

Press Release  
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## **Red Gold from Europe Educational Tour —— Experience the Life and Gourmet in Naples**

Italy, a country rich in history and culture, especially the south, attracts countless tourists with its unique charm.

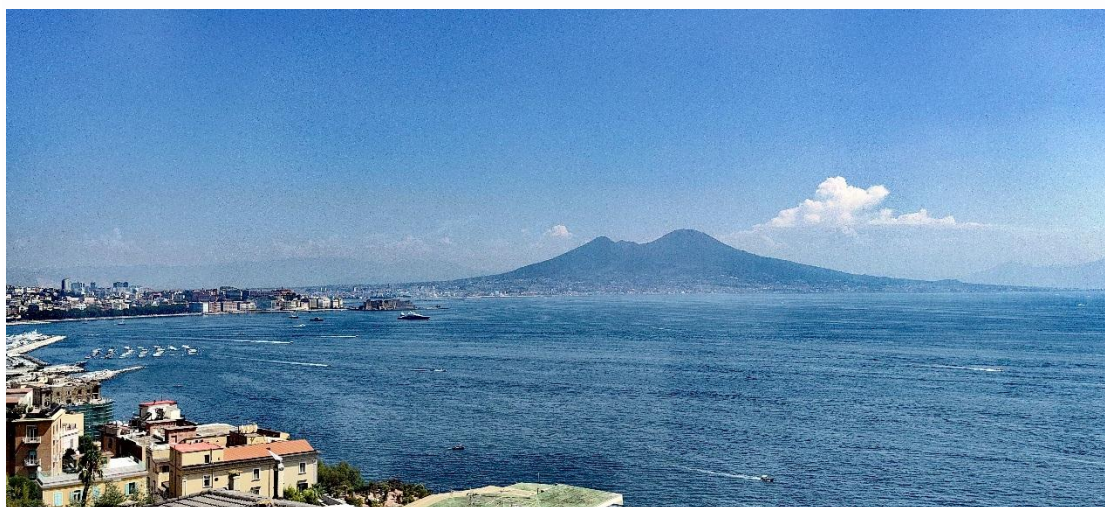
And Naples, this shining pearl located in the heart of the Campania region and along the Mediterranean coast, is also the centre of the canned tomato industry. At the invitation of ANICAV, the Italian National Association of Canned Vegetable Industries, journalists, KOLs and celebrity chefs from China joined the first RGFE educational tour to experience Naples in person.



## First Encounter with Naples

Naples, or *Napoli* in Italian, is an important port and commercial city in southern Italy. As soon as you step into this city, you are struck by its unique atmosphere. Naples is nestled between mountains and the sea, and its buildings sprawl over the hillsides down to the sea. It boasts both ancient castles and churches, as well as modern urban commerce, harmoniously coexisting and showcasing the unique glamour of this city.

## The Protection and Blessings of Vesuvius



Naples, this city with a long history, seems to be engraved with the glory and vicissitudes of the past on every flagstone road and every artistic building, while the volcano Vesuvius stands quietly at the edge of the city with a majestic and mysterious posture, brooding over the land.

Vesuvius is 1281 metres high and is the only active volcano on the European continent. It is located at the junction of the Eurasian Plate, Indian Ocean Plate, and African Plate, formed by inter plate drift and collision and compression. This volcano has erupted multiple times in the past, with the most famous being the major eruption in 79 AD, which destroyed the bustling city of Pompeii but also laid the groundwork for later agricultural development.

## Pompeii

The ruins of this well preserved Ancient Roman city seem to take people back to the Roman era, two thousand years ago. Strolling through the streets of the ancient city, observing the murals and buildings buried by volcanic ash, feeling the weight and events of history.



In addition to the power of nature, Vesuvius also brought precious volcanic ash to the soil in southern Italy. Volcanic ash is a fine debris produced by volcanic activity, with dust particles of less than 2 millimeters diameter, composed of rocks, minerals, and volcanic glass fragments. The volcanic ash soil deposited by the successive eruptions of Mount Vesuvius is rich in minerals and trace elements, with good breathability and water retention, making it a natural fertilizer for crop growth. This soil is not only beneficial for the development of plant roots, but also enhances the disease resistance and quality of crops.

Thanks to the nourishment of the volcanic ash soil of Vesuvius, the quality of agricultural products produced in the Naples region is superb and has an excellent reputation. Farmers around Mount Vesuvius use volcanic ash soil to grow various vegetables and grains, which are of high quality and add rich colours to Naples' food culture. Among them, the most acclaimed are the **Red Gold Tomatoes from Europe**, known as the soul of Italian cuisine. They're large, juicy, sweet and dense in pulp, but they also have an outstanding perfume and flavour, rich in various vitamins and minerals. They are highly prized and appreciated by consumers.





## The Harvest Celebration of Red Gold Tomatoes from Europe

The group was lucky enough to have the opportunity to walk on the soft volcanic ash and see the endless tomato fields with own eyes during this educational journey, with Mount Vesuvius in the distance, quietly overlooking the fertile soil and abundant tomato production. Mr. Giovanni De Angelis, the Director General of ANICAV, spoke to those present, on behalf of generations of farmers, about the cultivation and harvest of Red Gold Tomatoes from Europe, especially the locally characteristic pomodoro S. Marzano DOP dell'agro sarnese-nocerino.



One special variety was identified; it still has the original golden colour, which helped the group to understand why “tomato” is called “pomo d’oro” or ‘golden apple’ in Italian – from the appearance of the very first fruits that arrived in Europe back in 16<sup>th</sup> century which, when fully ripe, had taken on an intense yellow colour, just like gold.



# RedGoldFromEurope

The Art Of Perfection. Preserved For Your Table.

From the end of July to mid-October every year, it is the busy harvest season for canned tomatoes in Europe. The tomato fields and processing factories here are scattered in a "front field, back factory" mode, which can complete the picking and transportation of tomatoes from the fields to the factory within 3 hours, and complete the entire process of cleaning, screening, peeling, processing, and canning within 12 hours. That is, the entire canned tomato product can be produced in up to 15 hours here.



Orders from various countries, including China, may have been placed here as early as a year ago, and these freshly processed and canned tomatoes retain the most authentic and pure flavour, and are shipped to shelves and restaurant kitchens worldwide in the shortest possible time.





## A true and pure feast of taste buds

Naples is not only a treasure trove of history, but also a paradise of cuisine. From pizza, pasta, seafood dishes to various exquisite desserts, every bite is the ultimate temptation to the taste buds.

During the journey, we also learnt about the versatile applications of canned tomatoes in recipes. Whole peeled tomatoes, chopped tomatoes, tomato passata and cherry tomatoes can all find their perfect pairing with other ingredients in iconic dishes.



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

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These wonderful restaurants together with their owners and chefs have left lasting impressions on the media, KOLs and chefs from China. We can name them here: Pizzeria Salvo, Baccalaria, Regina Margherita, Gaetano Adamo, L'Antica Trattoria, La Cantinella, Un Attimo di Vino, Muu Muzzarella, A-Ma-Re, Taverna La Raggiola, Gran Caffé La Caffettiera and Palazzo Petrucci. We also met with "King of Baccalà" and restaurant that uses the daily catch of fish to create their menu etc. But one thing shared by all these restaurants is their devotion to canned tomatoes!

A simple but authentic pasta recipe generously provided by a local Italian chef for you to practise and enjoy:





## Spaghetti al Pomodoro

### Ingredients

- 400g spaghetti
- 400g canned whole peeled tomatoes, drained, deseeded and coarsely chopped (reserve the juices to add later or for another use)
- 30g extra virgin olive oil
- 2 cloves of garlic, finely chopped
- pinch of red chilli flakes
- 5/6 fresh basil leaves
- pinch of sugar, optional
- oregano to taste
- salt

### Directions

#### Step 1

Heat the oil in a frying-pan over a medium heat; add the garlic and red chilli flakes and cook together over medium low heat for a few minutes until soft and starting to caramelize.

#### Step 2

Add the coarsely chopped tomatoes, half of the basil and a pinch of sugar if using. Season with salt and oregano.

#### Step 3

Simmer over a gentle heat for 15-20 minutes. Taste for seasoning.

#### Step 4

Meanwhile, bring a saucepan of water to the boil, add salt and cook the spaghetti until al dente.

#### Step 5

Drain, reserving a little bit of the cooking water, and mix with the sauce. Over a medium heat, toss the pasta and sauce, adding a little bit of the reserved tomato juices from the can and the reserved pasta water.

When the sauce and pasta has combined well, serve immediately with the remaining basil leaves on the top.

### Symphony of Food, History, and Nature

This educational tour to Naples was a fruitful experience for Chinese counterparts in the media and catering industry. Naples, the pearl of southern Italy, attracts tourists and foodies from all over the world with its unique charm, rich history and culture, delicious food, and wonderful natural scenery. If you also have plans to travel to Italy, don't miss Naples and experience a journey of delicious food and beautiful scenery there.



If you cannot make it, no worries! You can always find a can of Red Gold Tomatoes from Europe nearby. Open it at once to enjoy the REAL flavour of the Mediterranean area!





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



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New Coming



Red Gold from Europe, More Activities in 2024,



Welcome to Explore

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