

Press Release

January 2025 @ Shanghai

Red Gold Tomatoes from Europe, at the Foot of the Volcano, Add a Unique Flavour to this Spring Festival!



As the Spring Festival approaches, are you tired of traditional holiday cuisine and crave a bit of novelty and surprise?

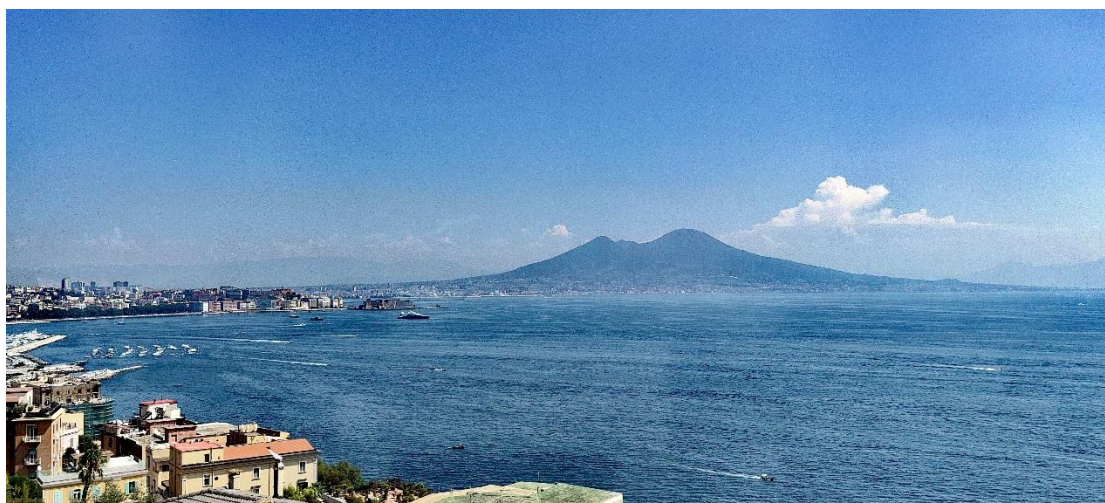
Let's embark on a journey of taste buds together, exploring the secrets from the foot of the volcano in Naples, Italy — the Red Gold Tomatoes from Europe, and making the dining table during Spring Festival full of Italian flavours!



Do you know the secret at the foot of a volcano?

If Rome is the heart of Italy, then Naples is the soul of Italy!

Naples attracts tourists from all over the world with its long history and passionate culture. The Vesuvius volcano, located on the east coast of the Bay of Naples, is not only geologically significant, but also has changed the fate of the surrounding area due to its multiple violent eruptions. The eruption of Mount Vesuvius brought fertile volcanic ash soil, giving birth to a unique tomato variety - pomodoro S. Marzano DOP dell'agro sarnese-nocerino.



The Soul Fruit of Naples

San Marzano tomatoes, known for their rich aroma, abundant pulp, and unique taste, have won the favour of foodies worldwide. Its pulp is fine and dense, with few tomato seeds, making it very suitable for processing into various value-added canned tomato products.

The peculiarities of European and Italian tomatoes are linked to the traditions of the specific territories where they grow, and it is important to protect them as well as raise awareness of their characteristics so that the consumer can learn to recognise and appreciate them. To this end, the European Union has adopted policies for the promotion and enhancement of the quality and typical characteristics of some foods, and in the case of the tomato, the Protected Denomination of Origin (PDO) label for the pomodoro S. Marzano DOP dell'agro sarnese-nocerino (Agro Sarnese-Nocerino San Marzano Tomato), grown in an area of fertile plains of volcanic origin, particularly rich in potassium carbonate, and with plentiful supplies of ground water and an efficient system of irrigation channels, as well as being close to the sea, all of which favour the farming of tomatoes, especially the elongated cylindrical variety which is suitable for canned whole peeled tomatoes.

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On this fertile land, canned tomato processing factories and vast tomato fields are dotted together, weaving vivid modern agricultural paintings. The picking and processing of tomatoes from the fields to the factory only takes 3 hours.

In the next 12 hours, these delicious tomato fruits will undergo a series of delicate processes such as cleaning, screening, peeling, processing, and canning. Every step here is strictly controlled, with advanced processing technology and strict quality management, ensuring that every tomato can be cleaned, peeled, and canned in the shortest possible time, allowing each can of products to retain the most fresh, authentic and pure flavour.



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These tomatoes, sealed in metal cans and carefully processed, not only retain the original flavour and nutritional value of the fruit, but also maintain freshness and purity during long journeys. When these canned tomatoes are transported to various parts of the world, they will transform into delicious dishes, opening the can is like travelling back to Naples to enjoy the sunshine, the breeze and the taste in this wonderful region.



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Make this Spring Festival full of Tomato Flavour

The Neapolitans' love and culinary skills for tomatoes are also world-renowned. From pizza to pasta, from appetizers to main dishes, tomatoes are an essential ingredient in Neapolitan cuisine. It not only endows dishes with enticing colors and unique flavors, but also becomes a symbol of Italian culture and culinary traditions.

During this Spring Festival, why not try incorporating Red Gold Tomatoes from Europe into your holiday menu? Whether it's making a classic Bolognese sauce, adding flavour to a delicious pizza, or even a convenience lunch dish like Tomatoes and Soup, canned tomatoes from Europe are sure to make your dishes shine with a unique charm, adding a touch of exotic atmosphere to your Spring Festival dining table.



Vegetable Spring Rolls with sweet and sour tomato sauce

10 sheets Wonton or Spring Roll pastry wrappers (alternatively filo pastry)
300g red cabbage
30g rice wine (can replace with dry white wine)
2 large spring onions
80g carrots
salt
pepper
potato starch dissolved in water to seal the rolls
oil for frying

For the sauce

300g tomato passata
1/2 sweet onion

1 clove garlic
50ml soy sauce (naturally fermented)
1/2 tsp Tabasco sauce
1 tbsp apple cider vinegar
3 tsp honey
1 tbsp teriyaki sauce
1/2 sprig basil
10g freshly ground black pepper

Method for the sauce:

Soften the chopped onion in oil in a saucepan, then add the garlic and honey and deglaze with the apple cider vinegar. Now add the passata and cook over a low heat, stirring occasionally. Add the rest of the ingredients and cook for 2-3 minutes. Blend the sauce and add the basil leaves.

For the spring rolls:

Wash and cut all the vegetables into thin strips. In a large non-stick wok or frying pan, heat 2 tablespoons of vegetable oil, add the vegetables and fry for 2 minutes. Deglaze with the rice wine, season with salt and pepper and cook for another 2-3 minutes; the vegetables should still be firm. Allow to cool completely.

How to make the spring rolls:

Unroll one wonton or pastry sheet at a time on a work surface. Add a handful of filling to the middle of the bottom half. Fold the lower part of the pastry over the filling, fold in the sides to overlap, then roll up quite tightly to cover the filling and brush the last flap with the potato starch and seal the roll. Try not to trap air as you roll and press the rolls gently to eliminate air before frying. Repeat with the remaining pastry wrappers. Heat the wok or pan again, add plenty of vegetable oil and heat over high heat. When the oil reaches 180°C, lower the heat slightly and fry a few rolls at a time, turning them a couple of times. It will only take a couple of minutes. Do this carefully: they must be lightly golden and crisp but not burnt. Serve with the tomato sauce.



**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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Red Gold from Europe, More Activities in 2025,



Welcome to Explore

The Red Gold from Europe China Team

RedGoldFromEurope@163.com