La Tomatina is a festival held in the Valencian town of Buñol, located only 30km inland from the Mediterranean Sea in which participants throw tomatoes and get involved in this tomato fight purely for fun. It is held on the last Wednesday of August, during Buñol's week of festivities.



During a parade in 1945, young men who wanted to participate in the event staged a brawl in town's main square. As there was a vegetable stand nearby, they took tomatoes and used them as weapons. The police had to intervene to break up the fight and forced the culprits to pay the damages incurred.

The following year the fight was repeated on the same day, only this time they brought their tomatoes from home. They were again dispersed by the police. After repeating this in subsequent years, the party was, albeit unofficially, established. The festival gained popularity with more participants getting involved every year, though it was banned one and off over the years with threats of serious penalties. In 1957, some people planned to celebrate "the tomato's funeral", with singers, musicians, and comedians. The main attraction however, was the coffin with a big tomato inside being carried around by youth and a band playing the funeral marches. Considering this popularity of the festival and the alarming demand, 1957 saw the festival becoming official with certain rules and restrictions.