

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

Press Release
July, 2021
Shanghai, China

Your Perfect Appetite Booster in Summer Time

With peak of summer approaching, weather is getting hotter and hotter every day and consuming every one of us.



For adults, back home from a long day of work, you might be both sweating and hungry. Take-out food would be a good solution for one day or two, but not healthy if you are sticking to it.

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For kids, summer holiday means relax and plenty of time for entertainment. But it also means you will have to take care of yourself including the daily meals as parents might both be on duty.

DIY cooking at home becomes a challenge for all of us during the humid summer days. And there are also concerns about whether the culinary skills are sufficient enough to create satisfactory dishes for ourselves, families and friends.

So what is a convenient, delicious and appetizing summer food ingredient that would solve all these questions?

Our recommendation with priority: Red Gold Tomatoes from Europe!



Why canned tomatoes from Europe are suitable to make summer food?

First, because the tomatoes growing under the Mediterranean sunshine are of excellent quality and taste, it is picked when the fruit is fully ripe with bright red color. Their peel is strong, not easy to crack during processing but easy to peel off, and the pulp is solid and juicy. The sweet taste of canned tomatoes from Europe is moderate, ideal for people looking for a light but smooth flavor during summer time.

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Secondly, canned tomatoes from Europe are ready to use or eat after opening. Without peel, they are perfect choices for consumers who would like to reduce the procedures and timing spent in the kitchen while still getting a wonderful presentation of the dish. They are also diversified in formats including whole peeled, chopped, passata, cherry tomatoes and etc., matching demands on different recipes like pasta, pizza, salad, stew, soup, and even dessert! The inspiration and confidence of the food burst out as soon as the lid is opened.



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Last but not least, the most typical and important nutritional component in tomatoes is lycopene, which is considered to be one of the strongest antioxidants found in nature. The antioxidant capacity of lycopene can protect our skin from ultraviolet radiation, which is a natural form of skin protection. Especially in the sunny summer, pay attention to sunscreen and skin health by eating more delicious canned tomatoes!



Recipe Recommendation:

We know many of you would like to have more cold dishes during the hot summer. But still remember to protect your stomach.

So here we would like to introduce this light, “warm” salad made with buckwheat and Red Gold Tomatoes from Europe.

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WARM BUCKWHEAT, TOMATO AND VEGETABLE SALAD



Time: 45 min

Difficulty: medium

Serves: 4

300 g ricotta
200 g buckwheat
100 g broccoli florets
420 g canned whole peeled tomatoes
6 zucchini flowers
3 aubergines
2 zucchinis
1 lemon (peel only)
10 basil leaves
50 g extra-virgin olive oil
Salt to taste

FOR THE BUCKWHEAT – Open the can of whole peeled tomatoes, drain and keep the juice to one side. Cut the tomatoes lengthwise, take out the seeds and put them on a baking tray lined with greaseproof paper. Season the tomatoes with a little extra-virgin olive oil and a pinch of salt and bake them in a preheated oven at 190°C for about 30 min. Separately, put the tomato juice from the can into a deep saucepan and about 300 ml of water and bring it to the boil. In a frying pan, toast the buckwheat previously rinsed under running water. As soon as the buckwheat is evenly toasted, pour it into the saucepan and cook it in the tomato water for about 15 minutes, salting to taste. Then drain the buckwheat and let it cool.

FOR THE AUBERGINE PUREE- Pierce the aubergine skin with small incisions and cook them in the oven at 190°C for about 40 minutes. Then, peel the aubergines, cut the flesh into cubes and puree them in a food processor. Add a little extra-virgin olive oil and a pinch of salt and put to one side. FOR THE ZUCCHINI- cut the zucchini into strips and Blanch then in plenty of salted water, drain and put to one side. FOR THE BROCCOLI FLORETS- Blanch the florets in plenty of salted boiling water, drain and put to one side. FOR THE ZUCCHINI FLOWERS – Open each zucchini flower and delicately clean the inside. Place the flowers on a baking tray lined with greaseproof paper and bake in the oven preheated to about 80°C for a few minutes just to let them dry out a little. FOR THE RICOTTA – Sieve the fresh ricotta, add a pinch of salt and put to one side.



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Spread the aubergine puree on each individual plate, arrange the buckwheat and put the tomatoes in the centre. With a piping bag, fill the tomatoes with the ricotta cream, place the other vegetables on each plate, and decorate with the basil leaves.



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



Weibo: @RedGoldFromEuropeChina



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



The Red Gold from Europe China Team

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