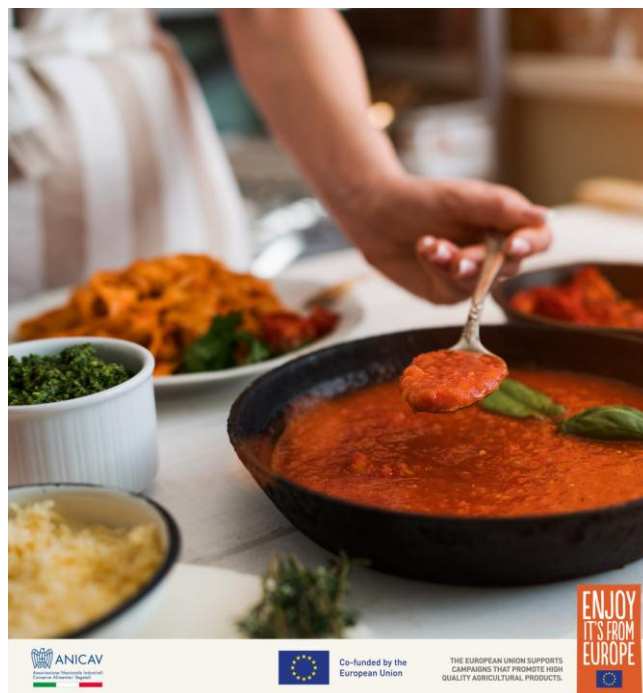


Press Release

March 2025 @ Shanghai

Wonderful Food Brings Quality Life | Delicacy Philosophy of Red Gold Tomatoes from Europe

In this fast-paced digital age, the warmth of a good meal made with excellent food ingredients is enough to provide you with a high-quality life.



When you pick up a can of Red Gold Tomatoes from Europe from the supermarket shelf, what comes to mind is the recipe you have seen on the website; When you experiment with your innovative cooking skills using canned tomatoes in your kitchen, you cannot wait to return to the online community to share your insights. This seamless experience between online and offline is the unique charm of food culture in the digital age.

And in every gourmet food artwork highlighting Red Gold Tomatoes from Europe, the main character recounts our philosophy of life "eat well and live well".

In the spring of 2025, Red Gold Tomatoes from Europe carried out a series of promotional activities. From the creative explosion of online communities to the sales boom of offline supermarkets, we have seen the wonderful chemical reaction generated by this collision between high-quality food products and online and offline platforms, and have written a delicious symphony about food products and creativity.

Red Gold Tomatoes from Europe POS Promo at Zhoushan

During the shopping boom before the 2025 Chinese New Year Festival, Red Gold Tomatoes from Europe enhanced the atmosphere of New Year in Zhejiang Zhoushan Supermarkets with a touch of bright "tomato red". High quality canned tomato products from Europe have become a new favourite on Zhoushan consumers' New Year's shopping lists, interpreting the true meaning of "New Year's flavour is the taste of home" with its deliciousness.

Supermarkets on the eve of the Spring Festival are always very busy. The Red Gold Tomatoes from Europe stand attracted many customers with its striking red visuals. The bright red decoration complemented the Chinese knot and attracted many customers who were shopping for food ingredients for their family reunion banquet. Many consumers have said that seeing this festive red colour makes them unable to resist bringing a few cans home.

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The Art Of Perfection Preserved For Your Table.



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



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Good products speak for themselves. Red Gold Tomatoes from Europe stick to the quality and safety promise "from field to table". No matter how technology advances, we firmly believe that people's search for authentic food never changes. Red Gold Tomatoes from Europe is committed to bringing these wonderful products to satisfy the demand from Chinese consumers nationwide.



"Crazy Refrigerator" , the linkage between music and food

As we all know, Red Gold Tomatoes from Europe is not only a gift from nature, but also the soul of Italian cuisine.

In the vast universe of music, every musician is a unique "ingredient" with their own distinct style and charm. When the notes jump in the air, when the Italian flavour blooms on the taste buds, a wonderful journey about music and food begins!

Ms. Wu Ruirui, a world-renowned female soprano and professor of Vocal Music Faculty of East China Normal University; Ms. Li Xiaoqian, a pianist of the Shanghai Philharmonic Orchestra; and Mr. Mao Fangyuan, a film and television actor and singer were invited by the “Crazy Refrigerator” TV programme to play the aria on the tip of the tongue with Red Gold Tomatoes from Europe!



Music guests and food masters joined hands to create intoxicating dishes with Red Gold Tomatoes from Europe. Every tomato is like a musical note, connecting the magnificent symphony of Italian cuisine.



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The Art Of Perfection. Preserved For Your Table.

In the programme, the culinary master demonstrated how to quickly make a rich and delicious tomato borscht using these canned tomatoes. The fusion with traditional Chinese ingredients such as rice cakes is like a moving piece of music, simple yet elegant.



Go Kitchen Recipe Challenge: Red Gold from Europe, Gourmet Inspirations



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Go Kitchen APP is a leading online community in China, focusing on home cooking and recipe sharing. In cooperation with Go Kitchen, 266 packs of Red Gold Tomatoes from Europe were available for the App users to apply for, which ignited the creative enthusiasm of cooking lovers.

Foodies from all over China participated in this event and used Red Gold Tomatoes from Europe to present their versatile applications. From classic home cooking to creative cuisine full of exotic flavours, every recipe manifests the love for food. KOLs are also sharing their recipes on the canned tomatoes from Europe. Successful applicants then uploaded their recipes and were rated based on various factors such as aesthetics, likes, theme relevance, and product exposure. The winners will receive a valuable European food and wine gift package.



As the Chinese saying goes, a bosom friend afar brings a distant land near. This encounter with Go Kitchen App users has brought the canned tomatoes from Europe close to Chinese consumers. With a touch of tomato red, the Internet "Cyberkitchen" can awaken everyone's love for and pursuit of good food.

In the following years, Red Gold Tomatoes from Europe will continue to accompany you. Every day, it will convey the good idea of "eating well and living well" with delicious food.

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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New Coming



Red Gold from Europe, More Activities in 2025,
Welcome to Explore



The Red Gold from Europe China Team

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