

新闻稿

2023 年 11 月 @ 上海

来自欧洲的红金，重磅登场中国市场！

疫情三年，隔绝山海，却不能隔绝我们对于美食的向往。

这一次，来自欧洲的红金西红柿在疫情后再次启动中国市场推广计划，11 月 7 日在上海文华东方酒店举办媒体交流品鉴会，酒店大厨以来自欧洲的罐装红金西红柿制作的美食为特色，邀请到来自媒体和厨师界的贵宾，共享非凡饮食艺术的魅力。

百闻不如一见，百见不如一尝，11 月 7 日我们共同与媒体朋友们一起揭晓欧洲红金西红柿的真品质！



此次，来自欧洲的红金项目负责人 Manuela Barzan 博士亦带领众多欧洲本土罐装西红柿品牌代表来到上海，亲自讲述欧洲红金西红柿的故事：

欧洲红金西红柿，从一开始就和中国有着不解之缘。

红色，可以说是镌刻在中国人 DNA 中的印记。红色代表喜庆，红色代表热情，红色是激情澎湃的，红色也是富有感染力的。



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有这么一种红色的果实，它既是水果也是蔬菜；它是一种常见的食物但在口味、品质和营养方面拥有卓越表现；它的粉丝遍布全世界，甚至有自己的节日和博物馆；它的历史绵延悠长，却只在近现代才作为食材进入厨房，但又在短短的时间内风靡全球。

它就是！西！红！柿！



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地中海灿烂的阳光、温和的气候和肥沃的火山土壤为种植优质西红柿提供了优越的自然条件，使欧洲罐装西红柿在全球范围享有盛誉。

西红柿我们都不陌生，也肯定有人会问，欧洲的红金西红柿到底有什么独特之处？



欧洲红金西红柿严选最优质的新鲜果实，果肉紧实、果皮坚韧、口感酸甜，非常适合加工成各类西红柿制品。在枝头完全熟成的果实细心采摘后，高标准监控的现代化工厂对西红柿进行筛选、清洗、去皮和进阶的加工。最后呈现给食客的就是口感一流、安全健康、营养保存完好的多元化欧洲西红柿产品。

欧洲红金西红柿产品丰富多样，无论是去皮整颗西红柿、切粒西红柿、西红柿泥亦或是樱桃番茄，都秉承着同样的卓越标准，让烹饪变得轻松惬意，却让菜肴更加美味营养。



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同时，在营养方面西红柿的含糖量和脂肪量很低，富含矿物质盐和维生素，蛋白质的含量也不低，尤其是被誉为“抗氧化剂”的番茄红素，对于抗衰老和心血管健康等各方面都有益。西红柿还能促进消化，帮助食物尤其是淀粉类食物的消化和吸收。



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2023年欧洲红金西红柿推广项目再临中国，首弹媒体品尝会后更多精彩活动等你来发现！



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“欧洲红金杯”厨艺大赛开赛

时间：2023 年 9 月 26 日

地点：北京

“欧洲红金杯”厨艺大赛于 9 月 26 日在北京新东方厨艺学校开赛，来自北京和杭州的十二位厨艺界的精英参与了此次大赛。大赛以欧洲罐装西红柿作为核心食材，十二位精英大厨们在比赛现场充分发挥创意，凭借精湛的技艺，展现了西红柿在餐饮领域的无限可能。

意大利罐装蔬菜协会也为此次大赛提供了丰厚的奖励，一等奖将获得者来自北京金融街丽思卡尔顿酒店的厨师侯帅将获得意大利美食文化 7 日游，亲身实地体验欧洲红金西红柿之旅。



FHC 上海环球食品展

时间：2023 年 11 月 8 日 - 10 日

地点：上海

疫情过后的展会井喷，那么逛哪个展会最有幸福感？那一定是食品展啦！

民以食为天！全场诱人的香气加上琳琅满目令人目不暇接的美食，要在一众强劲的对手里脱颖而出，靠的是什么？当然是颜值啦！

欧洲红金西红柿展位可谓是万绿丛中一点“红”！

每日 2 轮现场大厨用原装欧洲红金西红柿产品制作传统意大利美食，来到现场的小伙伴们可以免费品尝。



“美味红金周”红色盛宴闪现上海

欧洲红金西红柿携手包括英迪格河畔餐厅、La Scala、Lago 和冲绳海呗等多家上海高端餐厅酒店给沪上美食客们带来一场红色盛宴！

各家大厨各显身手，开发了以欧洲红金西红柿为 C 位的佳肴菜单，物美价廉，颜值奇高，加上高端精致的就餐环境可谓是美食打卡两不误！还不赶快行动？

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感谢您对于欧洲红金西红柿一直以来的关注和认可！未来我们将继续“红红”火火地举办各类活动，相信精诚所至，“金”石为开，欧洲红金西红柿将会走进您的厨房，融入您的生活。



分享欧洲红金西红柿，分享爱与健康！



关于欧洲红金和 ANICAV

红金 (Red Gold) 是欧盟 (EU) 知识普及项目的名称，该项目旨在推广关于 100% 原产自欧盟的罐装西红柿。

意大利罐装蔬菜工业协会 (简称 ANICAV)，其成员占意大利所有加工西红柿产能的 60% 以上，并出产几乎全世界所有的去皮整颗西红柿 (包括国际知名的圣马扎诺西红柿) 。



欲了解更多信息请访问我们的网站，或是关注微博、微信公众号。



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欧洲红金项目中国团队

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