KELLER AND HECKMAN LLP
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WRITER'S DIRECT ACCESS

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

April 23, 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: 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

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WRITER'S DIRECT ACCESS

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

April 23, 2003

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

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Melvin S. Drozen
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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,

Mel Drozen

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

MEET 9 3/32"

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

2L label height 4 1/32"

DELICIOUS ITALIAN RECIPE ON BACK

Contadina®

RECIPE READY

DICED TOMATOES

In Rich, Thick Juice

MARINARA

WITH BURGUNDY WINE & OLIVE OIL

NET WT. 14.5 OZ. (411g)

35772 2L AD 2 03 JNL R1

Nutrition Facts

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

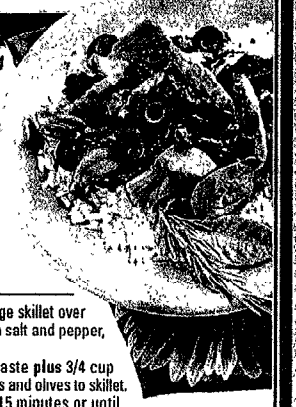
Amount Per Serving	
Calories 70 Calories from Fat 15	
	% Daily Value*
Total Fat 1.5g	**2%**
Saturated Fat 0g	**0%**
Cholesterol 0mg	**0%**
Sodium 600mg	**25%**
Total Carb. 13g	**4%**
Dietary Fiber 2g	**7%**
Sugars 9g	
Protein 1g	
Vitamin A 4% • Vitamin C 25%	
Calcium 2% • Iron 6%	

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

INGREDIENTS: TOMATOES, TOMATO JUICE, HIGH FRUCTOSE CORN SYRUP, ONIONS, BURGUNDY WINE, TOMATO PUREE, SALT, OLIVE POMACE OIL, SOYBEAN OIL, CITRIC ACID, CALCIUM CHLORIDE, SPICES, GARLIC POWDER.

DISTRIBUTED BY
CONTADINA FOODS, INC.
SAN FRANCISCO, CA 94105
PACKED IN U.S.A.

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
1 can (6 oz.) CONTADINA Italian Paste with Roasted Garlic
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.
3. **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, PO Box 193575, San Francisco, CA 94119-3575, and copy the stamped code from the end of the can – or refer to the code when calling 1-888-668-2847 Monday - Friday 8 a.m. - 5 p.m. Pacific Time

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

0 24000 35772 8

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

MEET 9 3/32"

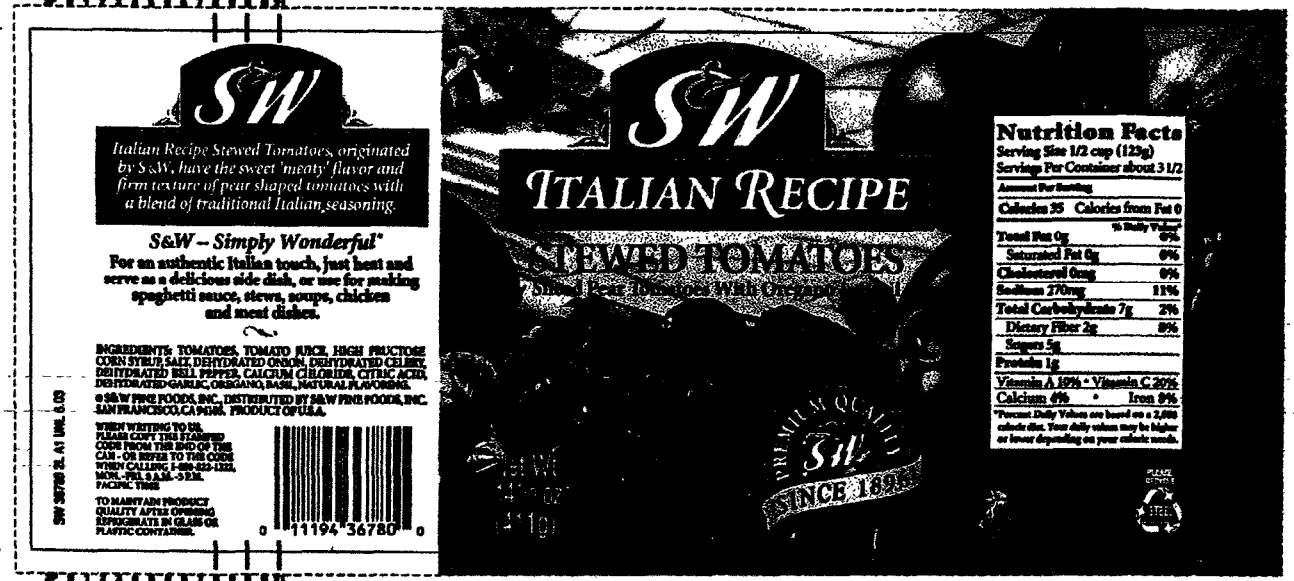
COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

DOYLE
THE DOYLE GROUP

S&W
14-1/2 OZ. ITALIAN RECIPE
STEWED TOMATOES
4-1/32 X 9-3/32 X 9-1/2
JOB# 4822-36780 (06/13/08)

80% OUTSIDE OF LABEL

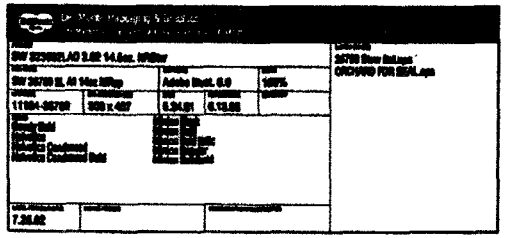


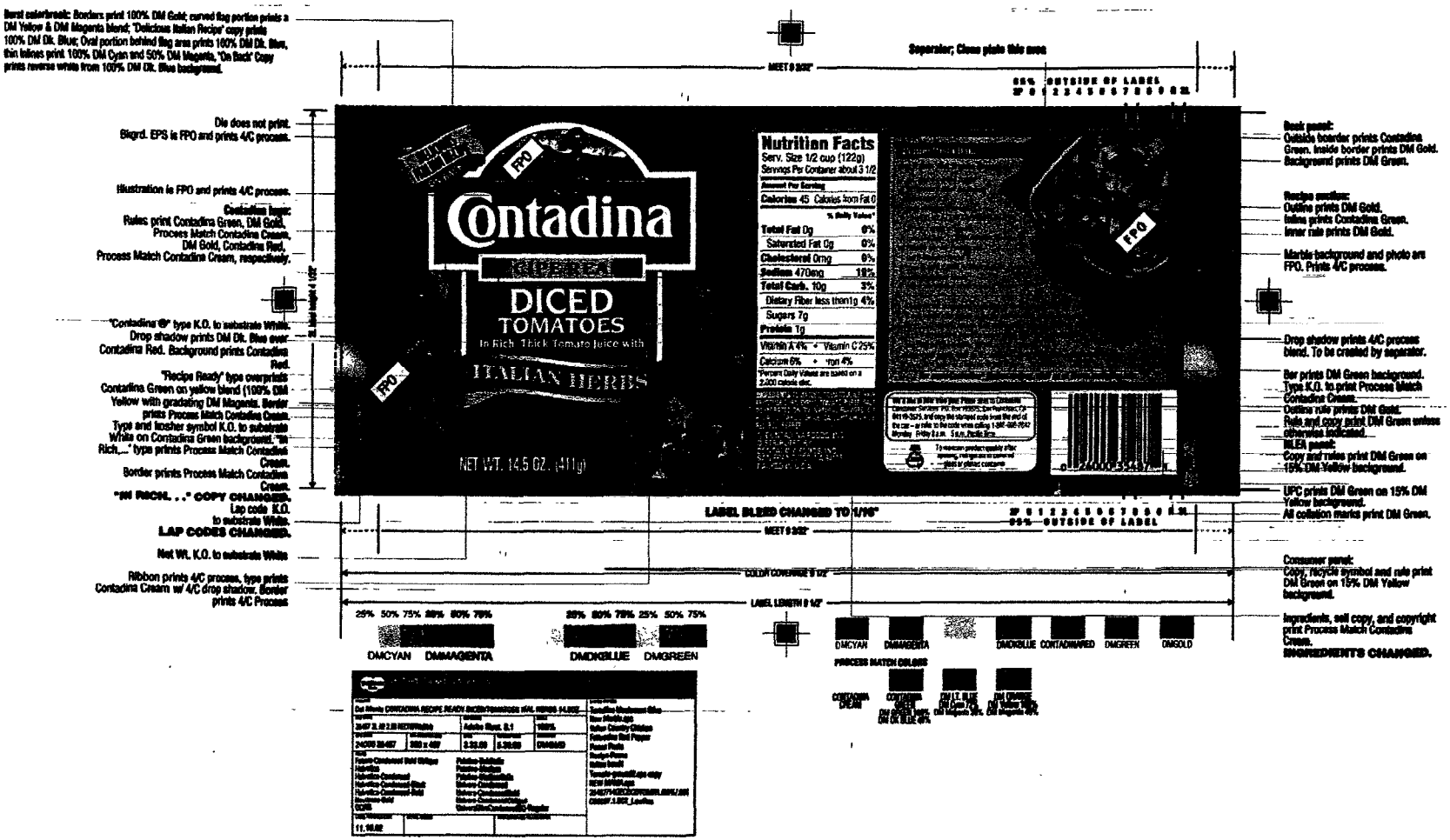
SHEET 9 3/32"
COLOR COVERAGE 9 1/2"
LABEL LENGTH 9 1/2"

25% 50% 75% 25% 50% 75%
DMCYAN DMMAGENTA

25% 50% 75% 25% 50% 75%
DMDKBLUE DMGREEN

DMCYAN DMMAGENTA DMDKBLUE DMGREEN




Burst colorbreak: 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 lines print 100% DM Cyan and 50% DM Magenta, "On Back" Copy prints reverse white from 100% DM Dk. Blue background.
Separator; Close plate this area
MEET 9 3/32"
65% OUTSIDE OF LABEL
Die does not print. Bkgrd. EPS is FPO and prints 4/C process.
Illustration is FPO and prints 4/C 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 gradating 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 CODES CHANGED.
Net Wt. K.O. to substrate White
Ribbon prints 4/C process, type prints Contadina Cream w/ 4/C drop shadow. Border prints 4/C Process
Contadina
DICED TOMATOES
In Rich, Thick Tomato Juice with
ITALIAN HERBS
FPO
NET WT. 14.5 OZ. (411g)
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 Value*
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 6% • Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet.
Back panel: Outside boarder prints Contadina Green. Inside border prints DM Gold. Background prints DM Green.
Recipe section: Outline prints DM Gold. Inline prints Contadina Green. Inner rule prints DM Gold.
Marble background and photo are FPO. Prints 4/C process.
Drop shadow prints 4/C 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.
NLEA panel: 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.
LABEL BLEED CHANGED TO 1/16"
MEET 9 3/32"
65% OUTSIDE OF LABEL
COLOR COVERAGE 9 1/2"
LABEL LENGTH 9 1/2"
Consumer panel: Copy, recycle symbol and rule print DM Green on 15% DM Yellow background.
Ingredients, sell copy, and copyright print Process Match Contadina Cream.
INGREDIENTS CHANGED.
25% 50% 75% 25% 50% 75%
DMCYAN DMMAGENTA
25% 50% 75% 25% 50% 75%
DMDKBLUE DMGREEN
DMCYAN DMMAGENTA DMDKBLUE CONTADIAWARED DMGREEN DMGOLD
PROCESS MATCH COLORS
CONTADINA CREAM
CONTADINA GREEN
DM LT. BLUE
DM ORANGE

NOTE: USE BASE 35775 2L AN 3.02 UNI. R1 & REMOVE "NEW" VIOLATOR.

Burst colorbreak: 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 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.
Bkgrd. EPS is FPO and prints 4/C process.
Pickup from existing RR Diced Roasted Garlic 35644 2L AO 5.01 UNI.

Illustration is FPO and prints 4/C 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 graduating 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 CHANGES.

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

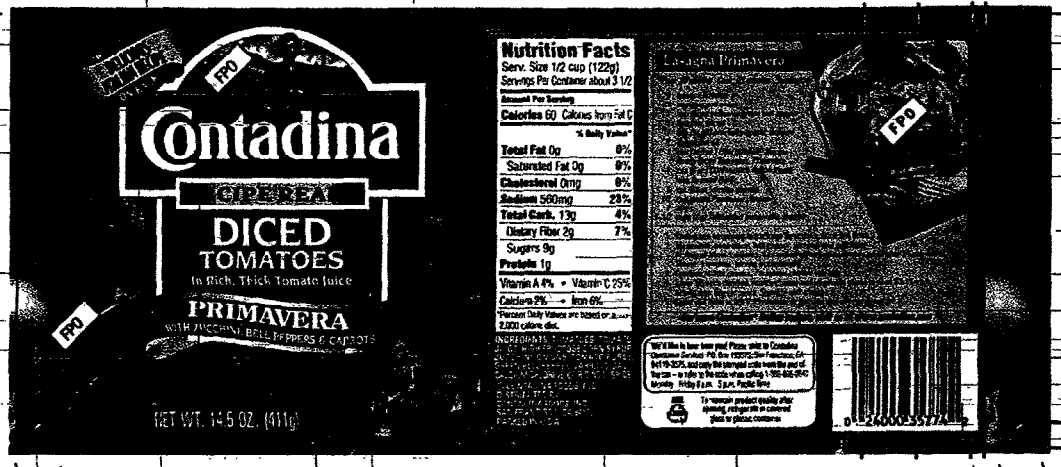
Net Wt. K.O. to substrate White

Replace PDP bowl CT with new photography.

Primavera Banner:
"PRIMAVERA" prints Contadina Cream, drop shadow prints Dk Prima Grad. "With Zucchini..." prints Contadina Cream. Face of banner prints from Dk Prima Grad to Med Prima Grad to Lt Prima Grad. 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.

MEET 9 3/32"

55% OUTSIDE OF LABEL



MEET 9 3/32"

55% OUTSIDE OF LABEL

COLOR COVERAGE 9 1/2"

LABEL LENGTH 9 1/2"

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

Recipe section:
Outline prints DM Gold.
Inline prints Contadina Green.
Inner 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 UNI.
Place in new recipe photo CT.

Drop shadow prints 4/C 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.

MLEA panel:
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, sell copy, copy and copyright print Process Match Contadina Cream. **INGREDIENTS CHANGES.**

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

DMCYAN DMMAGENTA

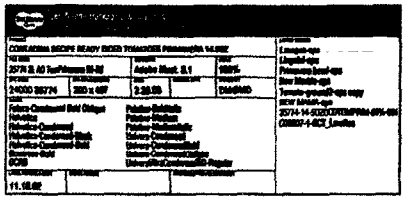
25% 50% 75% 25% 50% 75%

DMDKBLUE DMGREEN

DMCYAN DMMAGENTA DMDKBLUE CONTADMARED DMGREEN DMGOLD

PROCESS MATCH COLORS

CONTADINA CREME



Burst outerbeak: 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 inlines 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 3/8"

CLOSE THIS PORTION OF PHOTO

85% OUTSIDE OF LABEL

Die does not print. Bkgrd. EPS is FPO and prints 4C process.

Illustration is FPO and prints 4C process.

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

LABEL HEIGHT 11.02"

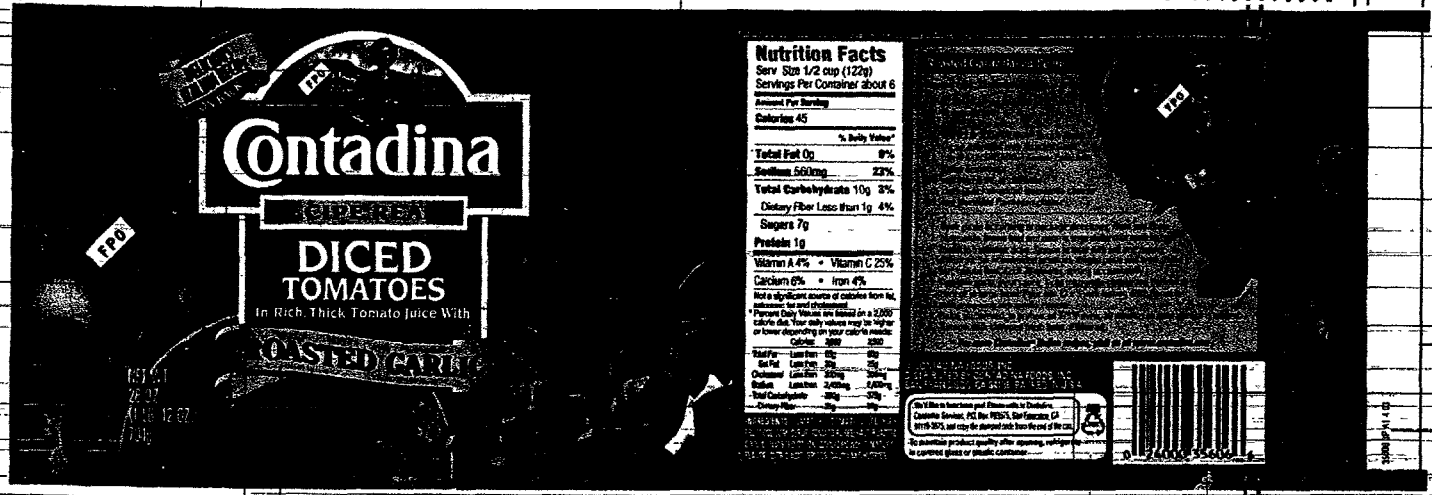
"Contadina ®" type K.O. to substrate White. Drop shadow prints DM Dk. Blue over Contadina Red. Background prints Contadina Red. background. Border prints Process Match Contadina Cream.

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

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

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

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



LABEL BLEED CHANGED TO 1/16"

MEET 12 3/8"

COLOR COVERAGE 12 1/2"

LABEL LENGTH 15.0"

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

Recipe outline: Outline prints DM Gold. Inline prints Contadina Green. Inner rule prints DM Gold.

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

Marble background and photo are FPO. Image to come from client. Prints 4/C process.

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

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

Lap code prints DM Green. LAP CODE CHANGED

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

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.

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

DMCYAN DMMAGENTA

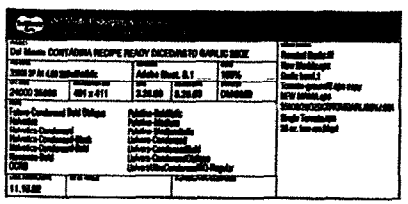
25% 50% 75% 25% 50% 75% 25% 50% 75%

DMDKBLUE DMGREEN CONTADNARED

DMCYAN DMMAGENTA DMDKBLUE CONTADNARED DMGREEN DMGOLD

PROCESS MATCH COLORS

CONTADINA CREAM



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

Guest colorbreak: 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 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. Bkgrd. EPS is FPO and prints 4/C process. Pickup from existing RR Diced Roasted Garlic 35644 2L AO 5.01 UNL

Illustration is FPO and prints 4/C 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.

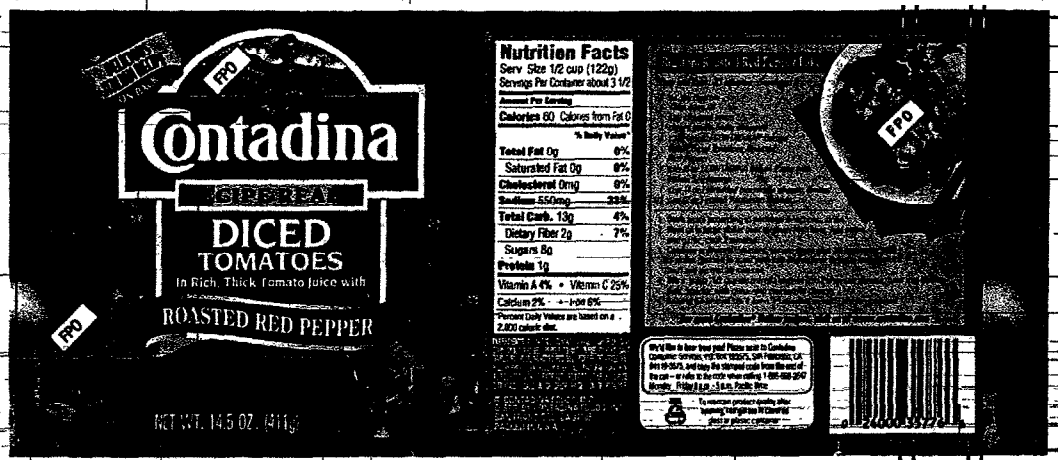
"Recipe Ready" type overprints Contadina Green on yellow blend (100% DM Yellow with gradating DM Magenta. Border prints Process Match Contadina Cream. Type and kosher symbol K.O. to substrate White on Contadina Green background. "In Rich,..." type prints Process Match Contadina Cream. Border prints Process 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 PDP bowl CT from existing Roasted Red Pepper 35777 2L AN 3.02 UNL R1

Roasted Red Pepper Banner: "ROASTED RED PEPPER" prints Contadina Cream, drop shadow prints Red Pep Shadow. 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.



Back panel: Outside boarder prints Contadina Green, inside border prints DM Gold. Background prints DM Green.

Recipe section: Outline prints DM Gold. Inline prints Contadina Green. Inner 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 UNL. Place in new recipe photo CT.

Drop shadow prints 4/C 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.

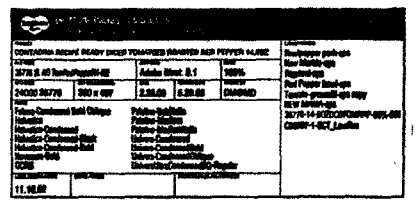
Rule and copy print DM Green unless otherwise indicated.

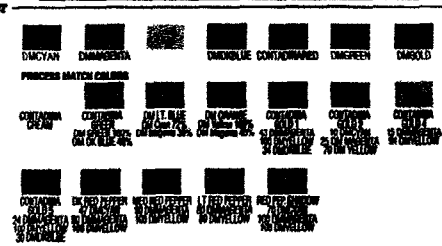
BLEA panel: Copy and rules print DM Green on 15% DM Yellow background.

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

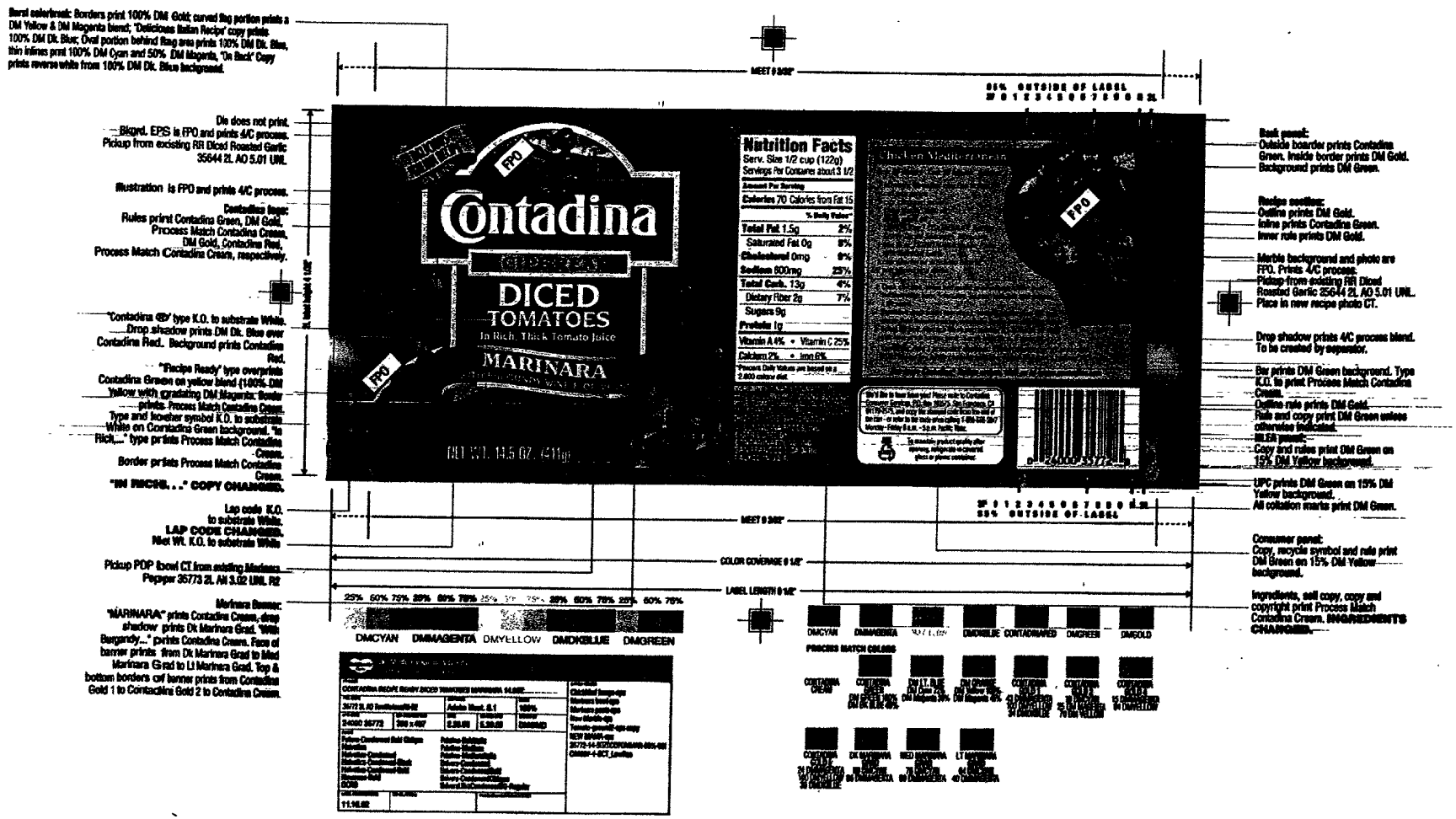
Consumer panel: Copy, recycle symbol and rule print DM Green on 15% DM Yellow background.

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





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



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.

DISTRIBUTED BY
S&W FINE FOODS, INC.
SAN FRANCISCO, CA
94105.
PRODUCT OF U.S.A. -
TO MAINTAIN PRODUCT QUALITY AFTER OPENING REFRIGERATE IN GLASS OR PLASTIC CONTAINER.

0 11194 31325 8

SW 31325 2L A1 1.03

2L LABEL HEIGHT 4 1/2"

S&W
Ready-Cut®
DICED TOMATOES
IN TOMATO JUICE
with CARAMELIZED ONIONS
PREMIUM QUALITY S&W SINCE 1896
Net Wt 14 1/2 oz (411g)

PLEASE RECYCLE

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 310mg	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 caloric diet. Your daily values may be higher or lower depending on your caloric needs.

25% OUTSIDE OF LABEL
SHEET 9 3/32"
COLOR COVERAGE 9 1/2"
LABEL LENGTH 8 1/2"

25% 50% 75% 25% 50% 75%
DMCYAN DMMAGENTA

25% 50% 75% 25% 50% 75%
DMDKBLUE DMGREEN

DMCYAN DMMAGENTA DMDKBLUE DMGREEN

Del Monte Packaging & Graphics
One Market @ The Landmark, San Francisco, CA 94105

Del Monte S&W Ready-Cut Diced Tomatoes in Tomatoe Juice w/ Caramelized Onions 14.5 oz.			
SW 31325 2L A1 14oz PCTomCam		Adobe Illust. 8.0	100%
11194-31325	300 x 497	5.21.01	1.18.03

Helvetica Bold
Helvetica Black
Souvenir Bold
Souvenir Extra Bold
Helvetica
Helvetica Condensed Medium
Helvetica Condensed Black
Helvetica Condensed Bold
Minion
Minion Semibold
Minion Bold
Minion Bold Italic
Minion Black
Minion Roman
Minion Condensed
Minion Swash Semibold Italic
Univers 67 Condensed Bold

9271 DICED TOM./ONION CX EPS
31325 DICED TOM./ONION CX 2
8461 ORCHARD FOR SEAL

DOYLE
THE DOYLE GROUP

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

55% OUTSIDE OF LABEL

4" LABEL HEIGHT 4 1/32"

S&W

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.

WHEN WRITING TO US, PLEASE COPY THE STAMPED CODE FROM THE END OF THE CAN - OR REFER TO THE CODE WHEN CALLING 1-888-522-1222, MON. - FRI. 8 A.M. - 5 P.M. PACIFIC TIME

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

0 11194 37121 0

SW 32362 2L A1 1.03 UNL PT

PULL TOP LID!

S&W Ready-Cut®

DICED TOMATOES
IN TOMATO JUICE

Net Wt 14 1/2 OZ (411g)

PREMIUM QUALITY S&W SINCE 1896

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.

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

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

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

85% OUTSIDE OF LABEL

2L LABEL HEIGHT 4 1/32"

S&W

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.

WHEN WRITING TO US, PLEASE COPY THE STAMPED CODE FROM THE END OF THE CAN - OR REFER TO THE CODE WHEN CALLING 1-888-322-1222, MON. - FRI. 8 A.M. - 5 P.M. PACIFIC TIME.

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

0 11194 37121 0

SW 32362 2L A1 1.03 UNL PT

PULL TOP LID!

S&W

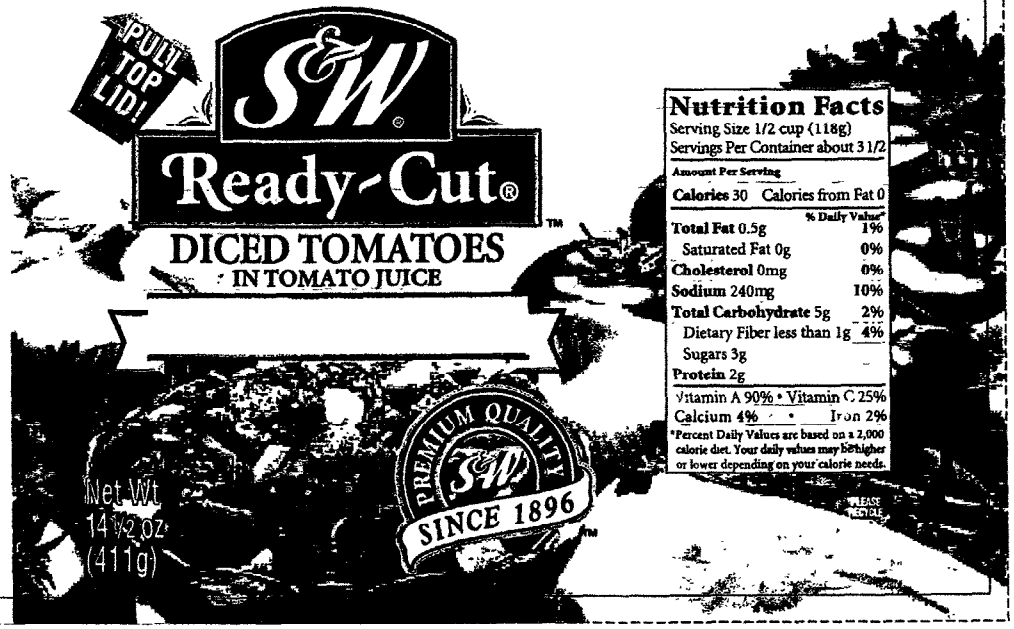
Ready-Cut®

DICED TOMATOES
IN TOMATO JUICE

Net Wt 14 1/2 oz (411g)

PREMIUM QUALITY S&W SINCE 1896

PLEASE RECYCLE



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.

85% OUTSIDE OF LABEL

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
THE DOYLE GROUP 1530 E.12th Street, Oakland, California 94606 Tel: 510.533.0602 Fax: 510.533.0215

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

2L LABEL HEIGHT 4 1/32"

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.

DISTRIBUTED BY
S&W FINE FOODS, INC.
SAN FRANCISCO, CA
94105.
PRODUCT OF U.S.A.

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

0 11194 36871 5

SW 36871 2L A2 1.03

No Salt Added
STEWED TOMATOES
Sliced with Bell Pepper, Celery & Onion

Net Wt 14 1/2 OZ (411g)

PREMIUM QUALITY S&W SINCE 1896

PLEASE RECYCLE STEEL

Nutrition Facts

Serving Size 1/2 cup (126g)
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 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 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%
DMCYAN DMMAGENTA

25% 50% 75% 25% 50% 75%
DMDKBLUE DMGREEN

DMCYAN DMMAGENTA DMDKBLUE DMGREEN

Del Monte Packaging & Graphics
One Market @ The Landmark, San Francisco, CA 94105

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

S&W
14-1/2 OZ. PETITE-CUT
DICED TOMATOES GARLIC & ONIONS
4-1/32 X 9-3/32 X 9-1/2
JOB# 3394-32384 (06/19/03)

85% OUTSIDE OF LABEL

2L LABEL HEIGHT 4 1/32"

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.

WHEN WRITING TO US, PLEASE COPY THE STAMPED CODE FROM THE END OF THE CAN- OR REFER TO CODE WHEN CALLING 1-888-322-1222 MON.- FRI. 8 A.M.-5 P.M., PACIFIC TIME.

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

0 11194 32384 4

SW 32386 2L AN 1.03 UNL R1

NEW! GREAT FOR DIPS AND APPETIZERS

S&W

Petite-Cut™

DICED TOMATOES

in Rich, Thick Juice

with ROASTED GARLIC AND SWEET ONIONS

PREMIUM QUALITY S&W SINCE 1896

Net Wt 14 1/2 oz (411g)

Nutrition Facts

Serving Size 1/2 Cup (125g)
Servings Per Container About 7

Amount Per Serving	
Calories 45	Calories from Fat 0
	% Daily Value*
Total Fat 0g	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 calorie 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.

RECIPE

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%

DMDKBLUE

DMCYAN DMMAGENTA DMDKBLUE

Del Monte Packaging & Graphics
One Market Of The Landmark, San Francisco, CA 94105

1530 E.12th Street, Oakland, California 94606
Tel: 510.533.0602 Fax: 510.533.8215

LABEL
7 8 8 8 R 2L

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

S&W

Stewed Tomatoes, originated
the sweet 'meaty' flavor and
f pear shaped tomatoes with
ditional Italian seasoning.

Simply Wonderful ™
ic Italian touch, just heat and
us side dish, or use for making
uce, stews, soups, chicken
nd meat dishes.

ATOES, TOMATO JUICE, HIGH FRUCTOSE
EHYDRATED ONION, DEHYDRATED CELERY,
EPPER, CALCIUM CHLORIDE, CITRIC ACID,
, OREGANO, BASIL, NATURAL FLAVORING.

NC.
C
UCT
TE

0 11194 36783 1

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

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

PREMIUM QUALITY
S&W
SINCE 1896 ™

Nutrition Facts
Serving Size 1/2 cup (123g)
Servings Per Container about 6

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 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

Nutrient		2,000 Calories	2,500 Calories
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

7 8 8 8 R 2L
LABEL

MEET 12 3/8"
COLOR COVERAGE 12 1/2"
LABEL LENGTH 13"

75%
ENTA
25% 50% 75% 25% 50% 75%
DMDKBLUE DMGREEN
DMCYAN DMMAGENTA DMDKBLUE DMGREEN
Graphics

DOYLE
THE DOYLE GROUP 1330 E.12th Street, Oakland, California 94606 Tel: 510.533.0602 Fax: 510.533.0215

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

2L LABEL HEIGHT 4 1/32"

S&W

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.

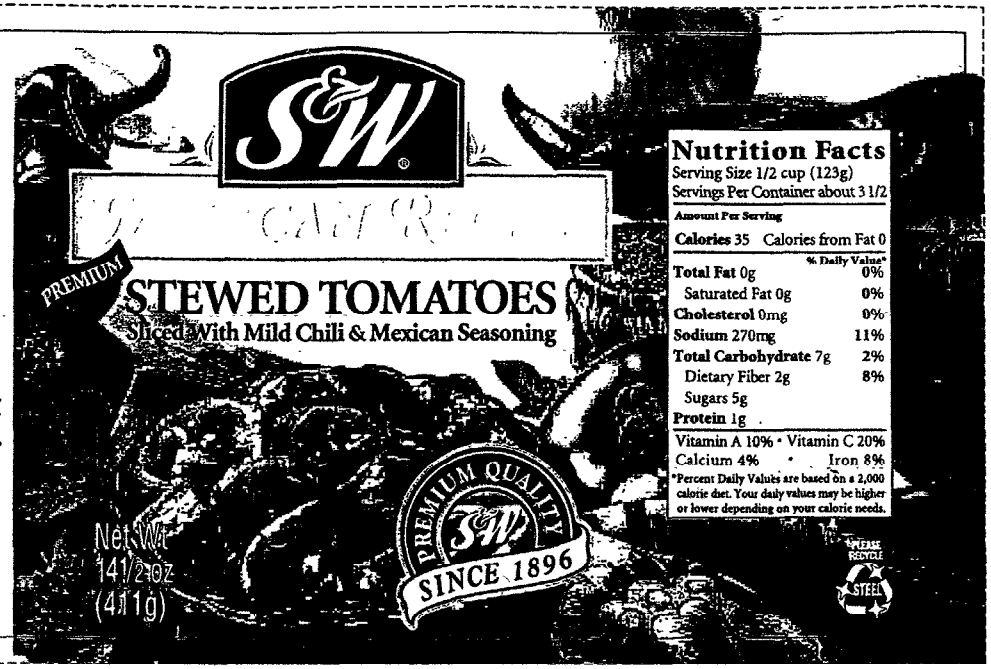
INGREDIENTS: TOMATOES, TOMATO JUICE, RED CHILI PUREE, HIGH FRUCTOSE CORN SYRUP, SALT, DEHYDRATED ONION, DEHYDRATED CELERY, DEHYDRATED BELL PEPPER, CITRIC ACID, CALCIUM CHLORIDE, CUMIN, CORIANDER, RED PEPPER, NATURAL FLAVORING.

DISTRIBUTED BY
S&W FINE FOODS, INC.
SAN FRANCISCO, CA
94105.
PRODUCT OF U.S.A.

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

0 11194 36806 7

SW 36806 2L A1 1.03



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.

PLEASE RECYCLE
STEEL

85% OUTSIDE OF LABEL

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%
DMDKBLUE

DMCYAN DMMAGENTA DMDKBLUE

DOYLE
THE DOYLE GROUP 1330 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

2L LABEL HEIGHT 4 1/32"

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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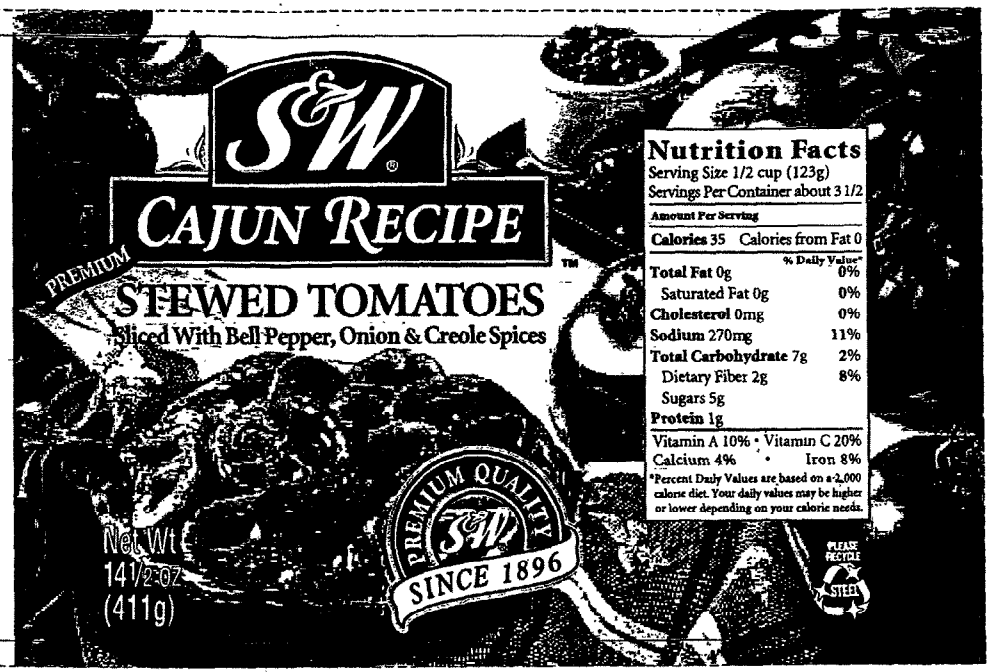
SW 36855 3L A1 1.03

0 11194 36855 5



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DMDKBLUE

DMCYAN DMMAGENTA DMDKBLUE

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

2L LABEL HEIGHT 4 1/32"

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.

WHEN WRITING TO US, PLEASE COPY THE STAMPED CODE FROM THE END OF THE CAN - OR REFER TO THE CODE WHEN CALLING 1-888-322-1222, MON. - FRI. 8 A.M. - 5 P.M. PACIFIC TIME

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

0 11194 36780 0

SW 32366 2L A1 1.03 UNL PT

PULL TOP LID!

S&W

ITALIAN RECIPE

STEWED TOMATOES ™

Sliced With Pear Tomatoes, Oregano & Basil

Net Wt. 14 1/2 oz (411g)

PREMIUM QUALITY S&W SINCE 1896 ™

PLEASE RECYCLE STEEL

Nutrition Facts

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

Amount Per Serving	
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	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Cholesterol 0mg	0%
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DMDKBLUE DMGREEN

DMCYAN DMMAGENTA

DMDKBLUE DMGREEN

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

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)

85% OUTSIDE OF LABEL

2L LABEL HEIGHT 4 1/32"

S&W

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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0 11194 36723 7

SW 32365 2L A1 1.03 UNL PT

PULL TOP LID!

S&W

ORIGINAL RECIPE

STEWED TOMATOES

Sliced With Onion, Celery & Bell Pepper

PREMIUM QUALITY S&W SINCE 1896

Net Wt 14½ oz (411g)

Nutrition Facts

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

Amount Per Serving	
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	% Daily Value*
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Del Monte Packaging & Graphics