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Yoom continues to turn heads

Syngenta's purple-skinned tomato brand is set to hit shelves in North America and Australasia.



S yngenta's purple-skinned cocktail tomato brand Yoom is spreading its wings after being well received in markets across Europe.

Developed through Syngenta Vegetable Seeds' natural selection breeding programme, Yoom was first presented at this year's Fruit Logistica in Berlin, where visitors were introduced to its distinctive purple colour and its unique, Umami taste,

The brand campaign initially saw volumes sent to markets including Spain, Italy and Portugal, with Yoom also supplied to France, Benelux, Germany and the UK.

Now, Syngenta has said, the Yoom brand is being extended to North America and Australasia, where pilot trial growers have reported on "excellent plant performance" in terms of yield and shelf-life.

Syngenta value chain Lead Jeremie Chabanis believes the size, texture, crunchiness and juiciness of Yoom makes it a truly gourmet experience for everyone.

"Healthy and tasty in just two bites, each Yoom tomato holds higher levels of anthocyanins, compared to regular tomatoes, per Syngenta internal trials," said Chabanis. "The higher levels of anthocyanins give it the distinctive purple skin colour."

Anthocyanins are believed to have proactive properties against a range of health issues, including high blood pressure, diabetes and inflammation.

"As the Yoom tomato ripens naturally on the vine, it develops its wonderfully attractive deep purple colour, firm texture and natural sugars. Consumers

are positively surprised by this fresh flavour and unique Umami sensation," he added.

Following a successful winter production programme in southern Europe, Syngenta said that growth was in full swing in some northern European countries - enabling local production wherever possible, along with potential for continued year-round supply.

Spring and summer season results in North America have shown good potential for a successful commercial launch in the upcoming growing cycle, Syngenta added.