

PRESS RELEASE

For Immediate Release

**National Onion Labs, Inc. Adds Two New
Onion Flavor Certification Categories**

October 26, 2010 Collins, Georgia

National Onion Labs, Inc., (NOL) announces the commercial availability of Certified Medio™ and Certified Sizzler™ certifications. These two new certifications will help guide consumers and foodservice operators to select the right onion for their specific application.

Onions receiving the Certified Medio™ designation have robust onion flavor with very little eye tearing or mouth burn. These onions are an excellent choice when the consumer desires strong onion flavor without the discomfort that comes with cutting, slicing and dicing pungent onions. Onions receiving this designation are excellent for home and foodservice uses where piece integrity and a crisp, crunchy, glossy color and texture are important. This onion works well when eaten raw (for those desiring strong onion flavors) or cooked.

Onions receiving the Certified Sizzler™ designation are pungent with very robust onion flavors. Certified Sizzler™ is an excellent choice for full-flavored cooked applications where strong onion flavor and efficient browning or caramelization is desired. This onion is an excellent selection

for soups, casseroles, stews, steak toppings with mushrooms and other cooked applications.

These new designations join the widely recognized Certified Extra Sweet® and Certified Sweet® certifications from National Onion Labs, Inc. Onions with the Certified Extra Sweet® certification present the very unique combination of very mild onion flavors and sweetness. These onions are not hot, cause little to no eye tearing and have little to no onion aftertaste.

Onions with the Certified Sweet® certification present a very pleasant quick burst of onion flavor that clears the pallet quickly. These onions have very low levels of tearing and mouth heat and leave the consumer with a lingering impression of sweetness, with little to no onion aftertaste.

NOL, located in the heart of the Georgia Vidalia® onion region, is the acknowledged industry leader in flavor analysis and certification of onions. Since its inception, NOL has tested more than 1.3 million onions utilizing an array of public and internally developed methods to identify factors that cause an onion to provide pleasant or unpleasant taste experiences.

“We feel that it is a natural progression to expand our services to identify the flavor characteristics of all onions, so that the consumer knows exactly what to expect from the onions they buy,” remarks David Burrell, Founder and President of National Onion Labs, Inc.

Burrell admits that these additions have mandated a shift in his staff's approach to flavor certification. "We have been focused on helping growers perfect their sweet onion crop. Now we are better able to serve our expanding client base by helping them select the right onion for their specific application."

Formed in 1998, NOL has a global scope, servicing clients and conducting field surveys in more than 12 US states and 14 countries.

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