

Press Release
November, 2023 @ Shanghai

Red Gold from Europe, Onto the Stage of China Again!

Three years of the pandemic might have halted travel for a while, but it cannot stop everyone's longing for delicacies.

Red Gold from Europe has restarted its "Art of Perfection" performance on the stage of the Chinese market. On 7 November, a Press Event and Showcase Dinner was held at the Mandarin Oriental Hotel in Shanghai. A set menu of 4 courses was developed by the hotel's Executive Chef, highlighting the versatility of canned tomatoes from Europe, and allowing guests from the media and culinary industry to experience the magic of his extraordinary culinary art.

As the old saying in China goes, "Seeing is better than hearing, while tasting is even better than just seeing". Our guests at the event on 7 November all praised the premium quality and wonderful taste of the canned tomatoes with their own personal comments and feelings.



Manuela Barzan, on behalf of ANICAV and the Red Gold from Europe programme, brought representatives of European canned tomato brands to tell the story of this amazing product:

Red Gold Tomatoes from Europe can be said to have had a close relationship with China from the outset.

RedGoldFromEurope

The Art Of Perfection. Preserved For Your Table.

The colour of red is engraved in the DNA of Chinese people. Red represents celebration, red represents passion. The colour red also indicates happiness and good fortune and is emotive in every aspect.



And there is this red product that is both a fruit and a vegetable. It is a common food ingredient, but is outstanding in terms of taste, quality, and nutrition. It is loved by people all over the world, and even has its own festivals and museums. It has a long history; it has only recently entered our kitchens as an ingredient in modern times, yet it has gained worldwide fame in a very short time.

It is Canned Tomatoes!!!



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The glorious sunshine, mild climate and fertile volcanic soil of the Mediterranean region provide excellent natural conditions for growing high-quality tomatoes, making canned tomatoes in Europe renowned all over the world.

We are all familiar with tomatoes, and some people will be asking, what is unique about Red Gold Tomatoes from Europe?



European Red Gold tomatoes used by the tomato-processing industry are harvested only when fully ripe, when their flesh is red and juicy but still firm enough to be processed. After carefully picking the fully ripe fruits from the branches, modern processing plants with high safety standards will screen, clean, peel, process and can the products with their original juice. The final product presented to diners is the Red Gold from Europe tomato that has preserved its first-class taste and nutritious properties and is safe and healthy.

Canned tomatoes from Europe offer a wide selection of product formats, whether whole peeled tomatoes, diced tomatoes, tomato passata, or cherry tomatoes, all adhering to the same excellent standards, making cooking easy and convenient, while making dishes more delicious and nutritious.

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In terms of nutrition, tomatoes have low sugar and fat content, they are rich in mineral salts and vitamins, and have a high protein content, especially lycopene, an antioxidant, which is anti-aging and beneficial for cardiovascular health. Tomatoes can also promote digestion, helping with the digestion and absorption of food, especially starchy foods.



The 2023 European Red Gold Tomato Promotion Project is back in China, and more exciting activities are waiting for you to explore after the first media tasting!



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Red Gold from Europe Chef Contest Series – First Edition

Time: September 26, 2023

Venue: Beijing

The "Red Gold from Europe" chef contest will see a series of competitions in different regions in China. On 26 September, the first round was completed successfully in Beijing. 12 culinary elites participated in the competition, using canned tomatoes from Europe as the core ingredient to fully unleash their creativity. With their exquisite skills, they showcased the infinite potential of canned tomatoes in culinary applications.

ANICAV and the Red Gold from Europe programme also provided generous prizes for this competition. The first prize winner, Chef Shuai HOU from the Ritz Carlton Hotel, Financial Street in Beijing, will enjoy a 7-day tour of Italian food culture and personally experience the journey of canned tomatoes.



Food Hotel China

Time: November 8 – 10, 2023

Venue: Shanghai

What show is the most enjoyable to visit? That must be a food exhibition!

Food is of paramount importance to people! What does it take to stand out from the group of exhibitors at the show? Of course, it is the combination of attractive looks and tempting food aromas.

There are two on-site chef demoss a day, using canned tomatoes from Europe to create both traditional Italian cuisine and fusion dishes, for all our tomato-lovers onsite to enjoy!



“Red Gold from Europe” Restaurant Week in Shanghai

Red Gold from Europe cooperated with restaurants in Shanghai, including Indigo Docks Restaurant, La Scala, Lago and Okinawa Haibei to bring a red feast to Shanghai consumers!

Each restaurant’s chef demonstrated their skills and developed a speciality menu with canned tomatoes as the key ingredient. Can you imagine a sorbet with tomatoes? Or how well it goes with beef? In addition, the exquisite dining environment is perfect for both dining and photos!

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Thank you for your continued attention, and recognition of Red Gold Tomatoes from Europe! We will continue to hold various activities in a "red and gold" manner. We believe that with sincerity and dedication, "gold stone" will "open", and canned tomatoes will enter your kitchen and become part of your life.

♥ 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.

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).



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🍅 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

RedGoldFromEurope@163.com



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