

Press Release

August 2025 @ Shanghai

**Red Gold from Europe, Preserved Premium Canned Tomatoes Invite You to
Enjoy this Delicacy**

With its continued focus on the Chinese market, the Red Gold from Europe programme, in collaboration with the European Union and ANICAV: The National Association of Canned Vegetable Industries, has brought this high-quality and delicious product across thousands of mountains and seas to the dining tables of Chinese consumers.

On June 30, 2025, at the Ritz Carlton Hotel in Beijing, RGFE hosted the Red Gold from Europe Showcase Dinner, inviting professionals from the media and food industry to share the charm of extraordinary culinary arts through the special menu developed by the Executive Chef of Ritz Carlton featuring a wide range of canned tomatoes from Europe.



As the old Chinese saying goes, witnessing is better than hearing while tasting in person is even better. Let's experience the true quality of Red Gold from Europe together!

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This time, Mr. Giovanni De Angelis, President of ANICAV: The National Association of Canned Vegetable Industries, also led a delegation of the member enterprises and representatives of the Association to Beijing to tell the story of Red Gold Tomatoes from Europe in person.

The tomato was born in the fertile soil of South America, traveled thousands of miles to Europe, and ultimately conquered dining tables all over the world. It is classified as a fruit by botanists, but it also firmly holds the throne as the king of vegetables in the culinary world. It is ordinary as it appears in almost every family's kitchen, but it is also so precious that it has exclusive festivals and museums – we present Red Gold Tomatoes from Europe.

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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".

Throughout its long history, the tomato was once considered an ornamental plant until modern times when its edible value was truly discovered. However, once it reached the culinary stage, it conquered the world at an astonishing speed: from Italian pizza to Spanish cold soup, from Provence stew in France to salads in the Middle East, it redefined the human perception of deliciousness with its firm pulp, sour and sweet flavours and abundant nutrients.

Today, the carefully screened and cultivated Red Gold Tomatoes from Europe represent the peak of tomato quality. Each one embodies the gift of Mediterranean sunshine, and every bite tells the story of the land it was grown in. It is not only a food ingredient, but also a food language that spans cultures and connects East and West.

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From the noble garden to the common people's table, from the New World to the world, Red Gold Tomatoes from Europe are writing their own legend with their quality and performance.



Red Gold Tomatoes from Europe strictly select the best fresh fruit, with firm pulp, strong peel and sweet & sour taste, which is very suitable for processing into

various tomato products. After carefully picking the fully ripe fruits on the branches, a modern factory with advanced processing equipment will clean, peel, process and can the tomatoes. The final presentation to diners is a diverse range of products that are top-notch in taste, safe, healthy, and nutritionally well preserved.

Canned tomatoes from Europe are processed into formats to meet the needs of different uses. Whether for a home kitchen or a professional restaurant, one can always find the most suitable tomato products, making cooking more convenient.



Whole Peeled Tomatoes

- **Features:** the whole fruits, briefly boiled, peeled, and stored in their own juice.
- **Advantages:** maintain their original flavour and achieve a perfect balance between sweetness and acidity, suitable for long-term stewing without losing their qualities.
- **Applicable dishes:** to make a traditional Italian Ragu sauce, for pasta, pizza, soups, stews, fish or meat dishes, cooked with eggs or added to vegetable recipes.

Chopped Tomatoes

- **Features:** made from peeled tomatoes that are chopped and deseeded in their juice.
- **Advantages:** an ideal base for simple and quick recipes, with a reduced moisture content.



- Applicable dishes: a perfect pairing for fish dishes, as their freshness and mild acidity provide a perfect balance between the delicate taste of fish and the tomato flavour.

Cherry Tomatoes

- Features: small and round, with a firm flesh texture. After picking, they are immediately canned with their juice to preserve their sweet and delicate flavour.
- Advantages: perfect for the preparation of quick-cooking sauces and giving a flash of brilliant colour.
- Applicable dishes: vegetable dishes and grilled dishes

Tomato Passata

- Features: the tomatoes are carefully cleaned, crushed and sieved, and then the resulting tomato pulp is heated to a temperature of 85 -100 C. In the evaporator, the concentration of tomato pulp gradually increases through various stages until it reaches the required density.
- Advantages: it adds colour and flavour to dishes, making it perfect for dishes that require long and slow cooking
- Applicable dishes: meat sauces, soup, stews and casseroles



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The whole range of Red Gold Tomatoes from Europe products can provide fresh, natural and high-quality solutions for both home consumers seeking convenience cooking and professional chefs requiring appearance, aroma and flavour.

At the same time, in terms of nutrition, Red Gold Tomatoes from Europe are rich in lycopene, vitamin C and dietary fibre, which has antioxidant and immune enhancing effects. Its low calorie, low sugar and high fibre content is particularly suitable for people who pay attention to dietary health. Whether for salads, soups, or pasta, canned tomatoes can add a touch of natural flavour to the dining table.



Mr. Giovanni De Angelis, the chairman, also mentioned at the press event that both China and Italy are countries that value their culinary culture, and tomatoes are an important ingredient on the dining tables of thousands of households. Through the RGFE programme, he hopes that more Chinese chefs, food industry professionals, and ordinary consumers can taste canned tomato products from Europe, and further expand the use of these products in the long-standing and prestigious Chinese cuisine, working together to create a more ambitious development prospect for them.



In order to realize this plan, after the press event in Beijing, the team of ANICAV members went to Chengdu to join in the "2025 RGFE Chef Creativity Competition".

Entering the venue of the chef competition, the sour and sweet aroma unique to Red Gold Tomatoes from Europe was overwhelming. This competition has provided a fair and professional stage for young chefs in the inland China region, allowing chefs from different backgrounds and styles to compete, exchange skills, and find new inspiration in each other's works. It also helps more people get to know and try this high-quality food ingredient from the Mediterranean region and lets Red Gold Tomatoes from Europe create more possibilities in Chinese cuisines.

After a day of intense and creative competition, Sous Chef Tan Bohan from the Fairmont Hotel in Chengdu, stunned the audience with a dish called "Butter Stewed Lobster Tail with Spicy and Miso Tomato Sauce". With his precise control of the original flavour of the ingredients and superb skills in combining creativity, he became the champion of this competition. Chiling Chiling Restaurant's host Liu Jiling was runner up with the layered ingenuity presented in "Pork with Organic Pumpkin and Tomato Passata". Executive Chef Yao Cheng of Ho Wine Ba's "Yellow Fish with Salad and Sabayon" won third place for its innovative concept and balanced flavour.



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The contestants also shared their experience with the canned tomatoes from Europe: the aroma of Red Gold Tomatoes from Europe is strong and the taste is rich; the canned cherry tomato has a balanced sour and sweet taste, particularly effective when paired with baked goods or used as a decoration on a plate; some chefs also praise tomato passata as "very suitable for the seasoning and colouring needed in Chinese cuisine".



From fragrant cooking to the exquisite garnish on the plate, every dish showcased ingenuity in every detail. In this culinary competition, young talents vividly demonstrated the infinite possibilities of canned tomatoes from Europe with their unique creativity and diverse interpretations. This competition not only opened up a new realm for the use of ingredients, but also strengthened the fusion of Chinese culinary culture and imported ingredients, bringing Red Gold Tomatoes from Europe into the sight of more Chinese chefs. Looking forward to the future, canned tomatoes from Europe will continue to shine

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brightly in the kitchen and dining table, bringing more diverse flavours and infinite inspiration.

In his speech at the competition, Mr. Giovanni De Angelis also thanked the Chinese market, professional catering professionals and Chinese consumers for their constant attention and recognition of Red Gold Tomatoes from Europe! In the future, we will continue to hold various activities in a "red gold" way. We believe that we will do our best to make Red Gold Tomatoes from Europe part of your life.

❤️ **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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