

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

Press Release  
November, 2021  
Shanghai, China

## Red Gold From Europe — Preserve the Taste for Your Winter Feast

Approaching the end of the year 2021, the rotation of the season continues. After the Light Snow in the solar system, the cold wave seems to send ice and snow to all regions of the country overnight. Even in the relatively warm south, people have put on winter clothes and trousers. In the north, the eaves and yard are snow covered, right up to the small river.



Has the oncoming cold wind led you to miss the peak of summer? Pleasant breezes, clear skies, warm sunshine and all kinds of delicious fruit and vegetables. The lanterns for celebration hang in front of the yard, with their bright red colour and round shape, aren't they like fully ripe tomatoes under the blue Mediterranean sky?

In Italy, a tomato is a bit like a mother: always there for you, giving joy and happiness,



bringing comfort and reassurance, doing you good. No other food has such a strong and unifying symbolic value. Now in winter time, it seems that we need the warmth and care from this "mother" in particular. Its fruit contains the energy and nutrition brought by

abundant sunshine and fertile soil, which can accompany us through a wonderful and healthy winter.

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

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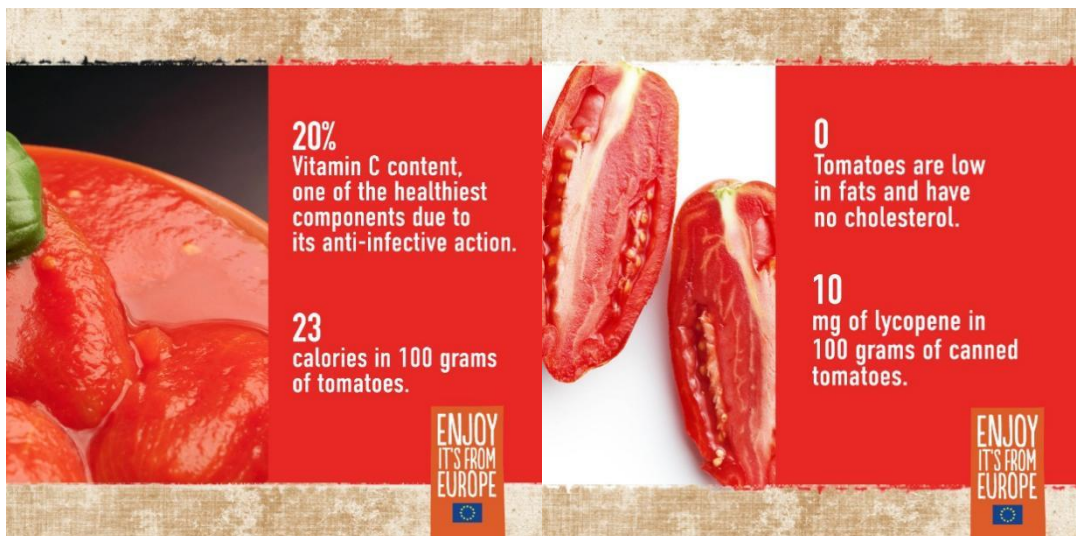
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During the transition from autumn to winter, the huge temperature difference tests the body's immunity, and the lack of moisture caused by the raging cold wind is another challenge. But winter is also a good time for nourishment. In China, there is a saying that enough nourishment in winter will allow you to be strong enough to fight against the tiger in Spring.

Human beings live in nature, and the physiological functions of human body often change with different seasons. Animals and plants in nature follow the rule of "bloom in spring, grow in summer, harvest in autumn and nourish in winter". And so it is with human beings. Both the natural environment and your body at this time can take nutrients easy to absorb and store, make up for the losses caused by working under high temperatures in summer, and then play a better role in the next year starting with spring.

In terms of nourishment, there is also an old saying in China that "food is better than medicine". For healthy people, a balanced and reasonable diet can have the effect that medicines cannot replace in improving body function or enhancing immunity. Our nutrition experts gave their opinions:

1. It is cold in winter so people rarely sweat and lose less salt in their bodies. At this time, the food supplement should be relatively light.
2. Winter is the best time to supplement microelements and minerals.
3. Pay attention to the intake of protein.
4. Soup is an ideal carrier. Nutrient elements dissolved in delicious soup are more easily absorbed by the human body, so that the transformed energy can be stored in the body to the greatest extent



Red Gold Tomatoes from Europe are born to be the ideal ingredients for winter nourishment! 😊

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A single fruit contains remarkable qualities: low sugar, low fat and low calories, which makes it light. But at the same time, it is rich in vitamin A, vitamin C, potassium, minerals, fibre, soluble protein and antioxidants such as lycopene, which is nutritious. So a tomato matches the requirements stated by the nutritionists.

The advanced processing method of canned tomatoes in Europe also gives the nutrients a perfect carrier to be fully integrated into a can, and then be provided to every consumer in the world.



In Europe, all kinds of Red Gold Tomatoes from Europe products, including whole peeled tomatoes, chopped tomatoes, passata and cherry tomatoes etc., are widely used in pasta, pizza, dessert and other dishes to provide daily nutrients.

In China, in response to the needs of nourishment in winter, we have specially created this tasty soup recipe. As a concentrated aggregate of beneficial nutrients, Red Gold Tomatoes from Europe gradually dissolve their nutrients in the soup during slow cooking, and achieve a perfect balance with cheese and other vegetable ingredients, providing protein, vitamins, antioxidants and minerals.

In the extreme cold, nothing is more heartwarming than a bowl of hot tomato soup.

(Welcome to also click the link to get more ideal choices for winter nourishment in the recipe gallery on our website: <http://redgoldfromeurope.cn/zh-hans/recipes>)

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## Recipe Recommendation:

### PAPPA AL POMODORO – BREAD AND TOMATO SOUP



**Time:** 55 min

**Difficulty:** easy

**Serves:** 4

800 g chopped tomatoes  
300 g stale bread  
1 l vegetable stock  
4 garlic cloves  
10 basil leaves  
1 celery stalk  
1 carrot  
50 g extra-virgin olive oil  
50 g parmesan cheese  
½ teaspoon of sugar  
salt and pepper to taste



Soften the chopped celery and carrot in a little extra virgin olive oil with one clove of garlic. Then add the chopped tomatoes, sugar and salt. Let it simmer for 40 minutes. Heat the vegetable stock and then pour in the prepared tomato sauce. Add in the stale bread, the remaining cloves of garlic, a little extra virgin olive oil and the basil. Cook the mixture until the stock has been completely absorbed. Serve the soup in a bowl garnished with a little extra virgin olive oil and a leaf of basil. Sprinkle with parmesan to taste.



**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 an EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe.

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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
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**Red Gold from Europe, More Activities in 2022,**



**Welcome to Explore**

**The Red Gold from Europe China Team**

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