



Premier of Victoria

04 AUG 2006

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**Ms Marilyn Lanyon
Managing Director
Simply Tomatoes
PO Box 176
BOORT VIC 3537**

Dear Ms Lanyon

2006 PREMIER'S FOOD VICTORIA AWARDS

I would like to congratulate Simply Tomatoes for winning the 2006 Premier's Food Victoria Award for Innovation.

Simply Tomatoes is an excellent example of a company who has demonstrated innovation on a number of levels. Judges were impressed with the development of the product *Simply Green Tomatoes* in response to changing market pressures. They also praised your environmental innovation with the development of *Simply Dressing* which utilises production by-product, ensuring almost zero waste. Judges were impressed with your innovative packaging for export markets.

The Victorian Government is pleased to present Simply Tomatoes with this award. As a winner you will receive a stand at the *Fine Food Australia 2006* exhibition to be held at the Melbourne Exhibition Centre from 11 to 14 September 2006. You will also receive the winners' stamp which can be used on your marketing material plus the glass award for display within your company.

Kate Cini from Regional Development Victoria (03 9651 9033) will be in contact with you regarding the 2006 Premier's Food Victoria Award. She will be able to address any queries you may have.

Again, I would like to congratulate Simply Tomatoes on its win and I wish you every success for the future.

Yours sincerely

**HON STEVE BRACKS MP
Premier of Victoria**

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Information Privacy Act 2000*. Should you have any queries or wish to gain access to your personal information held by this Department please contact our Privacy Officer at the above address.

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