RedGoldFromEurope



Excellence in EU Preserved Tomatoes.

ENJOY IT'S FROM EUROPE

ANICAV
Associazione Nazionale Industriali Conserve Alimentari Vegetali

Co-funded by the European Union

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

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Red Gold from Europe:

SHOWCASING THE GOODNESS AND VERSATILITY OF EUROPEAN CANNED TOMATOES

Red Gold from Europe is **the promotional campaign launched by ANICAV and co-funded by the European Union** dedicated to showcasing the quality, safety, sustainability, and versatility of high-quality canned tomatoes from from Europe and Italy in the Middle East.

The campaign aims to educate Middle Eastern consumers about the **unique benefits** of incorporating canned tomatoes into their daily diets while enhancing **appreciation for traditional European agricultural practices**. Canned tomatoes have been a staple in Italian kitchens for generations, and with their focus on quality, safety, sustainability, and versatility, they are a perfect choice for Middle Eastern households, bringing their savoury and intense flavour to every dish.

Choose high-quality Red Gold from Europe canned tomatoes, harvested and preserved at their peak, to enjoy intact the excellence of their true, wholesome flavour and maximise the health benefits of the lycopene they contain.

Celebrating European Canned Tomatoes across the Middle East

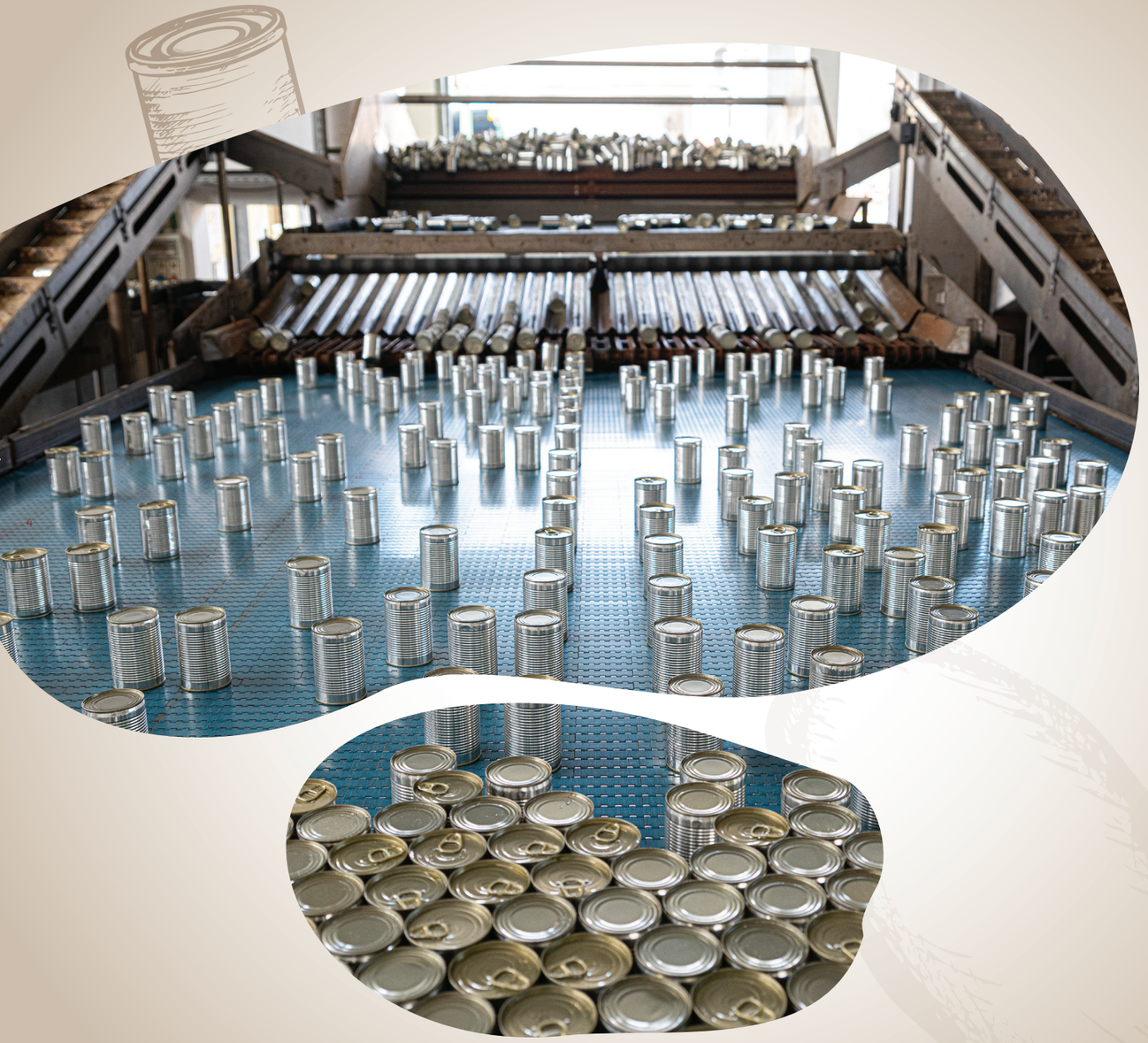


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ANICAV

THE ITALIAN ASSOCIATION OF CANNED VEGETABLES INDUSTRIES

ANICAV - the Italian Association of Canned Vegetables Industries – **is the largest association representing tomato processing companies in the world**. ANICAV members transform over 60% of all tomatoes processed in Italy and almost all the whole peeled tomatoes produced in the world. In addition, 15 member companies - approximately 80% of the companies belonging to the related PDO Consortium - produce San Marzano PDO tomatoes. First founded in Naples in 1945, today ANICAV promotes the sustainable development of the entire community along the supply chain, embracing a business culture, legality, ethics, transparency, respect for workers' rights, and respect for the environment.

www.anicav.it

ANICAV
Associazione Nazionale Industrial Conserve Alimentari Vegetali

Red Gold from Europe – rooted in a centuries - old tradition, embracing a healthy and sustainable lifestyle.

Naturally ripened in the warm Mediterranean sun, picked at the peak of perfection, and processed with the highest quality food safety standards, **European canned tomatoes** are the ideal kitchen staple, adding colour, flavour, and substance to your culinary inspirations.
One of the tenets of the Mediterranean diet, known as one of the healthiest diets in the world, they are a key ingredient in classic Italian dishes like pizza and pasta.

Entirely free of synthetic pesticides, herbicides or fertilisers, Red Gold from Europe tomatoes are grown in a living, nutrient-rich soil full of biodiversity that enhances their nutritional value and flavour.

The **red colour** of tomatoes is associated with **summer** and **happiness**; high-quality canned tomatoes provide you with a burst of joyous colour all year round.

Choose Red Gold from Europe canned tomatoes as your go-to option for their delicious flavour and a healthier boost.



The journey of the Tomato Plant:

FROM SOUTH AMERICA TO EUROPE



Although now associated with Mediterranean and Italian cuisine, **tomatoes have a long history**, dating back thousands of years to ancient Peru and originally used by the Mayans and Aztecs. Strangely enough, they were considered poisonous when first brought to Europe in the early 16th century from Mexico and used just as a decorative plant.
Tomatoes finally became popular as a cooking ingredient after Francesco **Leonardi** (ca. 1730 – after 1816), an Italian chef working in many European courtly kitchens at the time, started to use tomatoes in his dishes. He wrote the cookbook **The Modern Apicius** – published in Rome in 1790, and again in 1807-8 – conceived by its author as a work for princely chefs and which presents many regional recipes. He claimed the classic Neapolitan tomato sauce as his invention, made by simmering seedless tomatoes with onions, celery, garlic and basil, a recipe still used to this day as a basis by chefs and home cooks for both traditional and innovative dishes.

As tomatoes gained popularity in culinary use, preserving them became a priority. **The practice of preserving tomatoes was first started by the peasants of Parma**, who used to place tomatoes in the sun to let them dry, before then turning them into sauce. In Italy, this tradition gave rise to a widespread network of manufacturing industries for preserving tomatoes. **The first tomato canning company was established near Naples** by the entrepreneur Francesco Cirio: he is credited with innovating food preservation and was the first to preserve tomatoes in tin cans, a process he initiated in 1856, allowing for the industrial-scale production for the first time, gaining recognition at the 1867 World's Exhibition in Paris.
Industrial processing of canned tomatoes today in Italy remains rooted in the long tradition that started from Francesco Cirio's first processing plant.





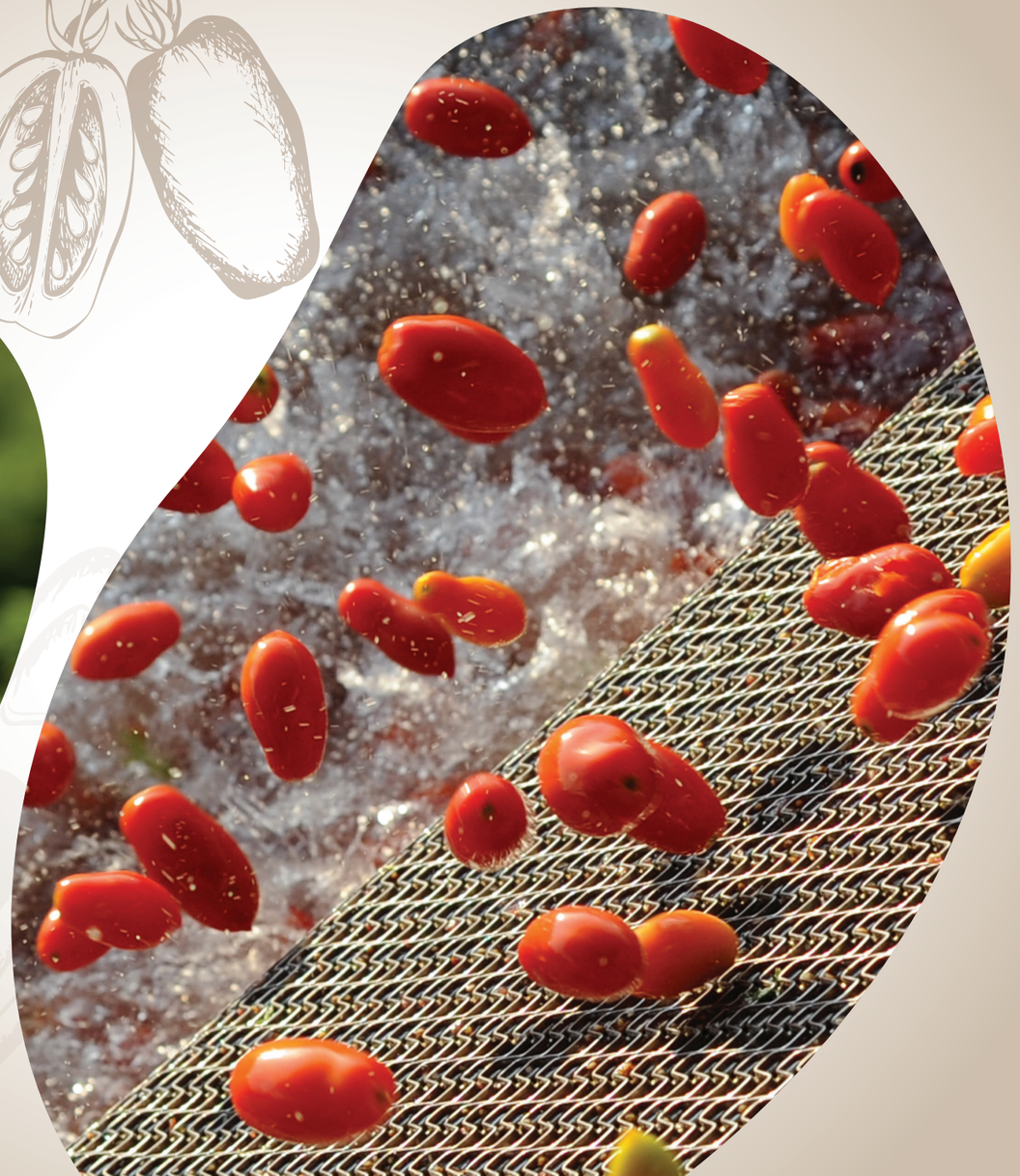
The Art of Transformation: Crafting Premium Canned Tomatoes

FROM FARM TO TABLE: THE JOURNEY OF FRESH TOMATOES TO CANNED PERFECTION

The tomato processing industry's unwavering commitment to **quality** and **safety** is evident throughout its production process, with strict European standards and controls in place.

The process for preserving tomatoes begins with **harvesting, washing and sorting the best tomatoes**. The tomatoes used for industrial processing are harvested only when they are fully ripe and with red, juicy flesh. The selected tomatoes are then vacuum sealed in tin cans or jars with natural juice and sterilised to preserve their **freshness** and **flavour**. Tin cans are tomato processing companies' most used containers, ensuring hygiene, **food safety** and **environmental sustainability**.







Technology and Tradition:

UNCOMPROMISING FOOD SAFETY STANDARDS

Italy and the European Union have always been in the vanguard regarding **food safety** and the **quality** of food products. To assure consumers of a high level of food safety and safeguard the agri-food sector from recurrent crises, the EU has adopted the farm to fork strategy to meet the challenge of assuring health and safe food along the whole food chain, with an integrated control system, based on a combination of **high requirements** for agri-food products **for health and animal and plant welfare,** whether produced in the EU or imported.

All Member States must respect the same criteria and food and sanitary controls are carried out to the same standard across the EU. By harmonising the sanitary regulations, the free movement of **safe food** was made possible contributing significantly to the well-being of citizens and their **social and economic interests.**

Tomato-processing in Italy and Europe

The **European tomato canning technology** strives to preserve the **natural properties** of the tomatoes and ensure food safety through continuous improvement and innovation. As technology advances, so does the production process.

Environmental sustainability lies at the heart of the operation of the processing tomato supply chain, which aims at responsibly safeguarding the territory and the environment in which they operate. Italian processing companies, while managing production processes with a low environmental impact that do not generate toxic-harmful pollutants, are committed to paths of waste reduction and energy and water efficiencies by investing in process innovations aimed at lower CO2 emissions, water recycling, lower waste production and greater waste recovery, as well as the use of recyclable packaging.



A Nutritional Marvel:

UNLOCKING THE HEALTH BENEFITS OF TOMATOES

Canned European tomatoes, picked and preserved at peak ripeness, are **a perfect choice for year-round use**. They are more environmentally friendly than out-of-season fresh tomatoes which are shipped over long distances in the winter or grown in heated greenhouses. What's more, **the processing method preserves all their qualities**, making them a great source of nutrients like **lycopene**, a powerful antioxidant easily absorbed by the body. It's best to eat cooked tomatoes to maximize the effect of lycopene as the cooking process loosens the cellulose fibres and makes lycopene more easily absorbed by the body.

Tomatoes are a true source of **energy** and **strength**, full of beneficial substances. Low in fats, they are an ideal choice to keep fit and healthy. A good source of **potassium**, which helps regulate blood pressure, and **vitamin C**, which supports immunity, canned tomatoes are a convenient and versatile option for incorporating these nutrients into your daily diet.



Here is the breakdown of their nutrient-rich composition:

24% — **VITAMIN C** content, one of the healthiest components due to its anti-infective action.

18 — **CALORIES** in 100 grams of tomatoes.

7mg — **OF LYCOPENE** in 100 grams of canned tomatoes.

200-300 mg — **OF POTASSIUM**

600 mg — **OF IRON**

700 mcg — **OF VITAMIN A**

60 mcg — **OF VITAMIN B1**

40 mcg — **OF VITAMIN B2**

OTHER MINERAL SALTS AND VITAMINS include vitamins E, K, and PP. And they all contain phosphorus, calcium, boron, manganese, magnesium, iodine, copper, zinc, sodium, sulphur, citric acid, malic acid, sugars, biotin, niacin, folic acid, and provitamin A.





Taste the Excellence: the Red Gold from Europe Canned Tomatoes are the Versatile Choice

A PERFECT MATCH: CHOOSING THE RIGHT CANNED TOMATOES FOR YOUR CULINARY ADVENTURES

Canned tomatoes are **the perfect kitchen staple**. They come in **different forms** and are **super versatile,** making them perfect for experimenting with new recipes. Whether you need them for sauces, stews or soups, or to unleash your imagination in the kitchen, there's a type of canned tomato that's just right for your culinary creations.

RED GOLD FROM EUROPE OFFERS DIFFERENT VARIETIES OF CANNED TOMATOES THAT CAN MEET ALL YOUR CULINARY NEEDS AND INSPIRE YOU:



Whole peeled tomatoes: canned as soon as they are picked, boiled, peeled, and preserved in their own juice. They have **a perfect balance of sweetness and sourness** and require minimal preparation, making them ideal for many dishes such as pasta sauce, pizza, soups, stews, and meat or fish recipes. Why not briefly roast them in the oven to intensify the flavour for your culinary innovations?

Chopped tomatoes: made by chopping and removing seeds from fresh tomatoes and preserving them in their juice. **They have less water content**, making them perfect for a quick pasta sauce or fish dishes. A perfect quick solution for a busy lifestyle!





Cherry tomatoes: canned with their juice immediately after harvesting to preserve their sweet flavour. **They are excellent for adding colour to vegetable dishes**, quick-cooking sauces, and oven-baking. Use them to give simple meat and fish dishes a final touch of sweetness and colour!



Tomato passata (tomato purée): made from pureed tomatoes that are heated very briefly to a very high temperature so that the nutrients are not altered, then strained, slightly concentrated and bottled. **Passata has a creamy density and an intense, savoury**, umami flavour with a marked sweet note. It is perfect both for quick cooking recipes, such as marinara sauce or slow cooking recipes, such as the traditional Italian meat sauce called ragù.





Tomato concentrate: made from boiled and reduced tomato purée. It's perfect for adding colour and flavour to slow-cooking dishes such as meat sauces, soups, stews, and casseroles. A secret ingredient you will never forego in the kitchen!

Tomatoes in Italian Cuisine

Italian cuisine traditionally is known for its rich, yet simple and vibrant flavours. **Canned tomatoes play a crucial role** in delivering this authentic flavour year-round. Their convenience and versatility make them a valuable kitchen asset that both home cooks and chefs can use to create delicious dishes.

Canned tomatoes add sweetness and freshness to these traditional Italian dishes such as the simple but flavourful **marinara sauce** that is as the base for many **pasta recipes** or for the iconic **Margherita pizza**. In dishes like **lasagna and aubergine parmesan**, the bold flavours of canned tomatoes add depth to their overall savoury taste.

Even simple tomato-based soups, like the rustic **Pappa al Pomodoro**, benefit greatly from the bold, rich flavour of canned tomatoes.

Whether you are cooking a **rich meat ragù** or a **spicy arrabbiata sauce**, using **canned Red Gold from Europe tomatoes** is the secret to capturing the authentic flavour and heart-warming aroma that is the essence of Italian cooking.





Tomatoes in Middle Eastern Cuisine

In the Middle East, **canned tomatoes are widely used to prepare a variety of traditional dishes.**

They serve as a convenient base for stews, such as **Saudi kabsa and Bahraini machboos**, and they add richness to rice and meat dishes.

Canned tomatoes are also used in **hearty soups, sauces, and vegetarian dishes**, as well as in popular dishes like **shakshuka, mahshi, and pilafs**.

Their natural sweetness helps balance spices, providing a consistent flavour and texture to Middle Eastern cuisine year-round.



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