

**RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.**

Press Release  
November, 2020  
@Shanghai, China

## Right Here Waiting for You

### 2020 Red Gold from Europe Series Campaign Start!

2020 is an extraordinary and special year. The year 2020, in which too many stories have happened, has finally reached the last month.

This year, the lifestyle of all the people in the world has changed more or less. However, the Mediterranean sun is still brilliant, injecting into the world energy and vitality. It is the same sunlight that provides superior natural conditions for growing tomatoes of premium quality, endorsing the canned tomato products the fame of "Red Gold".

Red represents the color of the fruit and comes from lycopene, an antioxidant that is extremely important to human body. Gold represents quality, canned tomato products inherit the strictest gold standard in Europe.

We are no stranger to tomatoes, and surely some people will ask, what are the unique features of Red Gold Tomatoes from Europe?

To answer this question, in the last month of 2020, we are launching a series of campaign in China, which will take you to experience the charm of Red Gold Tomatoes from Europe!

**Activity No.1:** Guangzhou International Food Import Exhibition  
**Time:** December 6-8, 2020  
**Location:** Hall 4.2, Booth A24, CIEFC, Guangzhou, China



[REDGOLDFROMEUROPE.CN](http://REDGOLDFROMEUROPE.CN)

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## RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.

The selection of canned Red Gold Tomatoes from Europe product is diversified. Whether it is whole peeled tomato, chopped tomato, cherry tomato, tomato passata or tomato paste, all adhere to the same excellent standard. They allow the cooking to be convenient and comfortable, meanwhile ensure the dishes to be delicious and nutritious.



Would like to know more about the products? Welcome to visit the Red Gold Tomatoes from Europe booth at Guangzhou IFE show!

During the exhibition, every day from 11:30 a.m. to 2:30 p.m., our guest chef is performing onsite demo of different recipes highlighting the Red Gold Tomatoes from Europe! Join us on a culinary journey to taste these delicious, sun kissed tomatoes. Delicacy should not be missed!

**Activity No.2:** Press Event & Tasting Dinner  
**Time:** 18:00 – 20:00, December 8, 2020  
**Location:** Mandarin Oriental Hotel Guangzhou  
Grand Ballroom, 2M/F



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Guangzhou has always been known as a city of gourmet food. It seems that only with the recognition of the epicure from Guangzhou can a food ingredient really stand firm in the industry.

Red Gold Tomatoes from Europe have compact flesh, strong skin and an agreeable balanced taste of sweet and sour. They are very suitable for processing into various canned tomato products so that consumers all over the world can enjoy it. This time, Red Gold from Europe is hosting a banquet at Mandarin Oriental Hotel in Guangzhou, showing the premium tomato products from Europe to be enjoyed by our distinguished guests from media, trading, retail and culinary sectors.

True "Gold" fears no fire. A product with superior quality stands tests from all aspects. Let the professionals tell you the true quality of Red Gold Tomatoes from Europe!

**Activity No.3:** POS Promotion  
**Time:** December 3 – 6, 2020  
**Location:** 9 Corners Deli Stores

Exhibiting at the industry show, winning favor from the epicure, then for regular consumers, where can we access the Red Gold Tomatoes from Europe?

No worries! During December 3 – 6, 2020, we are carrying out the POS promotion in all the 9 stores of Corners Deli. Consumers in Guangzhou, Foshan, Dongguan, Haikou and Sanya will have the chance to experience the authentic tomato flavor from Europe.



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

**Red Gold From Europe.**  
来自欧洲的红金

European canned tomatoes taste sweet, tasty and scented. Carefully selected and canned immediately to protect their intrinsic qualities and conserve their taste.  
欧洲罐装西红柿香甜可口、香味四溢。严选优质的果实，采收后立即装罐，以保护其内在品质及口感。

Please come and join us to celebrate the winter festivities with the sweet taste of summer! Bring home the canned tomato products from Europe and make a delicious dish with warm for your

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family and friends. Recipes? We have already prepared them for you, just click the link to find any recipes from starter to dessert: <http://redgoldfromeurope.cn/zh-hans/recipes>

♥ SHARE THE RED GOLD TOMATO WITH YOUR FAMILY AND FRIENDS,  
SHARE THE LOVE AND HEALTH WITH THEM TOO! ♥

### ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold is the name of the EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe.

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 DOP).

🍅 For more information about Red Gold From Europe, please visit our Chinese website or follow our public account as follows:

- 🍅 Website: [www.redgoldfromeurope.cn](http://www.redgoldfromeurope.cn)
- 🍅 Weibo: @RedGoldFromEuropeChina
- 🍅 Wechat: @EU 红金西红柿
- 🍅 Bilibili: @欧洲红金托马托
- 🍅 Go Kitchen: @欧洲红金托马托君



**Red Gold from Europe, More Activities in 2021, Welcome to Explore**



### The Red Gold from Europe China Team

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