

# RedGoldFromEurope

The Art Of Perfection. Preserved For Your Table.



**Excellence in EU  
Preserved Tomatoes**

ENJOY  
IT'S FROM  
EUROPE





The Art Of Perfection.  
Preserved For Your Table.



# Discover the Essence of Red Gold from Europe

A tomato is a bit like a mother: **always there for you**, giving joy and happiness, bringing comfort and reassurance, and doing you good.

Tomatoes are **super versatile** and can be used in so many different ways. They add colour, flavour, and substance to various dishes. They are a key ingredient in classic Italian foods like pizza and pasta. **Plus, they are an important part of the Mediterranean diet**, known as one of the healthiest diets in the world.

The red colour of tomatoes is associated with **summer** and **happiness**, and they taste even better when naturally ripened in the warm **Mediterranean sun**. Entirely free of synthetic pesticides, herbicides or fertilisers, our tomatoes are grown in a living, **nutrient-rich soil** full of biodiversity that **enhances their nutritional value and flavour**.

There's no need to fret when you cannot find fresh tomatoes because high-quality canned tomatoes are an excellent substitute. **Choose Red Gold from Europe canned tomatoes** as your go-to option for a superior flavour and a healthier boost.





# Origin of the Tomato Plant: From America to Europe

Did you know that tomatoes have not always been a part of **European cuisine**?

Tomatoes have a long history, dating back thousands of years to ancient Peru. **They were originally used by the Mayans and Aztecs and referred to as "xitomatl"**. They were considered poisonous when introduced to Europe in the 15th century. Oddly enough, tomatoes were once believed to possess magical properties and were often used in remedies and potions.

Tomatoes finally became popular as a cooking ingredient after Francesco Leonardi (ca. 1730 – after 1816), an Italian chef working in many European courtly kitchens at the time, started to regularly use tomatoes. He wrote the **cookbook The Modern Apicius – published in Rome in 1790**, and again in 1807-8 – conceived by its author as a work for chefs at the service of princes and which presents many regional recipes.

As tomatoes gained popularity in culinary use, preserving them became a priority. The practice of **preserving tomatoes** was started by the peasants of Parma, who used to **place tomatoes in the sun to let them dry, before turning them into sauce**. In Italy this tradition gave rise to a widespread network of manufacturing industries. The **first tomato canning company** was established near Naples, thanks to the entrepreneur **Francesco Cirio**: as a young man he was responsible for the introduction of the airtight food preservation invented by Nicolas Appert in the 18th century as a method of preservation for fruit and vegetables. Francesco Cirio was the first to apply this method on an **industrial scale**, gaining recognition at the 1867 World's Exhibition in Paris.

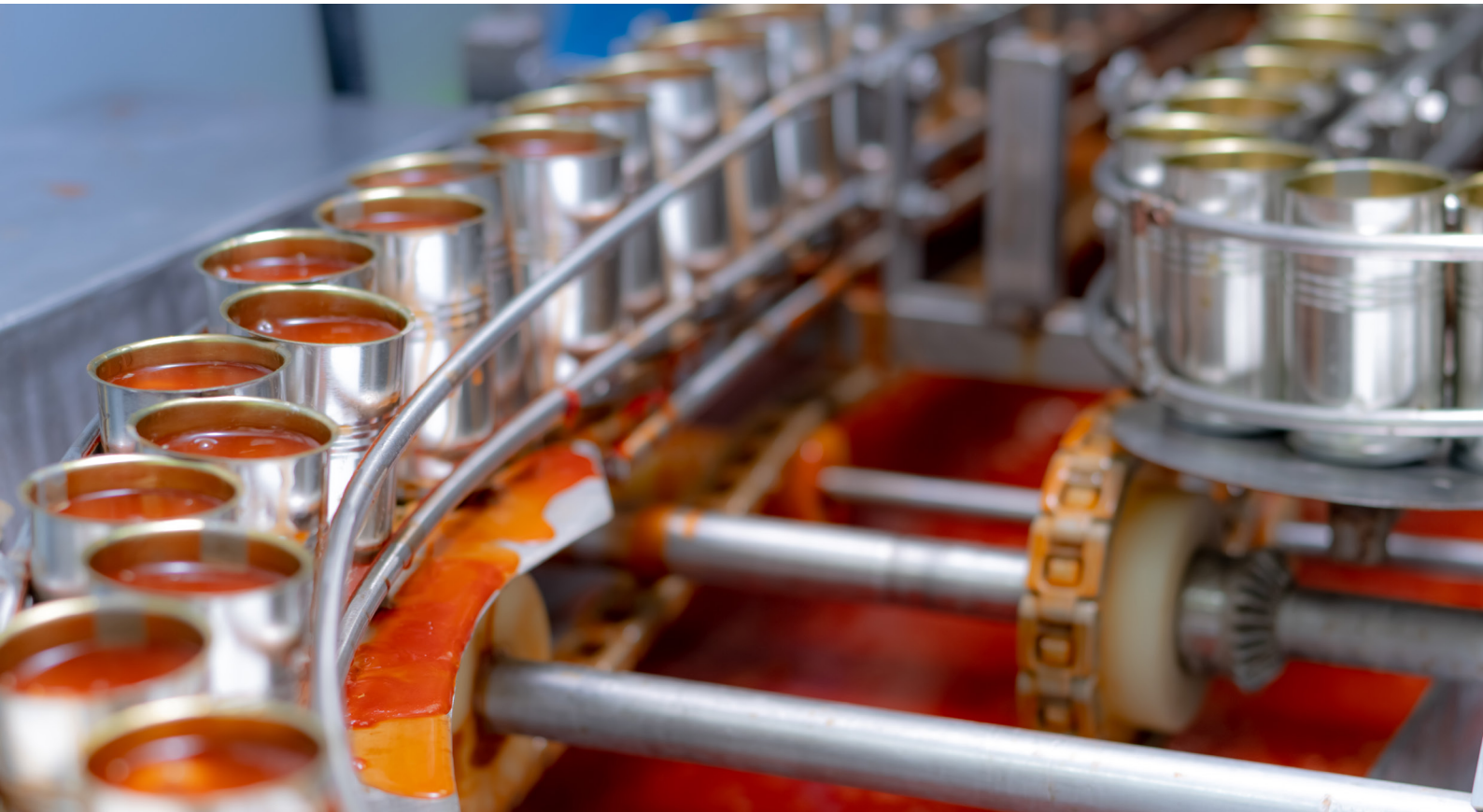


# The Art of Transformation: Crafting Premium Canned Tomatoes

## From Farm to Table: The Journey of Fresh Tomatoes to Canned Perfection

The tomato processing industry's unwavering commitment to **quality** and **safety** is evident throughout its production process, with **strict standards** and **controls in place**.

The process for the canned tomatoes begins with harvesting, washing and **sorting the best tomatoes**. Tomatoes used for industrial processing are harvested only when they are fully ripe and with red, juicy flesh. The tomatoes are then vacuum sealed in tin cans with natural juice and sterilised to preserve their **freshness and flavour**. Tin cans are tomato processing companies' most used containers, **ensuring hygiene, food safety and environmental sustainability**.



# Technology and Tradition: Uncompromising Food Safety Standards



Italy and the European Union have always been in the **vanguard regarding food safety and the quality of food products**. To assure consumers of a high level of food safety and safeguard the agri-food sector from recurrent crises, the EU has adopted the farm to fork strategy to meet the challenge of assuring health and safe food along the whole food chain, with an integrated control system, based on a combination of high requirements for agri-food products for health and animal and plant welfare, whether produced in the EU or imported.



**All Member States must respect the same criteria** and food and sanitary controls are carried out to the same standard across the EU. By harmonising the sanitary regulations, the free movement of safe food was made possible contributing significantly to the **well-being of citizens and their social and economic interests**.



**European tomato canning technology strives to preserve its natural properties and ensure food safety through continuous improvement**. As technology advances, so does the production process. Despite this, the industrial processing of canned tomatoes remains rooted in a long tradition started from Francesco Cirio's first processing plant.



**Environmental sustainability is also at the heart of the action of the processing tomato supply chain**, which aims at responsibly safeguarding the territory and the environment in which they operate. Italian processing companies, while managing production processes with a low environmental impact that do not generate toxic-harmful pollutants, are committed to paths of waste reduction and energy and water efficiencies by investing in process innovations aimed at lower CO2 emissions, water recycling, lower waste production and greater waste recovery, and the use of recyclable packaging.



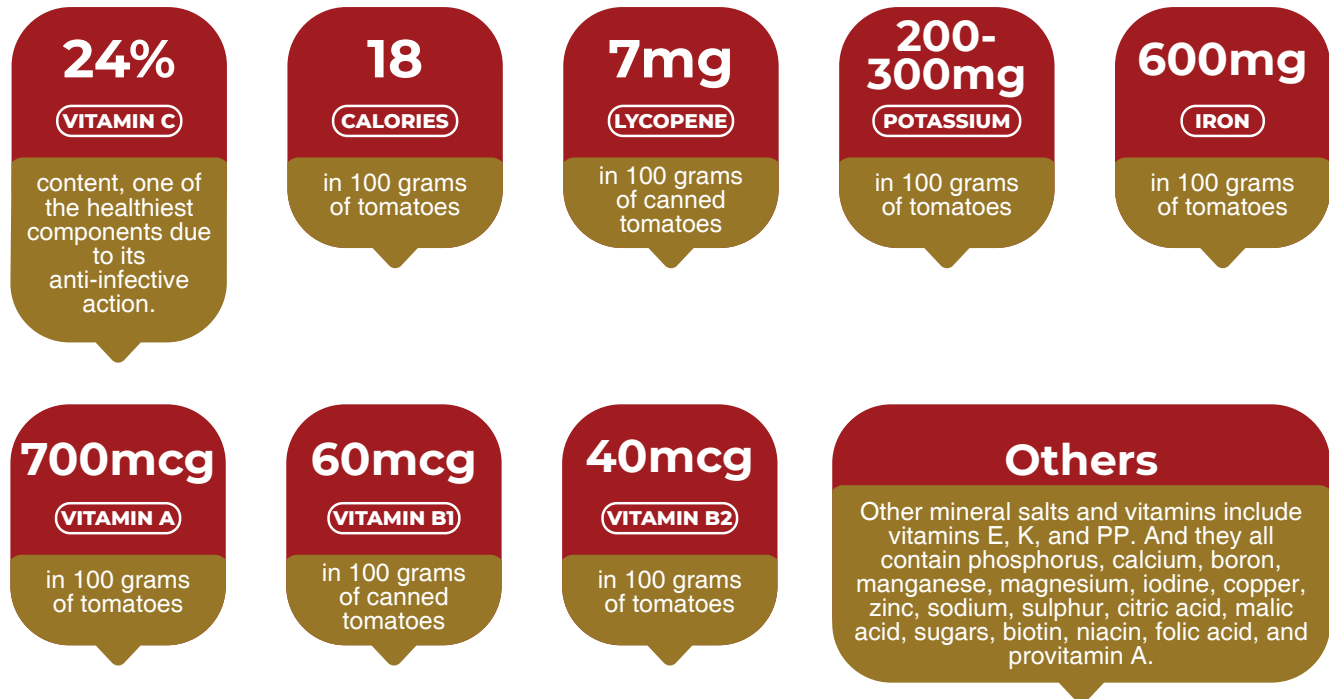




# A Nutritional Marvel: Unlocking the Health Benefits of Tomatoes

**Canned European tomatoes**, picked and preserved at peak ripeness, are an excellent option for **year-round use** and are more environmentally friendly than out-of-season fresh tomatoes which are often **shipped over long distances** in the winter or grown in heated greenhouses. What's more, the processing method preserves all their qualities, making them a **great source of nutrients** like lycopene, a powerful antioxidant easily absorbed by the body. It is best to eat tomatoes cooked to maximize the effect of lycopene, the cooking process loosens the cellulose fibres and makes lycopene more easily absorbed by the body. Moreover, **tomatoes are also low in fats**.

**Tomatoes are a true source of energy and strength, full of beneficial substances. Here is the breakdown:**



# Taste the Excellence: Why Our Red Gold from Europe Canned Tomatoes are Good for You

## A Perfect Match: Choosing the Right Canned Tomatoes for Your Culinary Adventures

**Canned tomatoes are a great kitchen staple.** They come in different forms and are super versatile, making them perfect for experimenting with new recipes. Whether you need them for sauces, braised stews or soups, there's a type of canned tomato that's just right for your culinary creations.

Red Gold from Europe offers different varieties of canned tomatoes that can meet all your culinary needs:



**Whole peeled tomatoes:** canned as soon as they are picked, boiled, peeled, and preserved in their own juice. They have a perfect balance of sweetness and sourness and require minimal preparation, making them ideal for many dishes such as pasta sauce, pizza, soups, stews, and meat or fish recipes.

**Chopped tomatoes:** made by chopping and removing seeds from fresh tomatoes and preserving them in their juice. They have less water content, making them perfect for quick pasta sauce or fish dishes.



**Cherry tomatoes:** canned with their juice immediately after harvesting to preserve their sweet flavour. They are excellent for adding colour to vegetable dishes, quick-cooking sauces, and oven-baking.



**Tomato passata (tomato purée):** made from pureed tomatoes that are heated very briefly to a very high temperature so that the nutrients are not altered, then strained, slightly concentrated and bottled. Passata has a creamy density and an intense flavour with a marked sweet note. It is perfect both for quick cooking recipes, such as marinara sauce or slow cooking recipes, such as the traditional Italian meat sauce called ragù.

**Tomato concentrate:** made from boiled and reduced tomato purée. It's perfect for adding colour and flavour to slow-cooking dishes such as meat sauces, soups, stews, and casseroles.



## Tomatoes in Italian Cuisine

Italian cuisine traditionally is known for its **rich**, yet **simple** and **vibrant flavours**. **Canned tomatoes play a crucial role** in delivering this authentic flavour year-round. Their convenience and versatility make them a valuable kitchen asset that both home cooks and chefs can use to create delicious dishes.

Canned tomatoes add sweetness and freshness to these traditional Italian dishes such as the simple but flavourful marinara sauce that can be used as the base for many pasta recipes or for the iconic Margherita pizza. In dishes like lasagna and aubergine parmesan, the bold flavours of canned tomatoes add depth to the overall savoury taste.

Even simple tomato-based soups, like the rustic Pappa al Pomodoro, benefit greatly from the **bold, rich flavour of canned tomatoes**.

Whether you are cooking a rich meat ragù or a spicy arrabbiata sauce, **using canned Red Gold from Europe tomatoes is the secret to capturing the authentic flavour and heart-warming aroma that is the essence of Italian cooking.**



## Tomatoes in Asian Cuisine: Umami builder

While tomatoes may not be a traditional ingredient in Asian cuisine, they are greatly appreciated for their **capacity to elevate the umami taste**. In Asian gastronomy, achieving a harmonious blend of flavours, including umami, **is crucial for cooking delectable and complete dishes**.

## Tomatoes in Chinese Cuisine

Although not as commonly used as in Europe, **tomatoes are highly prized in Chinese cuisine** for their ability to enhance the umami flavour of dishes. They contain natural umami compounds, a type of natural glutamic acid that adds richness to select preparations.

**You will find tomatoes in classic Chinese dishes such as sweet and sour sauce, tomato beef, tomato scrambled eggs, and tomato and egg drop soup.**

## Tomatoes in Japanese Cuisine

In Japanese cuisine, tomatoes are sometimes used as umami building blocks, especially in recipes **inspired by Western or Italian influences**. Japanese cooks use tomatoes in **sauces, braised stews, and soups** to add complexity and depth to these dishes.

**In Japanese-style pasta dishes, tomatoes are often used to create rich sauces that intensify savoury flavours.**

Again, even though tomatoes are not as common in traditional Japanese cuisine as in Europe, their versatility allows for **creative fusions and exploring new flavours**.



## Unleash the Goodness of Red Gold from Europe Tomatoes

High-quality Red Gold from Europe canned tomatoes are an excellent choice. Our canned tomatoes are harvested and preserved at their peak to maintain the excellence of their true, wholesome flavour.



**Choose Red Gold from Europe  
canned tomatoes to have  
a burst of the best summer  
flavour anytime you wish.**





[redgoldfromeurope.com](http://redgoldfromeurope.com)

Follow us on    

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by the  
European Union

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

