

Press Release
July, 2023 @ Shanghai

Greetings from RedGoldFromEurope

Summer brings plenty of sunshine for tomatoes to grow robustly. Together with the nutrients from the fertile soil, our tomatoes are waiting for another bumper year of harvest before they are cleaned, canned and delivered all the way to your table.



The same summer also formally brings the Red Gold from Europe programme back to China.



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RedGoldFromEurope

The Art Of Perfection. Preserved For Your Table.

A brand new key visual, a brand new design and brand new activities both online and offline.

Yet, what remains unchanged is the premium quality of all the canned tomatoes products we are presenting to our consumers in China.



No matter whether whole peeled tomatoes, tomato passata, chopped tomatoes or cherry tomatoes, Red Gold Tomatoes from Europe always select the best fruits, fully ripe, full of juice, with a good quality of cellulose and without any rot or cuts.

Opening a can of summer tomatoes is a full sensory experience made up of a silky, velvety texture, a sweet and agreeably acidic taste, a brilliant red colour and the smell of sun and herbs, which recall summer. A host of natural nuances concentrated in a single fruit, the raw material for infinite culinary pleasures as well as a source of well-being.



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And from now on for three years, you will be able to encounter these delicacies more often than ever.

We will be at trade shows to greet both old and new friends from the industry.

A number of cities are on our schedule to host gatherings with a grand stage to showcase our product.

Gourmet audiences nationwide will continue to see us on TV shows, teaching how to make innovative dishes with various canned tomato products.

And all chefs are welcome to join us in seminars and contests, winning the opportunity to visit Italy and experience the culinary culture with canned tomatoes there.



www.redgoldfromeurope.cn



Co-funded by the European Union

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



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Of course, we always think about the consumers we treasure. Menu promotions and POS promotions are around the corner in cooperation with reputable restaurants and boutique stores, welcoming every one of you to indulge in a tasty and nutritious feast of tomatoes.



The Red Gold from Europe programme is ready to entertain our Chinese friends with gourmet and fun events! We look forward to another three years enjoyed by both you and us!

Enjoy, Its from Europe!

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

ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold is the name of the EU (European Union) programme to raise awareness 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 social media accounts as follows:

Website: www.redgoldfromeurope.cn



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New Coming



Red Gold from Europe, More Activities in 2023,



Welcome to Explore

The Red Gold from Europe China Team

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