

Media Release – 9 May, 2019

Greetings from the Land of Tomatoes!

Come join our journey from the fertile lands of Europe to your kitchen table as we launch a three-year international promotion celebrating **European Preserved Tomatoes**.

Canned tomatoes are a kitchen essential, but not all canned tomatoes are the same! Whether you're a home cook or a 5 Star Chef, the European tomato is more than a necessity, it is a culinary treasure! Grown in a generous and fertile land, rich in Culinary culture, the tomato is transformed into an internationally-recognized work of art! Picked at their peak of ripeness, preserved by time-honored methods, these luscious European tomatoes are the highest in quality, flavor, beauty and goodness. They require nothing else -- none of the additives or flavoring ingredients that other canned tomatoes might need. **Mother Nature at her finest – Red Gold from Europe!**

We will bring you these beautiful tomatoes over a three-year promotion campaign, with plenty to see and taste in the next three years! Come and see us at the FoodExJapan March 2020 and 2021, where you can taste for yourself the gorgeous tomatoes from Europe.

Throughout the entire celebration of our European tomatoes we will have lots of fun, and would like you to come along – **We'll be scheduling interviews with Chefs who can cook and demonstrate for you on TV, Print, Radio, Online.** We will offer plenty of **amazing recipes** to taste and try on your own and a **Press Trip to Italy** in July 2020, for selected Bloggers, Chefs and members of the Media.

Enjoy, it's from Europe!

Manuela

THE RED GOLD FROM EUROPE TEAM

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Red Gold is the name of the EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe - 100% Made in Italy: The Italian Association of Canned Vegetable Industries ANICAV members account for over 60% of all the processed tomatoes in Italy, and nearly all of the whole peeled tomatoes produced in the world (including the internationally well-known San Marzano PDO).

Here is a delicious Tomato Pasta to try for yourself: Pasta with Tomatoes, Ricotta, and Peas

Wonderful with any flat wide pasta that the ricotta and tomato sauce can cling to - paccheri, fettucine, pappardelle--I like it with plain spaghetti or linguine instead, or even round pasta such as seashells.

2 cloves garlic, cut into a few flat slices or just peeled and flattened slightly or 1/2 onion, finely chopped

2-3 tablespoons extra virgin olive oil

Several large handfuls of frozen peas, about 100-120 g (or fresh, if they are young and tender)

2x 400g cans or 1 large 800g can whole peeled European tomatoes (Red Gold)

Salt and black pepper to taste

400g dry pasta of choice--spaghetti, flat wide pasta, or a rolled round one

About 250-300g ricotta cheese

Fresh basil leaves, as desired

Heat the garlic or onion in the olive oil until softened and starting to brown slightly. Stir in the peas, then add the tomatoes, crushing them with your hands. Raise the heat, cooking and stirring, until the sauce thickens and concentrates, about 15 minutes. Season with salt and pepper, and set aside.

Cook the pasta in boiling salted water until al dente, then drain, reserving a ladle of the cooking liquid. Place the sauce on medium low heat, then add the drained pasta and toss together, adding a little of the cooking water as you do. Do not let the pasta overcook!
Stir in the ricotta, broken up with a fork, and serve right away, garnished with as many torn up fresh basil leaves as you like.

Recipe courtesy of Marlena Spieler, author of over 70 cookbooks, including her recent: A Taste of Naples, Neapolitan Culture, Cuisine, and Cooking, (Rowman and Littlefield publishers)