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Home > News > SCS taste test winners announced

News

SCS taste test winners announced

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Andy Nelson

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Dulcinea Farms watermelons and Red Diamond Farms grape tomatoes are the winners of a taste test conducted at the Produce Marketing Association's Fresh Summit Oct. 15 in Atlanta.

Emeryville, Calif.-based third party food safety auditor Scientific Certification Systems (SCS) sponsored the contest, according to a company news release.

In the watermelon contest, Dulcinea's PureHeart mini seedless beat out two other competitors. In the grape tomato category, Red Diamond's beat out two other competitors.

In conjunction with the contest, SCS's director of testing services, Wil Sumner, gave a presentation at Fresh Summit on the company's Flavor Rich system for rating foods based on flavor and sensory experiences.

The contest's judges were Greg Corrigan, vice president of produce and floral for Raley's Supermarkets; consultant Jennifer Armen-Bolen; Martin Mazzanti, chairman of The Produce Exchange; and Sean Frisby, vice president of marketing and category management for Eurofresh Farms.

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