

Press Release
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A Discovery Journey of Red Gold Tomatoes from Europe in China Great Bay Area

Tomatoes are a very common vegetable/fruit now widely used in different dishes. However, their culinary history actually has experienced a road full of twists and turns.



Mistakenly being considered as a poisonous ingredient; it was used as a decorative plant or even as raw material to create magic potions and cures instead of as a food.

But these two centuries' detour did not prevent tomatoes from shining on the culinary stage. After the first culinary attempt by Chef Francesco Gaudentio to sauté them, this amazing food soon gained popularity among chefs all over Europe. From ordinary families to the noble royal banquet, menus with tomatoes as key ingredients were always the most favoured ones.

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The invention of the canning process further boosted the glorious rise of tomatoes. Available all year round and in different formats including whole peeled, chopped, passata and cherry tomatoes, canned tomatoes contributed to the development of numerous recipes not only in Europe but worldwide: pasta, meat and seafood dishes, soups, stews, pies and even desserts.



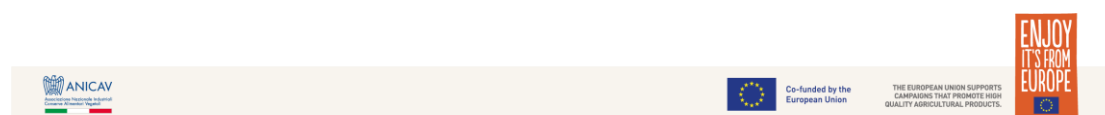
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Let's shift our focus a little bit. Southern China, called the Great Bay Area, is also famous for its culinary culture. Cantonese cuisine has its own style and is named as one of the Major Four Cuisine Styles in China.

Its influence is not limited to the southern China region only, but occupies an important position in Chinese restaurants in Hong Kong, Macau, and around the world. Cantonese cuisine has a variety of cooking techniques, including stir frying, frying, stewing, pan-searing and grilling. It aims at a comprehensive effect of colour, aroma, and flavour, with the characteristics of "five tastes" (fragrant, crispy, fatty, rich and soft) and "six flavours" (sour, sweet, bitter, spicy, salty, and umami). Cantonese cuisine has a strong seasonal identity, with a tendency to be light in summer and seeking a rich flavour in winter.



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So what would happen when canned tomatoes from Europe - such a historical food ingredient - meet with the culinary talents in southern China? Recently, RGFE made this experiment and we saw the passionate embrace of inspirations.

Over 30 professional chefs from the region presented their great recipes, exploring the creative and diversified potential for canned tomatoes to be applied in innovative dishes.



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You cannot define these masterpieces as simply western or Chinese.

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You can see the traditional Chinese culture about balance in them while the canned tomatoes' ability to the flavour is well highlighted.

You can see the typical western plate presentation and use of exotic ingredients while the cooking skill and use of fire/heat is fully Chinese.

You can also see how the canned tomatoes are seasoned with spices and herbs but the herbs are not the traditional Italian ones like basil or parsley but very local Chinese ones.

It has been a fun journey for canned tomatoes from Europe in southern China. It shows that there is still abundant potential for this wonderful vegetable/fruit to be explored in China.



What's more, the journey had another stop in the region to demonstrate its culinary fusion performance to the consumers.

"Finding Flavours", the No. 1 TV programme in lifestyle and food category on Satellite TVS2 Channel, invited canned tomatoes from Europe to be the main character of the episode broadcast on February 29, 2024.

The 20-minute TV show exposed the product, its culinary history, its nutrition value and most importantly its use in both Chinese and western recipes to a large audience of over 170 million in China.

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Did you miss the broadcast? No worries, here is the link where you can enjoy the TV programme and get to know more about canned tomatoes from Europe at any time!

<https://m.gdtv.cn/tv/dfffd921215df7f2ada17e5abdadf2b0>

Would like to try to prepare you own tomato dish after reading all the interesting information? Of course we can help you. Here is a recipe, easy to prepare but delicious and a fusion between tomatoes from Europe and ginger from China!



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Gingery tomato yogurt soup

Recipe created by Marlena Spieler

A simple pureed tomato soup, enriched with a little yogurt, and fragrant with fresh ginger.



Cook **30 min**

Serves **4**

800g canned chopped tomatoes plus their juices

3 cloves of garlic, coarsely chopped

1 onion, chopped

30g butter

1 tbsp chopped fresh ginger

2 tbsp flour

500 ml vegetable stock

250g yogurt (preferably thick, Greek style)

a few sprigs of coriander, optional to garnish

Lightly sauté the garlic and onion in the butter in a saucepan; when soft, add the fresh chopped ginger and cook together a minute or two longer.

Sprinkle in the flour and cook through, stirring, to cook the rawness out of the flour. When flour seems cooked through (slightly pasty and slightly translucent) stir in the tomatoes and the stock.

Cook together over medium heat until it thickens slightly, about 10 minutes.

Remove from the heat and puree in a blender or use a stick blender.

Stir the yogurt until smooth, then add to the soup and mix well. Return the soup to the heat and cook over a low heat until hot. Season to taste, sprinke with a little chopped coriander if desired and serve with toasted bread.

♥ **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).

🍅 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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The Red Gold from Europe China Team
RedGoldFromEurope@163.com



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