



**EU Preserved tomatoes
100% Made in Europe
100% Made in Italy**

A handful of beautiful whole tomatoes ready to be preserved for your table



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH QUALITY
AGRICULTURAL PRODUCTS.





Growing for your pleasure in the sunny fields

**ANICAV, the National Association of Canned Vegetable Industries invites you to enjoy
Red Gold from Europe!**

EU Preserved tomatoes – 100% Made in Europe and 100% Made in Italy.

ANICAV will be informing and organizing events on Italian and European preserved tomatoes including cooking sessions and recipes as we kick off a three year European Union co-funded promotion campaign to raise awareness of our luscious product.

**ANICAV members account for over 60% of all the processed tomatoes in Italy,
and nearly all the whole peeled tomatoes produced in the world,
including the internationally well-known San Marzano DOP.**

Grown in a generous and fertile land, rich in culinary culture transforming food into an internationally-recognized work of art!

**Mother Nature at her finest –
Red Gold from Europe!**

Bringing out the colour of Summer, well-being, and a positive energy that only comes from ripening in the Mediterranean sun.

Growing for your pleasure in the sunny fields





Picked at its peak of ripeness, then preserved by time-honoured
Methods.

Feeling luscious European tomatoes with their unique
quality, flavour, beauty and goodness.



**European and Italian canned tomatoes have unique characteristics:
Superior taste, consistency, versatility, sustainable production methods...
Of course, they are free of preservatives.**



*Coming home to be
preserved for your table all
year long.*

RED GOLD FROM EUROPE.

THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

ART: European Tomatoes are a work of art.

PERFECTION: The perfection of high quality.

PRESERVED: Fresh goodness saved for you.

YOUR TABLE: High quality products are not only for the lucky few.

Why Red Gold? The name reflects the product: red for the rich ripe red colour of the tomato, and gold, for its high quality, precious nature, the gold standard of tomatoes.



Beautiful tomatoes!

**When you are sure of the quality of what you promote,
there is no need to hide anything.**

RED GOLD FROM EUROPE.
THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.



**The most-loved and most-used canned tomato products are the
Classic whole peeled tomatoes, chopped tomatoes, tomato Passata
(pureed tomatoes) and cherry tomatoes.**

**Canned as they are harvested: whole, briefly boiled, peeled and conserved in their
own juice, which are the favourite elongated whole peeled tomatoes.**

**A burst of flavour and texture for every dish!
Sauces and Soups,
Pizza and Spaghetti Napolitan,
Cooked with cauliflower, scrambled with eggs!
The versatility and benefits of these peeled, cooked tomatoes are limitless.
And, hassle free, they are great time-savers, as well as being
superior in flavour and with nutritional and health qualities.**



Tradition, Quality, Traceability! Experience **Red Gold from Europe!**



... pizza margherita deserves great preserved tomatoes!



ENJOY
IT'S FROM
EUROPE



ACTIVITIES:

We have a lot of fun and interesting activities planned from tradeshows to POS promotions, Recipe Contests and Press Trips to where it all begins... Italy. All with the intention to enlighten and inform you.

The **launch kicked off May 20 2019** with a reception in Tokyo. And next year we will be at **FOODEX JAPAN** in March when we will be organising special events in **OSAKA AND TOKYO** while September will see a fantastic **PRESS TOUR** to tomato-processing plants in Italy!

We'd like to schedule interviews and tastings with you and provide Chefs who can cook and demonstrate for your TV, Print, Radio, Online needs.

Enjoy it's from Europe!

CONTACT:

THE RED GOLD FROM EUROPE TEAM

Kaori Suzuki Miyaguchi

k.miyaguchi@redgoldfromeurope.com

Manuela Barzan

m.barzan@redgoldfromeurope.com



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