

Del Monte Celebrates Football Season with the “Ultimate Fan” Video Contest

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PUNT THE CARBS - FRUITS AND VEGGIES ADD KICK TO TAILGATE PARTIES

CORAL GABLES, FL – Football season signals the kick-off of another great, American tradition – tailgating parties. This year, why not take tailgating to a new level and add flavorful and nutritious fruits and vegetables to tailgating menus. Be sure to capture a video clip of the fun on a cell phone or camera and enter for a chance to win great prizes from Del Monte’s “Ultimate Fan” Contest.

Simply include Del Monte fruits and vegetables as part of the tailgating fun and upload a short video clip at www.fruits.com before November 21. The Ultimate Fan grand prize winner will receive a 56” widescreen HDTV that delivers quality pictures and sharp, clear color perfect for Super Bowl Sunday. Additional prizes include a Del Monte Ultimate Tailgate Kit which includes all the necessary tailgating gear such as a cooler, two folding chairs, a portable grill, BBQ accessories and a tent all branded in the winner’s favorite team colors; \$50 CBS Sports Store website gift certificates; and a one-year’s supply of Del Monte Gold Extra Sweet Pineapple.

In addition, specially-marked Del Monte Fresh Cut Products will feature a 15% off coupon which can be redeemed at the CBS Sports Store website for great team memorabilia. Coupons are available at participating Del Monte retailers through October 31st.

The ideal companion for any tailgate party is the taste of Del Monte fruits and vegetables such as the signature Del Monte Gold Extra Sweet pineapple and Del Monte® bananas, melons, grapes and avocados. With a wide variety of fresh-cut products that are pre-cut and conveniently packaged, fans can now enjoy the great taste of a nutritional snack at any special occasion, including tailgate parties or football get-togethers at home.

One particular fan favorite that’s a touchdown at tailgate parties is “Golden Grilled Pineapple with Sweet Citrus Glaze”:

Ingredients:

- 1 Del Monte Gold® Extra Sweet Pineapple
- ½ cup honey
- ¼ cup fresh lime juice
- 1 tbsp. grated lime peel
- 1 tsp. orange juice
- ¾ cup minced fresh mint

Directions:

Whisk honey, lime juice, lime peel, and orange juice in large glass baking dish. Peel pineapple and cut crosswise into 6 rounds. Remove core and discard. Add pineapple to baking dish and turn to coat. Then, cover with plastic wrap and let stand at room temperature at least 1 hour and up to 2 hours. Prepare grill on medium heat. Remove pineapple from marinade and reserve marinade for use later. Grill pineapple until golden brown for about 3 minutes per side, and then transfer to serving dish and pour reserved marinade over. Sprinkle with mint and serve warm or chilled. Serves 4.

To enter the video contest and for additional recipes, great tailgating tips, and nutritional information, visit www.fruits.com.
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ABOUT FRESH DEL MONTE PRODUCE, INC.

Fresh Del Monte Produce Inc. is one of the world's leading vertically integrated producers, marketers and distributors of high-quality fresh and fresh-cut fruit and vegetables, as well as a leading producer and distributor of prepared fruit and vegetables, juices, beverages, snacks and desserts in Europe, Africa and the Middle East. Fresh Del Monte markets its products worldwide under the Del Monte® brand, a symbol of product innovation, quality, freshness, and reliability.

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