

La Tomatina

La Tomatina is one of the most unique festivals in the world. It's an all-out fiesta that a whole Spanish town celebrates. It's not a well-known holiday worldwide like other national holidays, but it's worth learning about because of its unique history.



La Tomatina Definition & Meaning

La Tomatina is a tomato food fight festival celebrated in the town of Buñol in Valencia, Spain, and is participated by thousands of people.

La Tomatina is a yearly event in the Spanish town of Buñol where participants throw overripe tomatoes at each other for fun like a food fight party.

When Is La Tomatina?

La Tomatina is celebrated every year in the town of Buñol on the last Wednesday of August. In 2022, La Tomatina falls on August.

Here's the reason why La Tomatina is observed every last Wednesday of August. In 1945, young people attended the Giants and Big-Heads figures parade in the Buñol town square.

A quarrel took place and people started throwing tomatoes at each other in a fit of rage; hence it became a fruit battle. They got the tomatoes from a nearby vendor. In the following years, the tomato-throwing battle became a tradition and is being observed to this day.

La Tomatina Purpose, Importance

La Tomatina may be a mere gimmick festival with no compelling historical significance and its origin is not as in-depth as religious holidays. However, La Tomatina has its purpose and is an important celebration. Let's discover why La Tomatina is a significant annual event.

For Entertainment

La Tomatina is for entertainment and that alone is a good enough reason to celebrate it. It's a fun activity where you hurl tomatoes at random people with all smiles and laughs. If you merely spectate the event, you can still have fun watching or taking pictures of the participants having tomatoes splash at their faces and their clothes soaked in red.

Cultural Showcase

La Tomatina is an event ingrained in the culture of the town of Buñol. That said, it's a cultural showcase and everyone around the world is welcome to experience it. No other city or country in the world has the La Tomatina festival. So if you want to witness this cultural icon, you need to book plane tickets to travel to Spain and visit Buñol in Valencia.

Boost Tourism in Buñol

Back in the 1950s, La Tomatina was banned because it had no religious importance and the elderly protested it. But due to its popularity, it eventually resurfaced and drew in more people. In 2002, it was declared by the Secretary of the Department of Tourism as a Festivity of International Tourist Interest. Establishments in Buñol and nearby are packed with tourists during La Tomatina, which includes restaurants, hotels, motels, and other accommodations.

Experience Traditional Spanish Cuisine

Various Spanish cuisine restaurants offer traditional dishes in celebration of La Tomatina. These dishes are delicious and unique and their primary ingredient is mostly tomatoes. So if plan to explore Spanish cuisine, the best time to do so is on the last Wednesday of August during the La Tomatina festivities.

What's in La Tomatina?

The center of attraction of La Tomatina is the friendly tomato-throwing fight participated by thousands of people, both local and international. It's an all-out fruit battle with no particular game mechanics. Just hurl overripe tomatoes to people and laugh it out. Others will merely spectate the event and take pictures of the fun mayhem.

How to Create a La Tomatina Social Media Post

If you're excited and pumped for this year's La Tomatina, you can express it on social media. All you have to do first is create a high-quality La Tomatina social media post with help from our simple guides below.

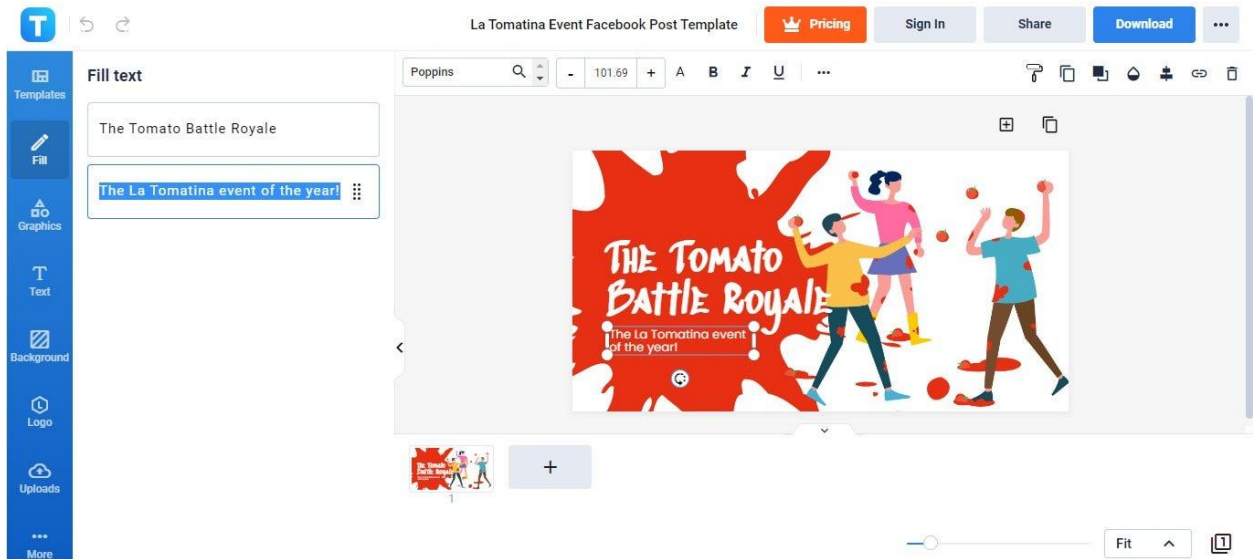
Facebook

1. Select a [La Tomatina Event Facebook Post](#) Template.



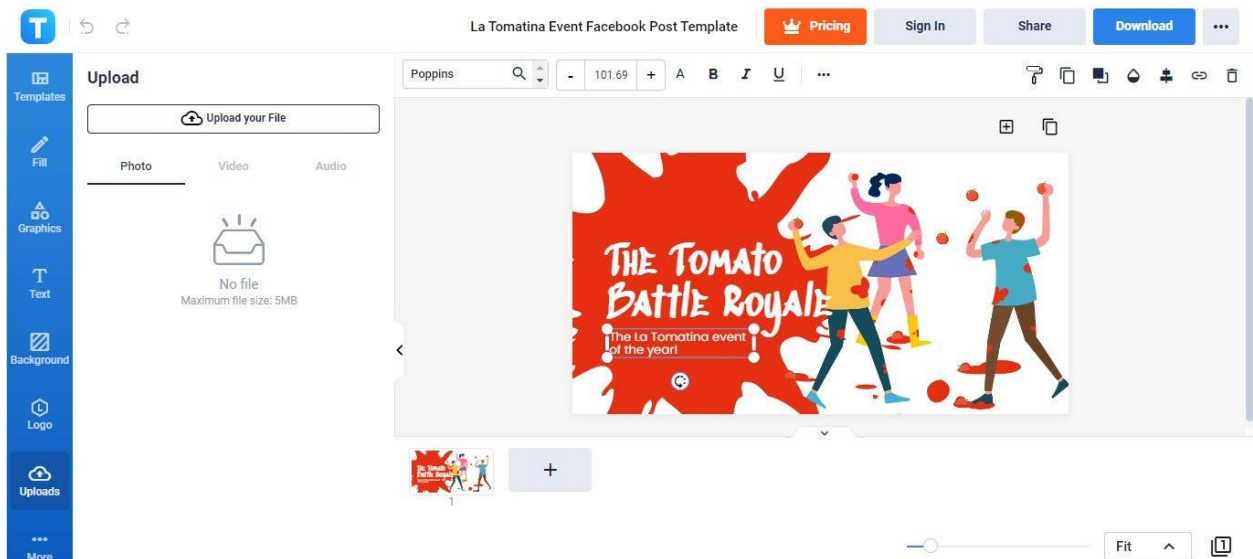
If you're on Facebook, use the platform to express your La Tomatina hype. Select any of our La Tomatina Facebook post templates. Each of them was designed with a La Tomatina theme as evidenced by their tomato cartoon drawings and red color scheme. Choose one and open it in our Editor tool to customize it.

2. Type in your La Tomatina slogan.



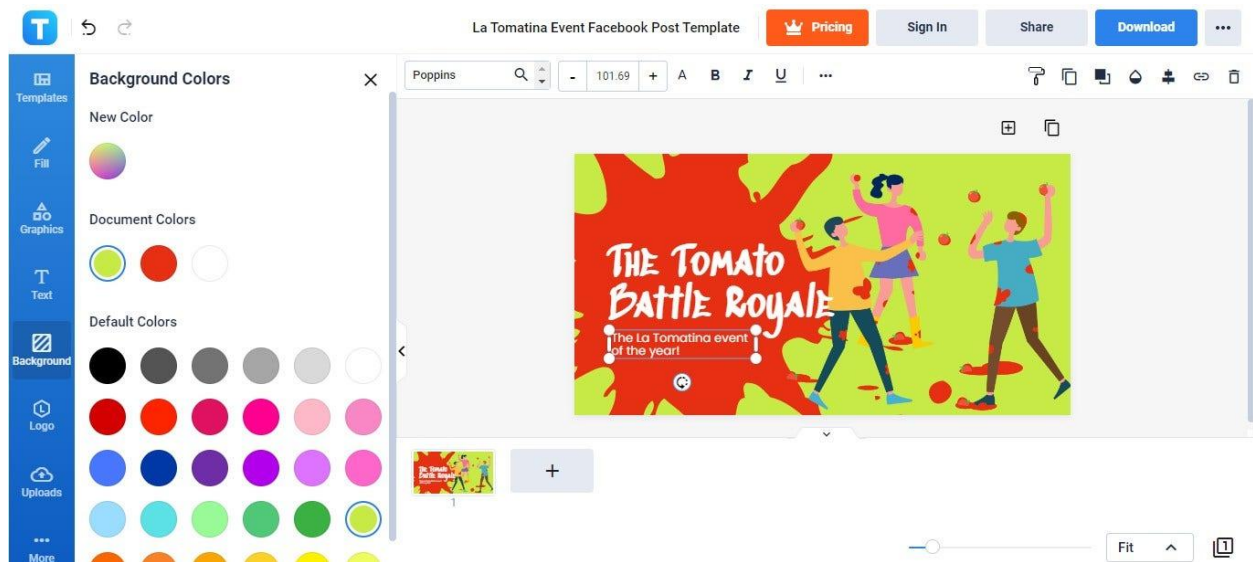
Once you're in the Editor tool, you can start by typing in your La Tomatina slogan in the template. To do that, go to the Fill panel and change the existing content of the Fill Text boxes. You can write something like "The Ultimate Tomato-Throwing War."

3. Include La Tomatina photos.



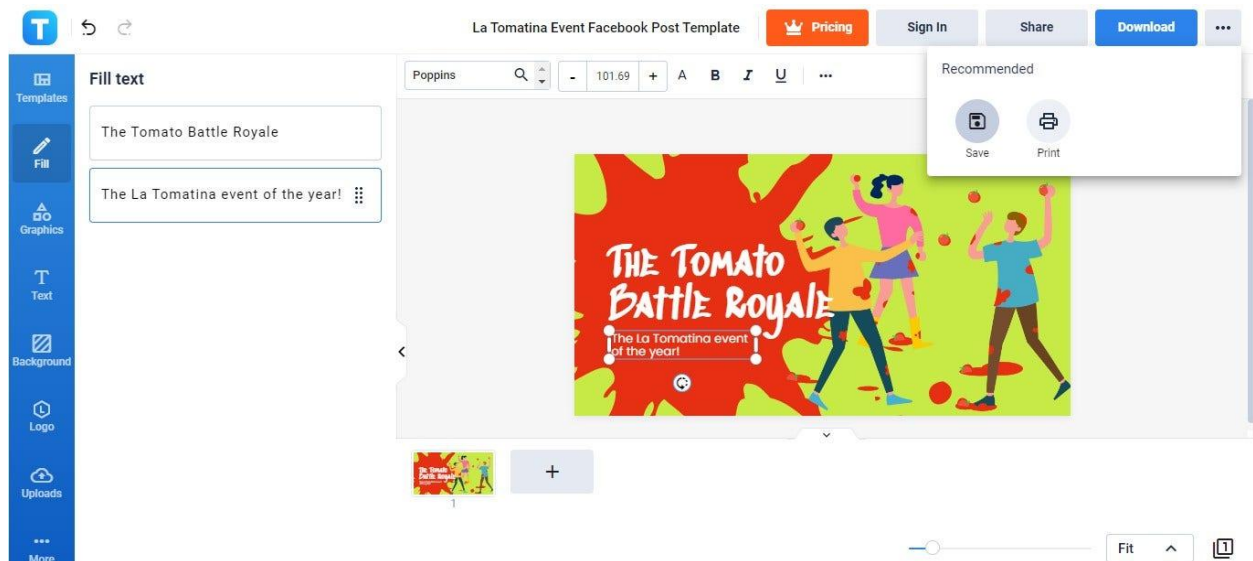
If you have photos of previous La Tomatina events, you can include them in the post. Open the Uploads tab in the Editor tool and select Photo. Click the Upload Your File button and upload La Tomatina image files from your computer or device folders. Make sure that they're not more than 5MB in file size.

4. Set up a different background color.



You can use a different background color if you want. Just head to the Background panel, select See All in the Colors section and choose a color under Default Colors. By clicking the color of your choice, it'll immediately become the post template's background color.

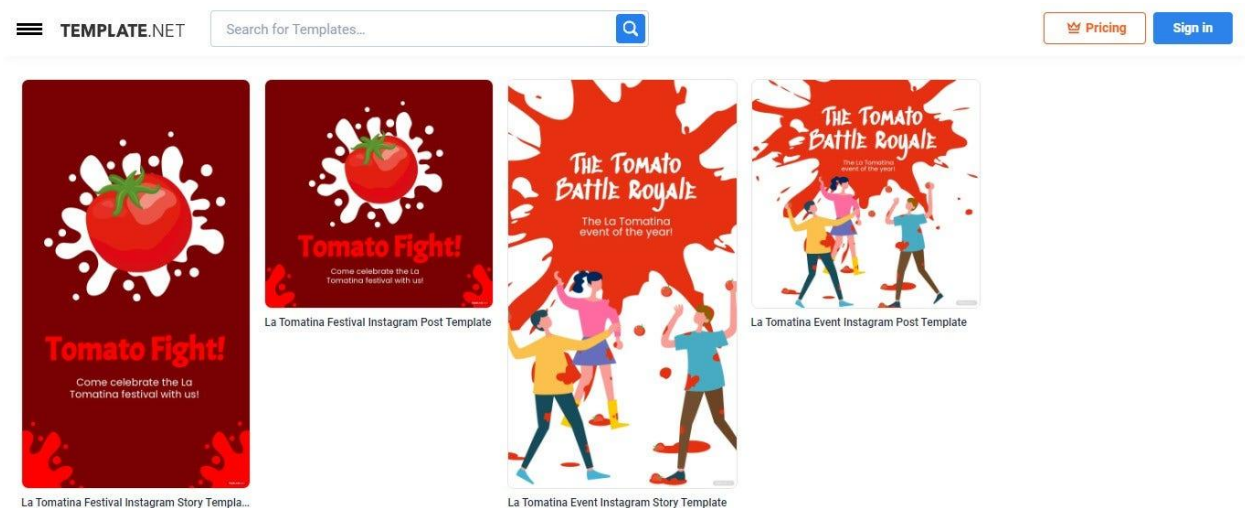
5. Save your La Tomatina Facebook post draft.



When you think everything is already good, you can proceed to save your La Tomatina Facebook post draft. Select the button with a three-dotted icon in the upper right corner of the Editor tool and click Save. Upload it to Facebook a week or a day prior to La Tomatina.

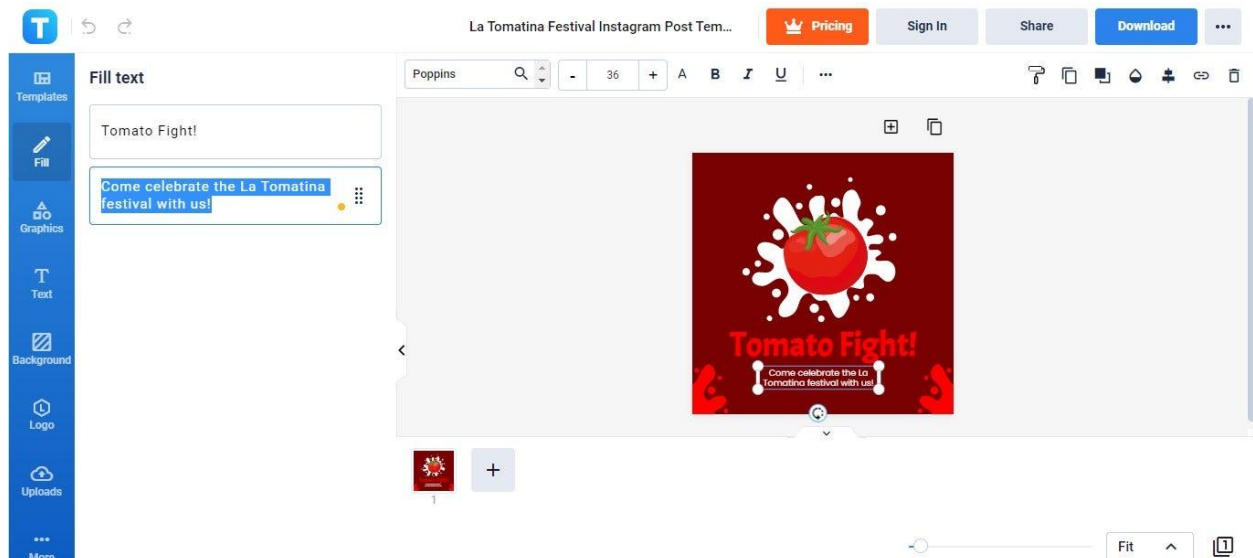
Instagram

1. Choose a [La Tomatina Festival Instagram Post Template](#).



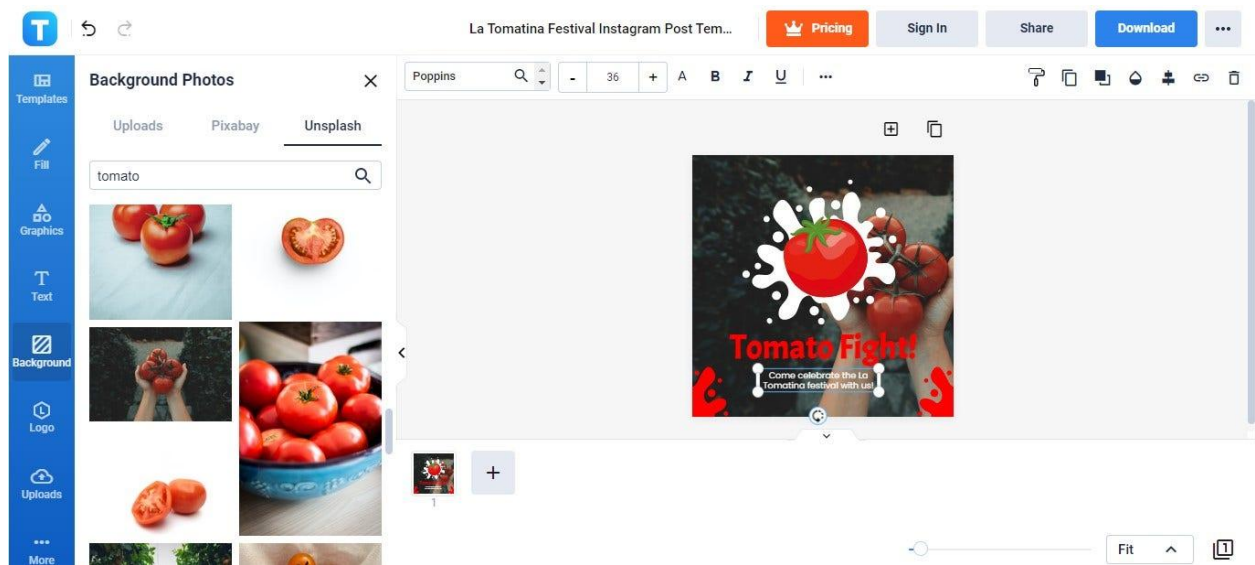
If you're on Instagram, you know the importance of sharing Instagrammable posts. That said, you should choose any of our La Tomatina Instagram templates. Click your chosen template and start customizing in our Editor tool.

2. Edit the text of the La Tomatina template.



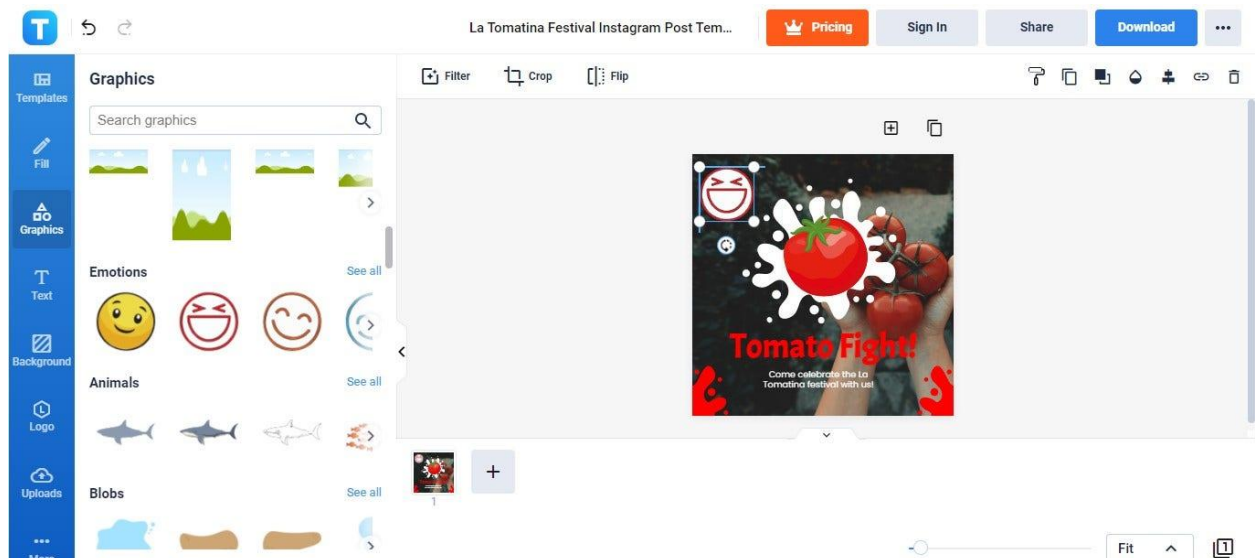
Your selected La Tomatina template has a default text. You can change it into your own unique La Tomatina slogan, message, or catchphrase. Just open the Fill panel of the Editor tool and customize the default text in the Fill Text boxes.

3. Add a La Tomatina background photo.



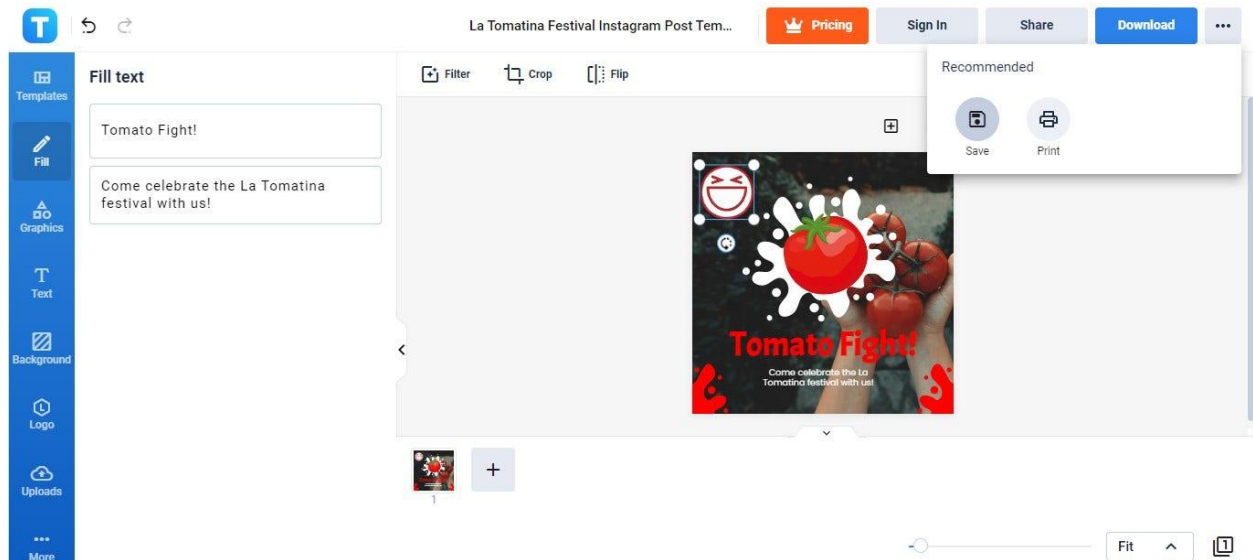
Make your La Tomatina post even more Instagrammable by adding a La Tomatina background photo. Go to the Background panel, click See All in the Photo section, and search for tomato photos in Unsplash or Pixabay. If you have such photos on your computer or device, you can upload them through the Uploads tab. Click your chosen photo so it applies as the background photo.

4. Add more graphics to the La Tomatina template.



Our Editor tool has plenty of clipart graphics that you can add to the template. Just head to the Graphics panel and browse through them. Click and drag the graphic you want to the template and resize it accordingly.

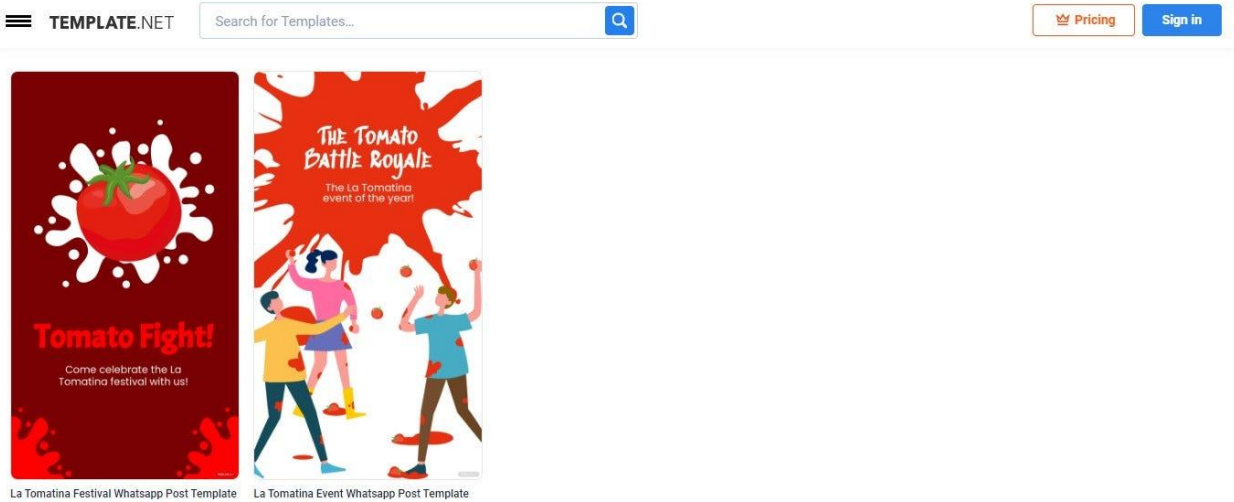
5. Save your La Tomatina Instagram post draft.



When you're done with everything, make sure to save your La Tomatina Instagram post draft. Click the three-dotted icon in the upper right corner and select Save. Hold on to your La Tomatina post draft for now and upload it to Instagram once La Tomatina is only a few days away.

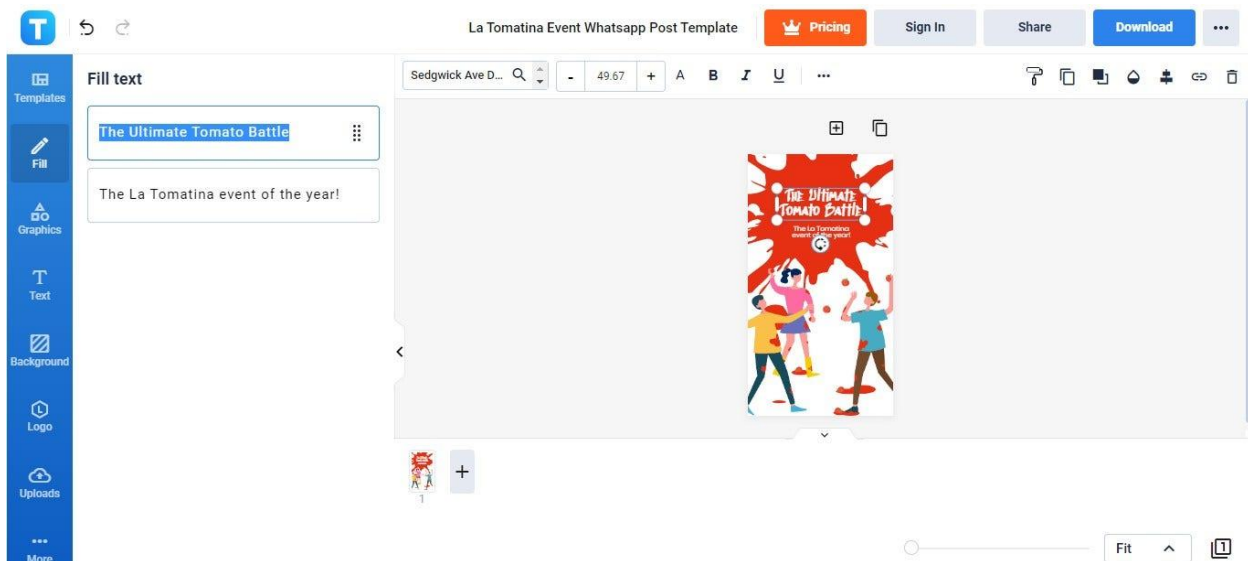
Whatsapp

1. Choose a [La Tomatina Event Whatsapp Post Template](#).



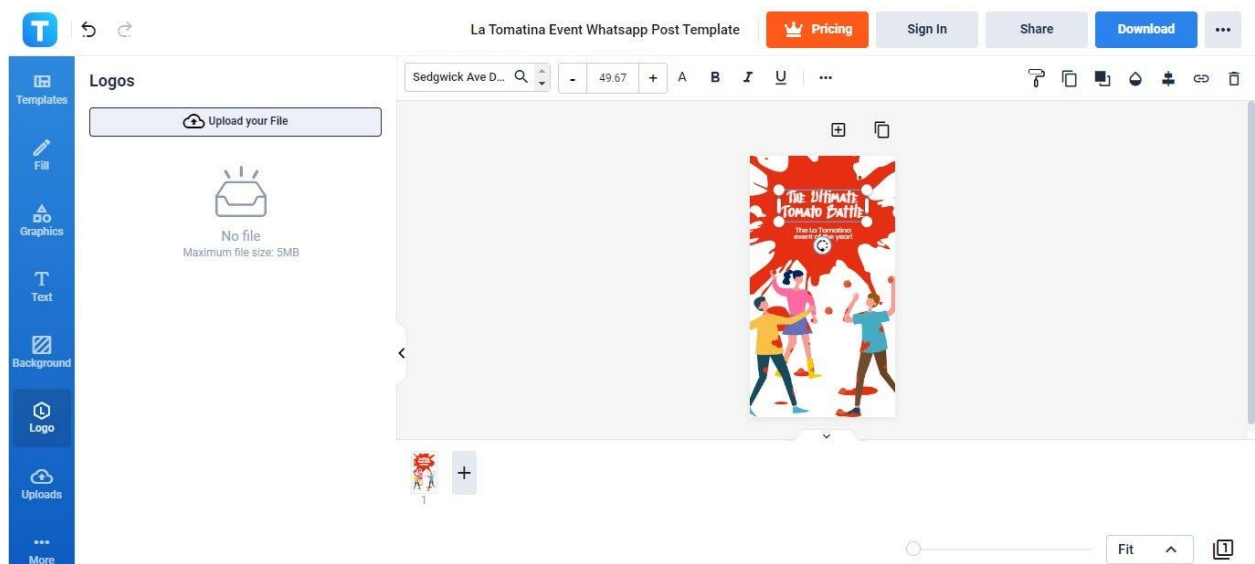
If you have a Whatsapp account, our La Tomatina Whatsapp templates are yours for the taking. Use them to create the best Whatsapp post in celebration of La Tomatina. Choose one now and open it in our Editor tool for customization.

2. Customize the default text in the Fill Text boxes.



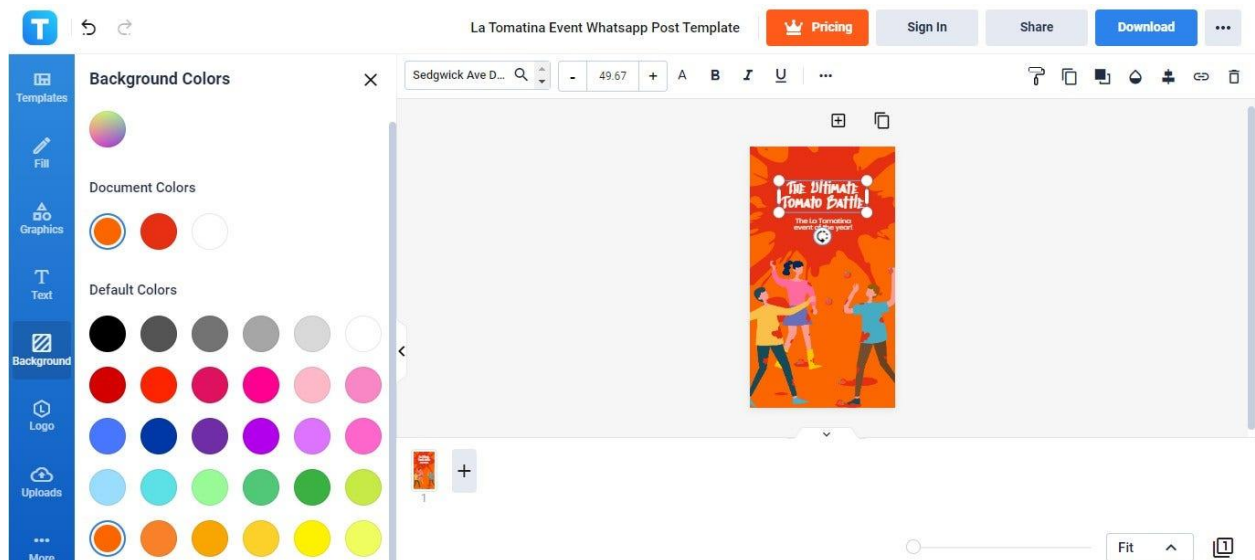
Once you're in the Editor tool, open the Fill panel and customize the content of the Fill Text boxes. Change them to your own La Tomatina event title, slogan, or message. Something like "The Ultimate Tomato Battle" will do. Make it short and simple. And also, you can change the text font style. Select a font style in the toolbar above the template.

3. Insert your unique logo.



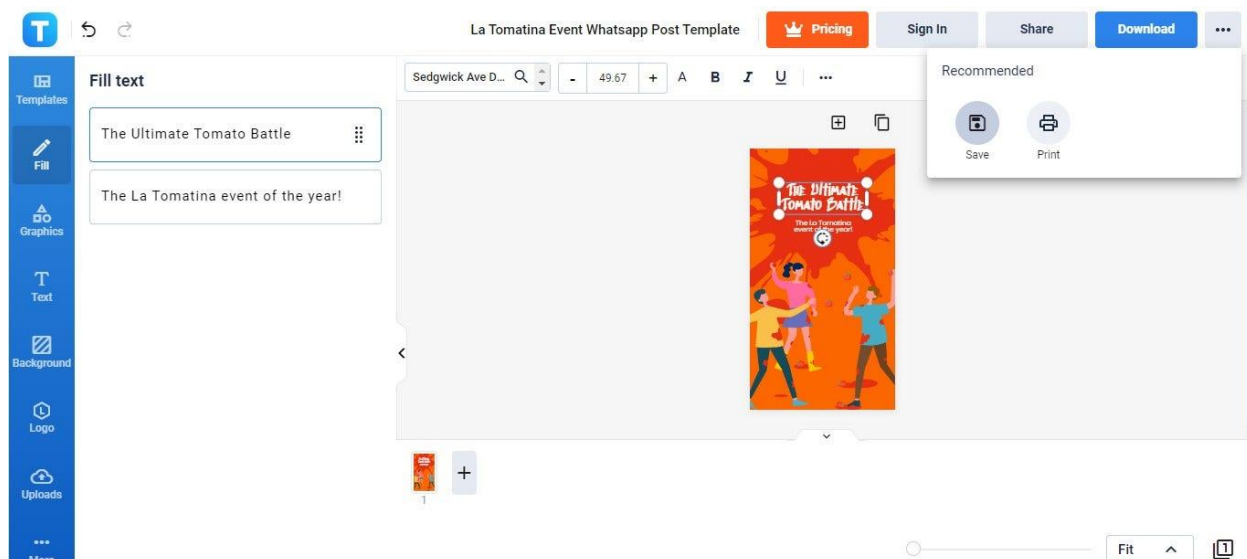
If you have a logo that represents your personal social media brand, add it to the post template. Open the Logo panel of the Editor tool and click the Upload Your File button. Grab an image file of your logo from your computer or device and upload it. Click and drag it to the heading part of the post template. Resize it if needed.

4. Feel free to change the background color.



Change the background color to your liking. Open the Background panel, click See All in the Colors section, and select a color under Default Colors. You can choose yellow, orange, green, etc. You're free to choose any background color.

5. Save your La Tomatina Whatsapp post draft.



When you're finished, click the three-dotted icon in the upper right corner and click the Save icon. This saves your La Tomatina Whatsapp post draft. Keep it for now and upload it to Whatsapp once La Tomatina is fast-approaching.

La Tomatina vs. Holi

La Tomatina is a festival in Buñol (a town in Spain) where thousands of people throw overripe tomatoes at each other for entertainment.

Holi is an ancient Hindu festival celebrating the everlasting love of Radha Krishna; it's also known as the Festival of Love, Festival of Colors, and Festival of Spring.

La Tomatina Ideas & Examples

So are you planning to celebrate La Tomatina? If you are, you should plan out your La Tomatina activities as early as today. Let's help you get started by sharing our La Tomatina ideas and examples.

La Tomatina Ideas

These are the best activities you can include in your La Tomatina to-do list.

- Decorate your house with La Tomatina-themed ornaments.
- Launch your own friendly La Tomatina event in your neighborhood.
- Create La Tomatina posters.

- Read articles and blogs stating facts about the history of La Tomatina.
- Learn tips and tricks about food recipes with tomato ingredients.
- Prepare tomato-themed dishes for your kids.
- Watch this year's La Tomatina festival through a live stream or live telecast.
- Book a ticket to travel to the town of Buñol and spectate La Tomatina in person.
- Join the La Tomatina event with your friends and have fun.
- Visit restaurants serving traditional Spanish cuisine with your spouse and children.

La Tomatina Examples

Check out our [La Tomatina templates](#) and examples below. Use them as references to create your own La Tomatina digital artwork such as flyers and social media posts.

1. [La Tomatina Festival Flyer](#)



2. La Tomatina Event Flyer



3. La Tomatina Event Facebook Cover



4. [La Tomatina Festival Instagram Story](#)



Tomato Fight!

Come celebrate the La
Tomatina festival with us!

5. [La Tomatina Event Instagram Story](#)

THE TOMATO BATTLE ROYALE

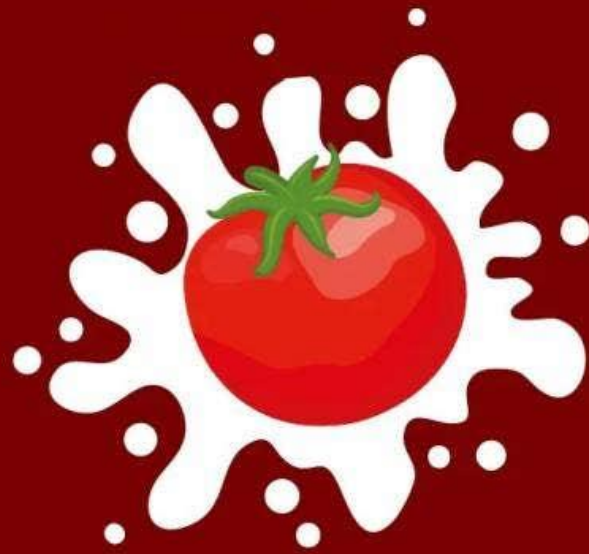
The La Tomatina
event of the year!



6. La Tomatina Festival Facebook Post



7. La Tomatina Festival Snapchat Geofilter



Tomato Fight!

Come celebrate the La

8. [La Tomatina Event Snapchat Geofilter](#)



THE TOMATO
BATTLE ROUALE

9. La Tomatina Festival LinkedIn Post



10. La Tomatina Event LinkedIn Post



FAQs

What year did La Tomatina start and why?

La Tomatina accidentally started in 1945 due to a dispute that took place during a Giants and Bigheads parade where people threw tomatoes from a vegetable stand at each other.

When did La Tomatina become an official festival?

La Tomatina became an official festival in 2002 when it was declared a Festivity of International Tourist Interest.

Why do we celebrate La Tomatina?

People in Buñol celebrate La Tomatina to have fun hurling tomatoes at each other; it's also celebrated as part of their culture which they gladly share with tourists.

What makes La Tomatina special?

La Tomatina is special because it's a festival centered around entertainment and fun; it has no religious significance; it's about people just having a good time hurling overripe tomatoes at each other.

What happens the night before La Tomatina?

On the night before La Tomatina, people participate or spectate the traditional Paella cook-off in the streets.

What country is La Tomatina from?

La Tomatina is a festival in Spain, specifically in the town of Buñol located in the region of Valencia.

How many tons of tomatoes are used in La Tomatina?

Around 120 metric tons of tomatoes are used in La Tomatina every year.

What is the story of La Tomatina?

La Tomatina started when teenagers attended a Giants and Bigheads parade in 1945 and got involved in a dispute resulting in a tomato-throwing battle.

What are the rules of the La Tomatina festival?

The rules of La Tomatina are no throwing of bottles or hard objects, no tearing or throwing clothes, squashing the tomatoes before throwing them, and staying away from the lorries.

Why did La Tomatina begin?

La Tomatina was born in 1945 when a group of people got into a fight in a parade which resulted in a food-throwing battle using tomatoes from a nearby stand.

Where did La Tomatina originate?

La Tomatina started in the town of Buñol in 1945.

What music is played at La Tomatina?

The kind of music played at La Tomatina is funeral marches.

What are the traditions of La Tomatina?

Among the traditions of La Tomatina are the Paella cook-off the night before and the two-hour long tomato-throwing food fight.

How are Holi and La Tomatina similar?

La Tomatina and Holi are quite similar because both festivals are celebrated for entertainment purposes; in La Tomatina, people throw tomatoes at each other, whereas in Holi, people throw water-filled balloons.