

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

Press Release
September, 2020
@Shanghai, China

Tomatoes: Soul of the Classic European and Italian Food

Europe, known in the world for its culinary history and contribution, has many affinities to China. Back in the 13th century, Marco Polo's travels built the earliest bridge for the two continents to communicate in many aspects including food. Today, we can still see underlying connections in foodservice applications between China and Europe, and Italy particularly. Meat is favoured by consumers all over China while pasta is staple food in Italy. Pizza is widely enjoyed by Italian people, at the same time Chinese has a preference for Nang flatbread. Though thousands of miles apart, the two countries' same dedication to food delicacies is recognized by the entire world.

In Europe, but particularly in Italy, there is an important product which is no longer considered just a food ingredient, but also regarded as a cultural symbol --- Tomatoes. In Italy, tomatoes, and most of all their preserved versions (whole peeled, cherry, diced, passata), are a bit like a mother: always there for you, giving joy and happiness all year round, bringing comfort and reassurance, doing you good. No other food has such a strong and unifying symbolic value.



When preparing a classic Italian pasta or pizza, we have many options for ingredients. You can add cheese, vegetables, meat, seafood, nuts and so on. However, processed tomato products always play an indispensable role, whether it is a traditional recipe or a novel fusion dish.

Without it, just like Mona Lisa losing her smile, the soul of the dish is lost. 😊

REDGOLDFROMEUROPE.CN

本促销活动内容仅代表作者个人观点，并由作者全权负责。
欧盟委员会对其所含信息的使用不承担任何责任。

关注我们



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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



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

Recipe Recommendation: PIZZA MARINARA

TIME 1h30m **DIFFICULTY** Medium **SERVES** 4

For the dough:

400 g strong plain white flour
15 g fresh yeast
200 ml water
Salt to taste

For the topping:

400 g tinned peeled plum tomatoes
2–3 thinly sliced garlic cloves
2–3 teaspoons dried oregano
40 g extra-virgin olive oil
salt and freshly ground black pepper to taste



- 🍅 Dissolve the yeast in warm water. Add the flour, a pinch of salt and knead the dough until it is smooth and elastic.
- 🍅 Roll out the dough with a rolling pin, place it on a greased baking sheet and leave it to rise for about 40 minutes covered with a clean tea towel.
- 🍅 In the meantime, drain 400 g tinned peeled plum tomatoes in a colander, pressing down gently to remove any excess juice, and then roughly chop them.
- 🍅 Roll out the dough evenly and place it on a greased baking sheet or pizza pan.
- 🍅 Spread the chopped tomato evenly over the dough, leaving a border of about 2 cm.
- 🍅 Sprinkle over 2–3 thinly sliced garlic cloves and 2–3 teaspoons dried oregano.
- 🍅 Drizzle generously with 3 tablespoons or so of olive oil.
- 🍅 Season with salt and freshly ground black pepper.
- 🍅 Bake in the centre of a preheated oven at 230°–240°C (450°–475°F/Gas 8–9) for 8–10 minutes until crisp.

Just like Marco Polo bringing back his culinary discoveries from China to Italy and Europe, today we are also travelling across land and sea to take the finest European tomato products to every one of you in China.

We only pick the tomatoes grown under the Mediterranean sun when they are fully ripe, red and juicy, with a good quality of cellulose and without any rot or cuts. In this way, they concentrate precious substances and energy that burst into every tasty and nutritious dish.

REDGOLDFROMEUROPE.CN

本促销活动内容仅代表作者个人观点，并由作者全权负责。
欧盟委员会对其所含信息的使用不承担任何责任。



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

关注我们



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



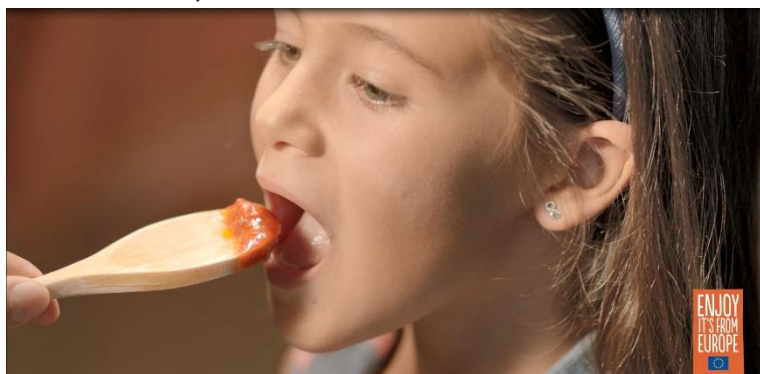
RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.

The traditional processing of tomatoes in Europe is a historic preservation method that respects the traditions and unique characteristics of the tomatoes. The processed tomatoes are inserted into tin cans together with their natural juice, vacuum-sealed and sterilised to preserve their freshness and flavour.



Thanks to their premium quality and value, the tomato products from Italy and Europe are now endorsed by the programme supported by European Union, named “Red Gold Tomatoes from Europe”. Red, representing their colour, comes from lycopene, the antioxidant that is very important for the human body. Gold, representing their quality, is the strictest golden standard for processing tomato products in Europe.

We are glad to see that the Soul of European and Italian cuisine is now also resonating with Chinese style recipes including rice ball, soup, Sichuan cured pork belly and etc., performing perfectly as an ambassador in culinary exchange. The dedication to food both in China and Italy is reflected in every food ingredient, every tool, even every minute and second in the cooking process, as well as in their history and soul.



Eager to know how canned tomatoes from Europe can be used in Chinese dishes? Just click the link to direct you to the recipe treasure house: <http://redgoldfromeurope.cn/zh-hans/recipes>

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

REDGOLDFROMEUROPE.CN

本促销活动内容仅代表作者个人观点，并由作者全权负责。
欧盟委员会对其所含信息的使用不承担任何责任。

关注我们



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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




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

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

 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 2020, Welcome to Explore



The Red Gold from Europe China Team

RedGoldFromEurope@163.com

REDGOLDFROMEUROPE.CN

本促销活动内容仅代表作者个人观点，并由作者全权负责。
欧盟委员会对其所含信息的使用不承担任何责任。

关注我们   



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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

