

# Red Gold from Europe

A Wonderful Journey of Canned Tomatoes  
From Europe to China



[www.redgoldfromeurope.cn](http://www.redgoldfromeurope.cn)



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## About us

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EUROPE



### RED GOLD FROM EUROPE

Red Gold is the name of the EU (European Union) project to raise awareness of EU canned tomatoes 100% Made in Europe.

We are delighted that our journey together, which started in 2019, has now resumed after a short break and will continue till 2026.

### ANICAV

The members of the Italian Association of Canned Vegetable Industry ANICAV produce over 60% of all processed tomatoes in Italy and almost all of the whole peeled tomatoes produced in the world (including the internationally known San Marzano dell' Agro Sarnese-Nocerino DOP).



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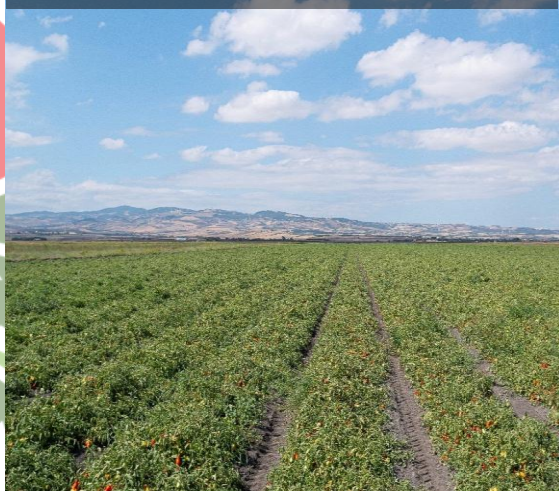




# Red Gold Tomatoes from Europe

## Natural conditions

The blue skies and sunshine of the Mediterranean provide the ideal natural conditions for growing tomatoes.



## Perfect varieties

Tomato varieties with compact pulp, a strong skin and sweet and sour taste, perfect for processing.



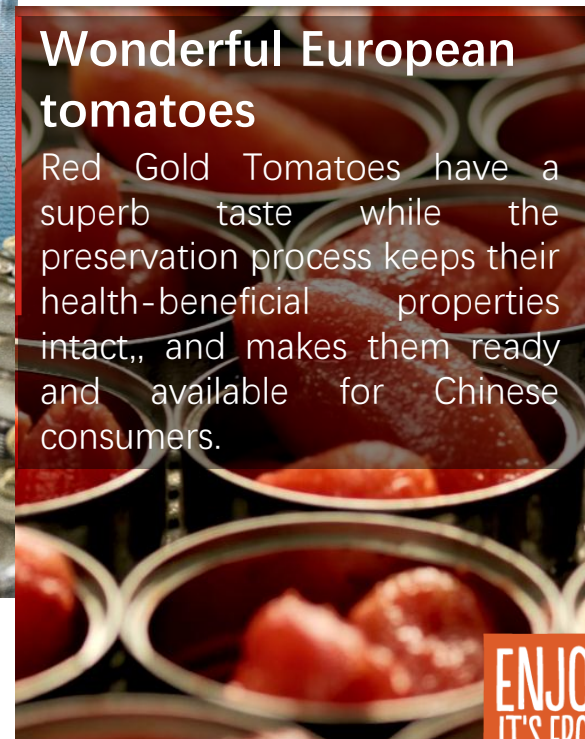
## Processing

The tomatoes are subject to strict quality control to ensure their quality and safety. After harvesting, they are carefully selected, cleaned, boiled, and peeled in modern facilities before further processing.

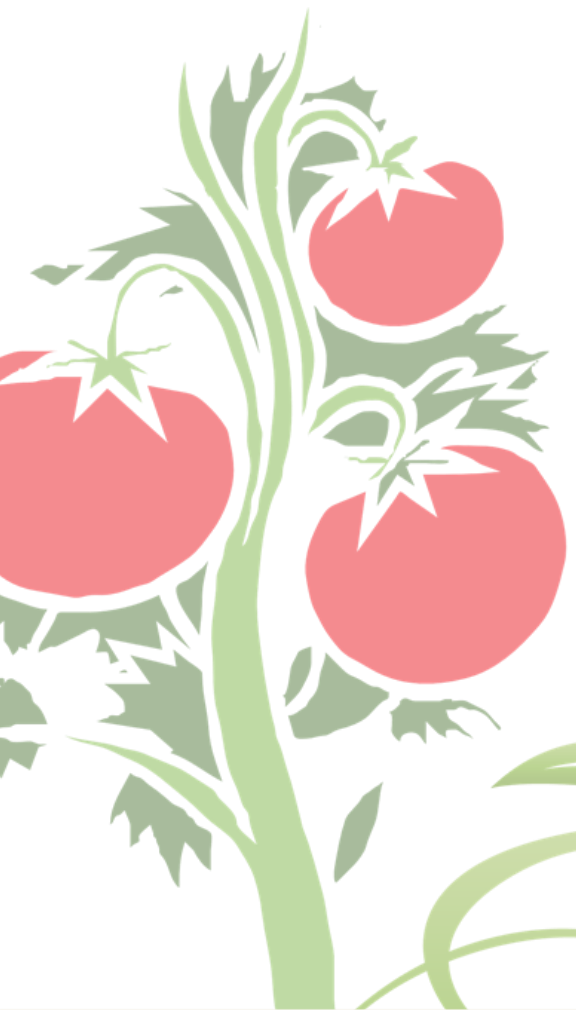


## Wonderful European tomatoes

Red Gold Tomatoes have a superb taste while the preservation process keeps their health-beneficial properties intact, and makes them ready and available for Chinese consumers.



# Red Gold Tomatoes from Europe



- 🍅 Delicious
- 🍅 Nutritious
- 🍅 Easy to Cook



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# Red Gold Tomatoes from Europe

You can buy canned tomatoes in any form you want: whole peeled tomatoes, cherry tomatoes, chopped tomatoes, tomato passata. Whatever their form, tomatoes are a key ingredient for creative dishes and tempting flavours. Each canned tomato variety has its own characteristics, suitable for different recipes, and their versatility is always surprising, inspiring you to try new recipes.

The **variety** of possible combinations is virtually **endless**.



# Red Gold Tomatoes from Europe



The popular **whole peeled tomatoes** are canned and processed immediately after harvest: the whole fruits, briefly boiled, peeled, and stored in their own juice. They must be processed quickly to maintain their original flavour and achieve a perfect balance between sweetness and acidity.

Whole peeled tomatoes are so versatile: they can be used to make a traditional Italian Ragu sauce, for pasta, pizza, soups, stews, fish or meat dishes, cooked with eggs or added to vegetable recipes.





# Red Gold Tomatoes from Europe



**Chopped tomatoes** are made from peeled tomatoes that are chopped and seeded in their juice. They are the ideal base for simple and quick recipes, with a reduced moisture content, to quickly make a delicious spaghetti sauce.

**Chopped tomatoes** are an ideal pairing for fish dishes, as their freshness and mild acidity provide a perfect balance between the delicate taste of fish and the tomato flavour.



# Red Gold Tomatoes from Europe



Cherry tomatoes are small and round, with a firm flesh texture. After picking, they are immediately canned with juice to preserve their sweet and delicate flavour.

They are perfect for the preparation of quick-cooking sauces and give a flash of brilliant colour to vegetable dishes and grilled dishes.





# Red Gold Tomatoes from Europe

**Passata** is an authentic product made from tomatoes. In modern industrial processing plants, the tomatoes are carefully cleaned, crushed and sieved, and then the resulting tomato pulp is heated to a temperature of 85 -100 C. The tomato pulp is then evaporated. In the evaporator, the concentration of tomato pulp gradually increases through various stages until it reaches the required density.

**Passata** can add colour and flavour to dishes, making it perfect for dishes that require long and slow cooking, such as meat sauces, soup, stews and casseroles.



# Events in China 2023



## Chef Contest August to September 2023, Beijing

- 48 chefs from Beijing and surrounding regions submitted their recipe with canned tomato applications
- 125,900 visitors reviewed the contest page, generating 248,143 votes
- 12 chefs participated in the final onsite contest showcasing their recipes on canned tomatoes from Europe



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# Events in China 2023



## FHC China

### 8 - 10 November 2023, Shanghai

- **54 sqm booth** within the EU pavilion to promote canned tomato products from Europe
- A total of **6 recipes** highlighting different canned tomato products were showcased by an experienced guest chef in a live demo session.



# Events in China 2023



## Press Event

### 7 November 2023, Shanghai

- Over 55 media guests including journalists, KOLs, KOCs etc. and over 18 professionals from the culinary industry were invited to the event.
- Post-event reporting by media achieved 4.5 million impressions.
- Video broadcasting on TikTok platform joined by over 13,000 viewers
- Photo broadcasting page viewed by 3,152 audiences



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# Events in China 2023



## Social Media Promotion October to November 2023

- 26 KOLs on 3 leading social media platforms in China, namely Weibo, The Red Book and TikTok posted video and articles to promote canned tomatoes from Europe.
- The social media campaign achieved **a total of 19.78 million impressions**.



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# Events in China 2023



## Menu Promotion November 2023, Shanghai

- 5 restaurants including a one-Michelin-star restaurant joined in the menu promotion.
- 5 set menus of canned tomatoes from Europe were developed by the executive chefs.

欧洲番茄  
Tomato  
美味红金周  
RED GOLD  
FROM EUROPE



- 3 advertising banners on Dianping.com.
- 5 chef interviews reported on media Travel & Leisure.
- KOLs invited to visit the restaurant and create posts.



# Upcoming Events



## TV Programme January 2024, Guangzhou

**Broadcast Date:**

Mid February 2024

**Coverage:**

100 Million viewers

**Platform:**

South Star Satellite TV (TVS2)

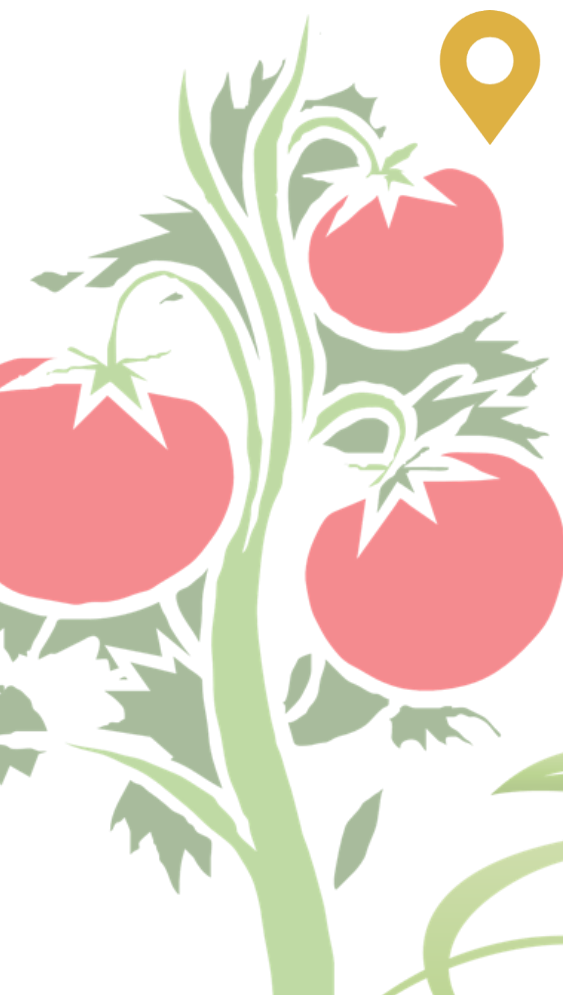
Web TV & Social (Tencent TV, WeChat etc.)

**Programme:**

20-mins-long TV programme designed for RGFE with executive chef showcasing 4 recipes highlighting the use of canned tomatoes from Europe



# Upcoming Events



## Chef Contest January 2024, Guangzhou

### Time:

January 10 – 22, 2024 Preliminary Round  
January 30, 2024 Final Competition

### Participants:

Over 30 chefs from hotels and restaurants in the region, 10 selected for finals

### Details:

A group of professional judges will visit the hotels and restaurants of the 30 chefs during preliminary round and rate the recipe they prepare

10 chefs selected for the finals will compete onsite with a new recipe using at least 2 types of canned tomatoes from Europe.



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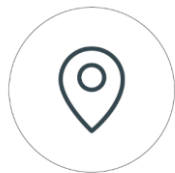


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# Always Ready for You



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