

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

Press Release

May 25, 2021

Beijing, China

“Red Gold from Europe”, A wonderful experience of gourmet!

Red can be considered as the mark engraved in Chinese people's DNA. Red represents festivity, red represents enthusiasm, red is passionate, red is also influential.



There is such a red fruit, which is both a fruit and a vegetable. Although a common food ingredient, it boasts of great value in quality, taste and nutrition. It has fans and followers all over the world, and even has its own festivals and museums. It has a long history, but only in modern times as a food into the kitchen.

Today, please follow the guidance from ANICAV to lead you a journey about learning canned tomato products from Europe with the reputation of "Red Gold".

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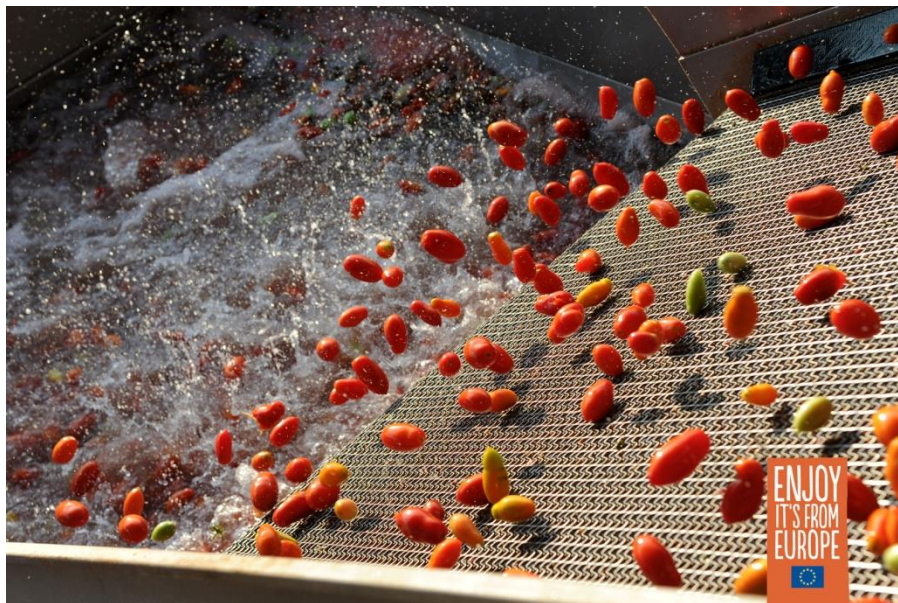
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Mediterranean sunshine together with the rich soil there provides superior natural conditions for the cultivation of high-quality tomatoes, which makes canned tomatoes in Europe enjoy a high reputation worldwide for its quality and value.



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.

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As tomato products are widely available in China as well, some of you will surely ask, what is unique about the Red Gold Tomatoes from Europe?



Red Gold Tomatoes from Europe choose fruits of highest quality that have firm pulp, strong skin and rich flavour, which are very suitable for processing into various tomato products. After the fruit is carefully picked, the modern manufacturing plant with high standard monitoring system carefully selects, cleans, steams, peels and processes the tomatoes. The final presentation to customers is the premium product with first-class taste, safe and healthy, well preserved and diversified.



Product formats of Red Gold Tomatoes from Europe are varied. Whether it is peeled whole tomatoes, chopped tomatoes, tomato passata or cherry tomatoes, they all adhere to the same standards of excellence, making your cooking experiences easier and more enjoyable, while also ensuring dishes to be more delicious and nutritious.

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In terms of nutrition, tomatoes are low in sugar and fat, rich in mineral salts and vitamins, also high in protein. In particular, they are the best source of lycopene, known as a great antioxidant, beneficial to anti-aging and many other functions. Tomatoes are also ingredients more conducive to the digestion and absorption of food, especially starchy food.



This time, Red Gold Tomatoes from Europe finally come to Beijing, carrying out in-store POS promotions at Jenny Lous and Jenny Wang. A wide range of premium tomato products are exposed to the consumers in China. The banquet hosted at Ritz Carlton Hotel features gourmet food made with Red Gold Tomatoes from Europe. Distinguished guests from media and food industry are invited to experience the charm of the Red Gold Tomatoes from Europe.

The professional and epicures are all in for the Red Gold Tomatoes from Europe!

Red Gold Tomatoes from Europe in China 2021 :

SIAL China

Time: May 18 – 20, 2021

Venue: Shanghai

There are thousands of exhibitions in the world. Which one is the happiest? That must be a food show!

The aroma of the delicious dishes and the wide range of premium food products are

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everywhere, so how to stand out from all the competitors? It is the unparalleled beauty!

The Red Gold from Europe booth is just like the "red" fruit in the green orchard, attractive to all the visitors!



Retail POS Promo

Time: May 22 – 25, 2021

Venue: 5 Jenny Lou's Stores and 5 Jenny Wang Stores

Once you've tasted the Red Gold Tomatoes from Europe, you can never stop! Then

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where can you buy the authentic canned tomatoes from Europe?

No worries! From May 22 to 25, 2021, we will carry out retail promotion in 10 stores of Jenny Wang & Jenny Lou's, the premium gourmet chains in Beijing. Delicious but also affordable canned tomatoes are waiting for you to taste. Let's start right away!



(pics to be replaced after store visiting on May 22)

We are also considerate enough to already prepare the dishes for you to create your favourite dishes with the Red Gold Tomatoes from Europe.

Click the link to get options from starter, main course all the way to dessert:

<http://redgoldfromeurope.cn/zh-hans/recipes>

Thank you for your attention and recognition of Red Gold Tomatoes from Europe! In the future, we will continue to hold all kinds of activities in a "red gold" way. We believe that with sincerity, the Red Gold Tomatoes from Europe will come into your kitchen and integrate into your life.



SHARE THE RED GOLD TOMATO WITH YOUR FAMILY AND FRIENDS,

SHARE THE LOVE AND HEALTH WITH THEM TOO!



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ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold is the name of the EU (European Union) project to raise awareness 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 2021, Welcome to Explore** 

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