

Press Release
June 2024 @ Shanghai

Midsummer Gourmet Festive, Red Gold from Europe

In May, the largest food exhibition in China, SIAL show, was held in Shanghai. On the grand stage of the exhibition, Red Gold from Europe became the focus of attention for its excellent quality and taste. At the same time, a series of wonderful activities such as the RGFE Pizza Contest, the Chief Editor's Afternoon Tea Livestreaming, and the Red Gold from Europe Media & VIP Showcase Dinner were also held simultaneously in Shanghai and Guangzhou, further highlighting the extraordinary charm of canned tomatoes from Europe!



The Mediterranean sunshine, together with the rich soil there, provides ideal natural conditions for the cultivation of high-quality tomatoes, which makes canned tomatoes from Europe enjoy a high reputation worldwide for their quality and nutritional value.

Red: representing their colour, comes from lycopene, the antioxidant that is very important for the human body.

Gold: representing their quality, is the strictest golden standard for processed tomato products in Europe.

As tomato products are widely available in China as well, some of you will surely ask, what is unique about the Red Gold Tomatoes from Europe?

RedGoldFromEurope

The Art Of Perfection. Preserved For Your Table.



Red Gold Tomatoes from Europe choose fruits of the highest quality that have firm pulp, strong skin and rich flavour, which are very suitable for processing into various tomato products. After the fruit is carefully picked, modern manufacturing plants with high-standard monitoring systems carefully select, clean, steam, peel and process the tomatoes. The final presentation to customers is the premium product with a first-class taste, that is safe and healthy, well preserved and diversified.



Red Gold Tomatoes from Europe tomatoes come in different forms. Whether peeled whole tomatoes, chopped tomatoes, tomato passata or cherry tomatoes, they all adhere to the same standards of excellence, making your cooking experiences easier and more enjoyable, while also ensuring dishes are more delicious and nutritious.

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In terms of nutrition, tomatoes are low in sugar and fat, rich in mineral salts and vitamins, and high in protein. In particular, they are the best source of lycopene, known as a great antioxidant, beneficial for anti-aging and many other functions. Tomatoes also help the digestion and absorption of food, especially starchy food.



On the occasion of midsummer, we launched a number of both delicious and fun events. Let's take a look at the wonderful performance of our tomatoes!

SIAL China

Time: May 28 – 30, 2024

Venue: Shanghai

There are thousands of exhibitions in the world. Which one is the happiest? That must be a food show!



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The aroma of the delicious dishes and the wide range of premium food products are everywhere, so how can you stand out from all the competitors? It is with unparalleled excellence!



The Red Gold from Europe booth is just like the "red" fruit in a green orchard, attractive to all visitors! 6 recipes were demoed by the guest Italian chef, providing visitors with different styles of tomato dishes to try every day. As the saying goes, "eating is better than hearing", and after experiencing them personally, one can better understand the charm of canned tomatoes from Europe!



2024 Red Gold from Europe Pizza Competition

Time: May 31, 2024

Venue: Shanghai

After the exhibition, we turned our attention to the Red Gold from Europe Pizza Creative Grand Prix. The competition aims to provide a stage for professional pizza chefs with strength and talent to compete nationwide and exchange ideas. This competition is divided into two stages: preliminary and final. The preliminary stage includes two sections: online recruitment and online preliminary selection. Since the start of registration, the competition has received great enthusiasm from pizza chefs from all over the country, actively participating in the competition activities.

The competition is themed around the innovative application of canned tomatoes from Europe in pizza making. Red Gold from Europe tomatoes including whole peeled, chopped, passata and cherry tomatoes are the key ingredients, and through the exploration of the characteristics of canned tomatoes from Europe, contestants are encouraged to use clever ideas and creativity to create combinations with classic ingredients. Various cooking techniques are flexibly used to stimulate unlimited cooking inspiration, fully showcasing the characteristics and charm of Red Gold from Europe tomatoes, and interpreting a variety of amazing pizza dishes with colour, aroma, and flavour.



ANICAV, the Italian National Association of Canned Vegetable Industries has also provided generous rewards for this competition. The champion winner will win a 7-day tour of Italian cuisine and culture to experience Red Gold Tomatoes from Europe personally.

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Chief Editor's Afternoon Tea Livestreaming

Time: June 3, 2024

Venue: Guangzhou

There are a thousand Hamlets in a thousand people's eyes. It is the same with the perception of the canned tomatoes from Europe. Their image, use and nutrition are comprehensive and diversified.



www.redgoldfromeurope.cn

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In Guangzhou, we cordially invited professionals and influencers from food-related aspects to participate in a livestreaming conversation, hosted by Ms. Yang XIAO, the Chief Editor and Publisher of Travel & Leisure All-platform Media. Special guests were invited, including Mr. Giovanni De Angelis, Director-General of ANICAV, the Italian Canned Vegetable Industry Association; Mr. Yizhou CAO, Executive Chef of Langham Hotel in Nanfeng, Guangzhou; Ms. Zixia HU, a senior public nutritionist, and well-known food blogger Ms. Summer Chen, to engage in in-depth and interesting conversations about the product characteristics, their excellent quality, delicious flavour, healthy nutrition, and other facts of Red Gold Tomatoes from Europe. The event was broadcast live on Weibo platform, attracting an audience of over 330,000 to watch and interact with the host and guests, sharing their personal experiences with canned tomatoes from Europe.



Red Gold from Europe Media & VIP Showcase Dinner

Time: June 4, 2024

Venue: Guangzhou

The last but not least highlight was the "Red Gold from Europe" media guest reception dinner held at the Mandarin Oriental Hotel in Guangzhou, showcasing once again the superior quality and uniqueness of the well preserved Red Gold Tomatoes from Europe.

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More than 50 media guests, including editors, journalists, and KOL bloggers from multiple platforms, as well as 20 chefs and professionals from the food and catering industry, attended this grand event. The menu, which included appetizers, main dishes, and desserts, was specially designed by the Executive Chef of the Mandarin Oriental Hotel in Guangzhou, allowing guests to taste the unique flavour presented by canned tomatoes from Europe. Mr. Giovanni De Angelis, Director-General of ANICAV, the Italian Canned Vegetable Industry Association, and Dr. Manuela Barzan, Project Leader of the "Red Gold from Europe" programme, presented relevant information about the canned tomatoes industries in Europe, the featured products and promotional activities. Mr. Giovanni De Angelis also expressed the hope for more in-depth exchanges and cooperation with Chinese media and the food industry.



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Thank you for your continuous attention and recognition of Red Gold Tomatoes from Europe! In the future, we will continue to hold all kinds of "red gold" activities. We believe with all sincerity that Red Gold Tomatoes from Europe will come into your kitchen and become 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



https://weibo.com/u/6822339302?refer_flag=1001030103



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New Coming



Red Gold from Europe, More Activities in 2024,



Welcome to Explore

The Red Gold from Europe China Team

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