



News Release  
For immediate Release

## Local product puts a new twist on an ethnic staple Smiling Green Tomato – the every day chutney

TORONTO, ON. (July 20<sup>th</sup>) – “Think globally, act locally” takes on a renewed resonance in the food industry, as On the Side Inc. takes condiment making to a new height, with its flagship product containing primarily ‘locally’ grown ingredients that offer – nutritional value, unique flavour blends and environmentally friendly benefits – destined to become the forerunner for locally inspired processed food in Canada.

Product launch will commence at the Ethnic and Specialty Food Expo starting September 30<sup>th</sup> to October 3<sup>rd</sup>, where sampling opportunities are offered. The specially marketed 292 ml. victorian jars include self stylized and attractive labelling to enhance product uniqueness -- beautiful enough to display on an elegant dinner table, as its water colour design transforms it from a condiment to an art form.

“As an educated environmentalist, self inspired painter and conscientious consumer, I wanted to develop a product that was value packed and unique. I want the consumer to have it all. There are tangible benefits to buying food close to home. While sourcing locally means quality and freshness, the number one reason for me was its environmental, social, economic, health and uniquely Canadian label. Mass produced brands just don’t have all the qualities consumers are looking for ,” says Chris Lianga, cofounder of On The Side Inc.

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Smilin' Green Tomato was Chris's brainchild as she applied her environmental experience to assert that Canada's fruit/vegetable industry and harsh climate are actually beneficial, because Canadian farmers often use less pesticides than their counterparts in warmer climates. While all ingredients included in her chutney may not necessarily be organic based, her local brand must adhere to geographical limits and ecological farming practices that limit the use of synthetic pesticides. In so doing, produce is not only fresh, but is processed not long after purchase.

If that weren't enough, in keeping with Canadian market trends, Smilin' Green Tomato will have mass market appeal, as it is as versatile as your most common table condiment, yet layers flavours using ethnic and local ingredients to create a rich and full bodied flavour. Blended rich and distinctive flavours allow consumers to create dishes not limited to ethnic foods, but span various cuisines to include cheeses, meats, poultry and seafood. These flavour blends merge the familiar with the exotic, and has the potential of capturing great interest across various consumer segments. Smilin' Green Tomato, the local brand that's truly an everyday chutney.

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