

RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.

Press Release

May 12, 2020

@Shanghai, China

Why is canned food so popular in supermarkets in western countries? — The secret behind canned tomatoes from the EU

When travelling in EU countries, one of my favourite things is to explore different supermarkets as it is the most direct way to see the food that people there love and enjoy every day. It helps you quickly understand the local culinary culture.

One thing I notice is that the canned food sector is far more diversified than in retail stores in China, ranging from vegetables, fruits, meat, seafood to soup. Both well-known international brands and local boutique suppliers are involved in the production of these canned food products.

Tomatoes - with so many ways they can be used in dishes – are of course a staple in this sector. The high quality standard of canned tomatoes in the EU has won itself the title of “Red Gold”. However, looking at the Chinese market, consumers still have the wrong impression that canned food is not "healthy" compared to fresh food, affecting their willingness to eat it.

Please take just a few minutes to learn together with me about the Red Gold canned tomato products made of 100% fresh tomatoes in Europe and certified by the European Union. After, your question about why canned food is so popular in western countries can be answered.

The processing of Red Gold tomatoes in Europe starts with the selection of the best quality tomato fruits: evenly and fully ripe, bursting with juice, with a good quality of cellulose and without any rot or tears.

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The selected tomatoes are washed, and brought to a high temperature to separate the skin from the flesh. In the Chinese dietary habit, whether fresh or processed, there will be no peeling step before eating. The peeled tomatoes coming from EU are thus more convenient for any type of cooking procedure.

Next, the peeled tomatoes are screened for damaged fruit, stems or traces of skins using an optical sorter. At this point in the production line, the tin cans are filled with the whole peeled tomatoes and their juice, and are vacuum-sealed to preserve their freshness and flavour. The next phase in the operation is sterilisation, which eliminates any micro-organisms that could alter the product.

At the end of the processing, the tomatoes will be labelled and sent to family kitchens and gourmet restaurants around the world. (Feel free to click the link to watch the preparation of Red Gold from Europe tomatoes all the way from harvest to your table.

<https://www.bilibili.com/video/BV1ZV411R779>)

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In China, eating fresh tomatoes is very common, and tomatoes are also a common ingredient in many light food recipes. But it is very rare to see processed tomato products other than ketchup. Furthermore, many locally produced ketchup items are not natural and contain many additives. Consequently, consumers often believe that eating tomatoes directly they can absorb more nutrients, but it is not necessarily the case.

Lycopene, one of the most important nutrients in tomatoes, is also a powerful antioxidant. In order to maximize its antioxidant effect, it is recommended to eat the cooked product, because the cooking process loosens the cellulose fibre, making lycopene more easily absorbed by the human body. Red Gold from Europe tomatoes are processed exactly in this way, meeting the request for healthy food from consumers.

So, European canned tomatoes – available all year long – are just as good, and even healthier than fresh tomatoes grown out of season.

In our fast-paced modern society, in addition to "taste", attributes like "convenience" and "nutrition" have also become important factors taken into consideration by consumers, especially the younger generation during food shopping.

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Red Gold from Europe tomatoes are available in whatever form you want: whole peeled tomatoes, cherry tomatoes, diced tomatoes and tomato passata. In any form, tomatoes are a key ingredient for dishes rich in creativity and tempting aromas. The variety of possible combinations is virtually endless. Starting from the simple (but incomparable) tomato sauce for a tasty pasta dish or to flavour a pizza, tomatoes can be used with meat, fish, eggs and cheese, and even for dessert.



Learning all these secrets behind the Red Gold tomato, now you can understand why there are so many options for canned food in the stores in western countries.

Remember to stop by the canned food sector in the retail stores when you are going out shopping; delicious and nutritious Red Gold tomatoes are there waiting for you! 😊

❤️ **SHARE THE RED GOLD TOMATOES WITH YOUR FAMILY AND FRIENDS,
SHARE THE LOVE AND HEALTH WITH THEM TOO!** ❤️

ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold is the name of the EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe.

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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 dell'Agro Sarnese-Nocerino DOP).

🍅 For more information about Red Gold from Europe, please visit our Chinese website or follow our public account as follows:

🍅 Website: www.redgoldfromeurope.cn

🍅 Weibo: @RedGoldFromEuropeChina

🍅 Wechat: @EU 红金西红柿

🍅 Bilibili: @欧洲红金托马托

🍅 Go Kitchen: @欧洲红金托马托君

🍅 **Red Gold from Europe, More Activities in 2020, Welcome to Explore** 🍅

The Red Gold from Europe China Team

RedGoldFromEurope@163.com

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