chilies and cheese on pita bread.
2. Place on baking sheet and bake at 425°F until hot and cheese is melted, about 5 minutes.
3. Garnish with green onions and cilantro, if desired. Cut each into 4 wedges and serve.

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SW 32386 2L AN 1.03 UML RT

NEW!
 GREAT FOR
 DIPS AND
 APPETIZERS



Petite-Cut

DICED TOMATOES
 in Rich, Thick Juice

with **ROASTED GARLIC**
 AND **SWEET ONIONS**



Net Wt
 14 1/2 oz
 (411g)

Nutrition Facts

Amount Per Serving	
Calories 45	Calories from Fat 0
Total Fat 0g	% Daily Value* 0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 550mg	23%
Total Carbohydrate 10g	3%
Dietary Fiber 1g	4%
Sugars 8g	
Protein 1g	
Vitamin A 15%	Vitamin C 15%
Calcium 2%	Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, TOMATO PUREE, ONIONS, ROASTED GARLIC, SALT, CITRIC ACID, DRIED ONION, SPICES, ONION POWDER, CALCIUM CHLORIDE, NATURAL FLAVORS.

85% OUTSIDE OF LABEL
 2 1 2 3 4 5 6 7 8 9 10 11

MEET 9 3/32"

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%

25% 50% 75%

DMCYAN DMAGENTA

DMDKBLUE



DMCYAN

DMAGENTA

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Del Monte Packaging & Graphics
 One Market of The Landsman, San Francisco, CA 94115

LE 1530 E. 12th Street, Oakland, California 94606
 © M/F Tel: 510.533.0402 Fax: 510.533.8215



S&W
 28 OZ. ITALIAN STYLE
 STEWED TOMATOES
 4 5/16 X 12 3/8 X 13
 JOB# 4280-36783 (1/16/03)

LABEL
 7 0 0 0 R 2L

S&W
 Stewed Tomatoes, originated the sweet 'meaty' flavor and pear shaped tomatoes with additional Italian seasoning.

Simply Wonderful
 Italian touch, just heat and use as side dish, or use for making soups, stews, soups, chicken and meat dishes.

TOMATOES, TOMATO JUICE, HIGH FRUCTOSE DEHYDRATED ONION, DEHYDRATED CELERY, PEPPER, CALCIUM CHLORIDE, CITRIC ACID, OREGANO, BASIL, NATURAL FLAVORING.



Net Wt.
 1lb 12oz
 (28 oz)
 794g

S&W
ITALIAN RECIPE
PREMIUM STEWED TOMATOES
 Sliced With Pear Tomatoes, Oregano & Basil



Nutrition Facts

Serving Size 1/2 cup (123g)
 Servings Per Container about 6
 Amount Per Serving
 Calories 35 Calories from Fat 0
Total Fat 0g % Daily Value* 0%
 Saturated Fat 0g 0%
 Cholesterol 0mg 0%
 Sodium 270mg 11%
Total Carbohydrate 7g 2%
 Dietary Fiber 2g 8%
 Sugars 5g
Protein 1g

Vitamin A 10% • Vitamin C 20%
 Calcium 4% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs.

Nutrient	Calories	
	2,000	2,500
Total Fat	Less Than 65g	80g
Sat Fat	Less Than 20g	25g
Cholesterol	Less Than 300mg	300mg
Sodium	Less Than 2400mg	2400mg
Total Carbohydrate	300g	375g
Fiber	25g	30g

SW 36783 3P A1 1.03

LABEL
 7 0 0 0 R 2L

MEET 12 3/8"

COLOR COVERAGE 12 1/2"

LABEL LENGTH 15"

75% 25% 50% 75% 25% 50% 75%

DMCKBLUE DMGREEN



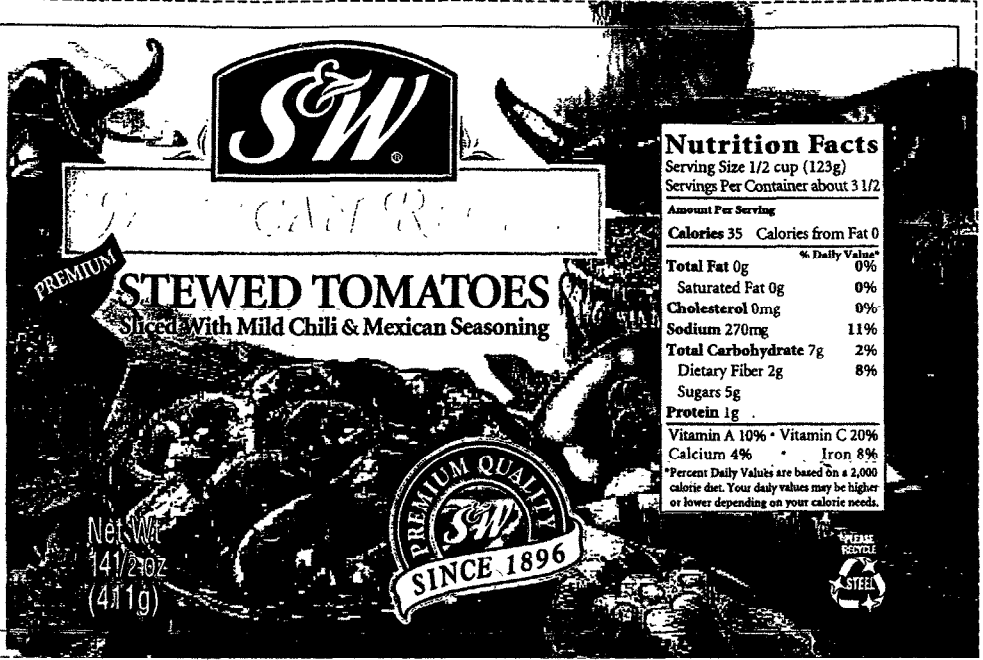
Graphics

DOYLE 1530 E. 12th Street, Oakland, California 94606
 THE DOYLE GROUP Tel: 510.537.0602 Fax: 510.533.8218



S&W
 14-1/2 OZ. MEXICAN RECIPE
 STEWED TOMATOES
 4-1/32 X 9-3/32 X 9-1/2
 JOB# 4280-36806 (1/16/03)

85% OUTSIDE OF LABEL
 2 3 4 5 6 7 8 9 0 1



Nutrition Facts

Serving Size 1/2 cup (123g)
 Servings Per Container about 3 1/2

Amount Per Serving
Calories 35 Calories from Fat 0

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 270mg	11%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 5g	

Protein 1g

Vitamin A 10% • Vitamin C 20%
 Calcium 4% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs.



S&W - Simply Wonderful™
 Just heat and serve as a delicious side dish,
 or use as a convenient ingredient when
 preparing enchiladas, Huevos Rancheros
 and other Mexican recipes.

INGREDIENTS: TOMATOES, TOMATO JUICE, RED CHILI PUREE,
 HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION,
 DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CITRIC
 ACID, CALCIUM CHLORIDE, CUMIN, CORIANDER, RED PEPPER,
 NATURAL FLAVORING.

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 OR PLASTIC CONTAINER.



SW 38806 2L A1 1.03

85% OUTSIDE OF LABEL
 2 3 4 5 6 7 8 9 0 1

MEET 9 3/32"

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%



DMCYAN DM MAGENTA

25% 50% 75%



DMCKBLUE



DMCYAN



DM MAGENTA



DMCKBLUE

DOYLE
 THE DOYLE GROUP
 1520 E. 12th Street, Oakland, California 94606
 Tel: 510.533.0402 Fax: 510.533.8215



S&W
 14-1/2 OZ. CAJUN RECIPE
 STEWED TOMATOES
 4-1/32 X 9-3/32 X 9-1/2
 JOB# 4280-36855 (1/16/03)

85% OUTSIDE OF LABEL
 25 50 75 25 50 75

2L LABEL HEIGHT 4 1/2"



Cajun Recipe Stewed Tomatoes, originated by S&W, are made from premium, sun-ripened fresh tomatoes seasoned with red pepper, basil, allspice, onion and bell pepper.

S&W - Simply Wonderful

For a Cajun touch, just heat and serve as a delicious side dish, or use as a convenient ingredient when preparing Jambalaya, Gumbo and other Creole recipes.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION, SPICES, DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CITRIC ACID, DEHYDRATED GARLIC, CALCIUM CHLORIDE, NATURAL FLAVORING.

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 OR PLASTIC CONTAINER.

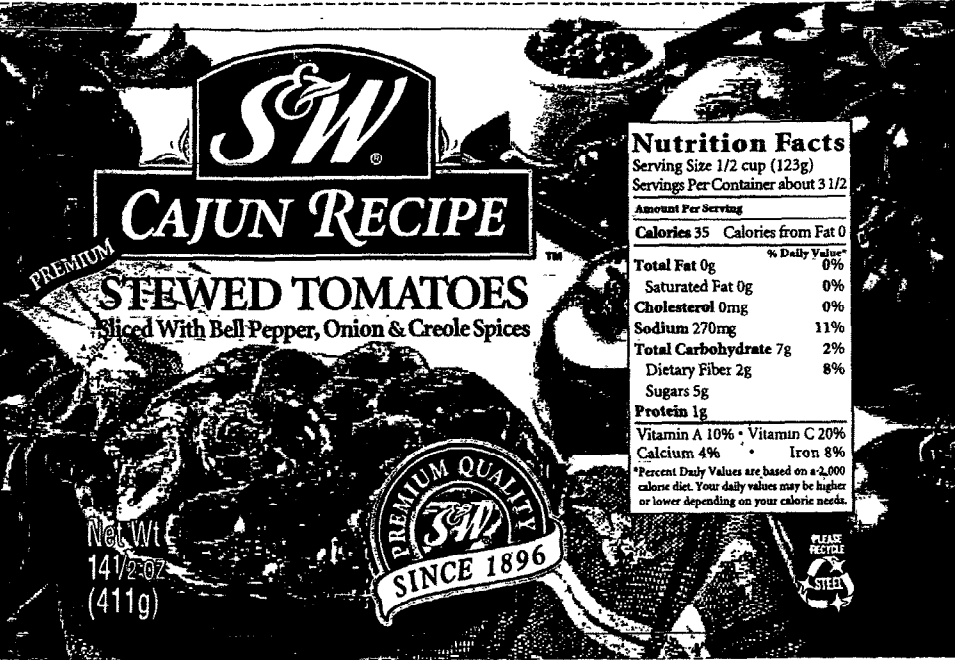


SW 36855 3L A1 1.03

0 11194 36855 5



PREMIUM STEWED TOMATOES
 Sliced With Bell Pepper, Onion & Creole Spices



Nutrition Facts

Serving Size 1/2 cup (123g)
 Servings Per Container about 3 1/2

Amount Per Serving
 Calories 35 Calories from Fat 0

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 270mg	11%
Total Carbohydrate 7g	2%
Dietary Fiber 2g	8%
Sugars 5g	
Protein 1g	

Vitamin A 10% · Vitamin C 20%

Calcium 4% · Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.



85% OUTSIDE OF LABEL

MEET 9 3/32"

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%

25% 50% 75%



DMCYAN DMMAGENTA



DMDKBLUE



DMCYAN



DMMAGENTA



DMDKBLUE

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THE DOYLE GROUP
1530 E.126 Street, Oakland, California 94606
Tel: 510.533.0602 Fax: 510.533.8215



S&W
14-1/2 OZ. ITALIAN RECIPE
STEWED TOMATOES
4-1/32 X 9-3/32 X 9-1/2
JOB# 4280-36780 (1/16/03)

85% OUTSIDE OF LABEL
2 1 2 3 4 5 6 7 8 9 10 11 12

2L LABEL HEIGHT 4 1/8"



Italian Recipe Stewed Tomatoes, originated by S&W, have the sweet 'meaty' flavor and firm texture of pear shaped tomatoes with a blend of traditional Italian seasoning.

S&W - Simply Wonderful™

For an authentic Italian touch, just heat and serve as a delicious side dish, or use for making spaghetti sauce, stews, soups, chicken and meat dishes.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION, DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CALCIUM CHLORIDE, CITRIC ACID, DEHYDRATED GARLIC, OREGANO, BASIL, NATURAL FLAVORING.
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0 11194 36780 0

SW 32386 2L A1 1.03 UNL PT

Net Wt
14 1/2 OZ
(411g)



ITALIAN RECIPE

STEWED TOMATOES™

Sliced With Pear Tomatoes, Oregano & Basil



Nutrition Facts

Serving Size 1/2 cup (123g)
Servings Per Container about 3 1/2

Amount Per Serving

Calories 35 Calories from Fat 0

Total Fat 0g % Daily Value* 0%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 270mg 11%

Total Carbohydrate 7g 2%

Dietary Fiber 2g 8%

Sugars 5g

Protein 1g

Vitamin A 10% • Vitamin C 20%

Calcium 4% • Iron 8%

*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.



85% OUTSIDE OF LABEL
2 1 2 3 4 5 6 7 8 9 10 11 12

MEET 9 3/32"

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%



DMCYAN DMMAGENTA

25% 50% 75% 25% 50% 75%



DMDKBLUE DMGREEN



DMCYAN



DMMAGENTA



DMDKBLUE



DMGREEN

DOYLE 1530 E. 12th Street, Oakland, California 94606
 THE DOYLE GROUP Tel: 510.533.0402 Fax: 510.533.0215



S&W
 14-1/2 OZ. ORIGINAL RECIPE
 STEWED TOMATOES
 4-1/32 X 9-3/32 X 9-1/2
 JOB# 4280-36723 (1/16/03)

NEW OUTSIDE OF LABEL
 P 2 1 2 3 4 5 6 7 8 9 0 1 2 3 4



S&W Original Recipe Stewed Tomatoes, made from fresh premium sun-ripened California tomatoes with onion, celery and bell pepper, add a tasty homestyle touch to any meal.

S&W - Simply Wonderful™

For a fresh homemade taste, just heat and serve as a delicious side dish, or use for making sauces, stews, soups, chicken and meat dishes.

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION, DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CALCIUM CHLORIDE, CITRIC ACID, NATURAL FLAVORINGS.

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PULL TOP LID!



ORIGINAL RECIPE

STEWED TOMATOES

Sliced With Onion, Celery & Bell Pepper



Net Wt
 14 1/2 oz
 (411g)

Nutrition Facts

Serving Size 1/2 cup (123g)

Servings Per Container about 3 1/2

Amount Per Serving

Calories 35 Calories from Fat 0

Total Fat 0g % Daily Value*

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 270mg 11%

Total Carbohydrate 7g 2%

Dietary Fiber 2g 8%

Sugars 5g

Protein 1g

Vitamin A 10% • Vitamin C 20%

Calcium 4% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

2L LABEL HEIGHT 4 1/32"

SW 32385 2L AT 1.03 UNL PT

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4

4.5% OUTSIDE OF LABEL

MEET 9 3/32"

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%

25% 50% 75%

DMCYAN DMAGENTA

DMDKBLUE

DMCYAN

DMAGENTA

DMDKBLUE

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