RedGoldFromEurope

The Art Of Perfection Preserved For Your Table.



Celebrating European Canned Tomatoes across the Middle East

Press Kit

ANICAV
Associazione Nazionale Industriali Conserve Alimentari Vegetali

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Red Gold from Europe is the name of the campaign aimed at raising awareness in Qatar, Saudi Arabia and Bahrain about the quality, safety and sustainability of EU preserved (canned) tomatoes 100% Made in Europe, 100% Made in Italy.

A three-year campaign in the Middle East, featuring a series of engaging and interactive experiences designed to showcase the wonderful world of Red Gold from Europe canned tomatoes, including:

- Press events in Qatar and Bahrain, to present the campaign to Key Opinion Leaders and food professionals.
- Cooking Session programmes organised in our stands at some of the most important international trade fairs such as Hospitality Qatar, The Saudi Food Show and Saudi Agriculture.
- Educational Tours to take distribution and food service professionals, the press and opinion makers behind the scenes of tomato cultivation and tomato canning transformation.
- InStore Promotions, to allow consumers to taste and find out more about Italian and EU canned tomatoes.
- Monthly posts on Facebook, Instagram, X and Snapchat to keep everyone updated on the latest tomato-related content, including recipes, tips, and news.
- Video recipes that showcase creative and delicious ways to incorporate canned tomatoes into various dishes. These videos can be followed on social media platforms like YouTube, Facebook, Instagram, and the website itself.
- Interactive games related to canned tomatoes, such as quizzes, puzzles, and much more.
- Partnerships with micro-influencers for canned tomato-centric contents and recipes.

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About the Red Gold from Europe Campaign

RedGoldFromEurope
The Art Of Perfection Preserved For Your Table.



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 Europe and Italy in the Middle East.

The campaign aims to educate consumers in Qatar, Saudi Arabia and Bahrain 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.

ANICAV

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

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Red Gold from Europe - What Makes Our Tomatoes Unique



Begins in the fields with **dedicated, expert farmers**.



Continues with skilled workers ensuring **quality at every step**.



Brings consumers f**resh-picked flavour year-round**, anywhere in the world.



A true expression of **European excellence and tradition**.

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Red Gold from Europe - The Transformation Process

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.



Natural conditions

The blue skies and sunshine of the Mediterranean provide the ideal natural conditions for growing tomatoes.



Perfect varieties

Tomato varieties with compact pulp, a strong skin and sweet and sour taste, perfect for processing.



Processing

The tomatoes are subject to strict quality control to ensure their quality and safety After harvesting, they are carefully selected, cleaned, boiled, and peeled in modern facilities.



Wonderful European Tomatoes

Red Gold Tomatoes have a superb taste while the preservation process keeps their health beneficial properties intact, and make them ready and available for consumers across the Middle East.

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Red Gold from Europe - Rich In Essential Nutrients

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.

Rich in Essential Nutrients

- Per 100 grams of canned tomatoes:
- Provides 24% of daily Vitamin C
- Contains 18 calories
- Includes 7 mg of lycopene
- Supplies 200–300 mg of potassium
- Contains 600 mg of iron
- Provides 700 mcg of Vitamin A
- Contains 60 mcg of Vitamin B1 (Thiamine)
- Contains 40 mcg of Vitamin B2 (Riboflavin)

- 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.

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Red Gold from Europe - Canned Tomato Varieties



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.

You can buy canned tomatoes in any form you want whole peeled tomatoes, cherry tomatoes, chopped tomatoes, tomato passata Whatever their form, tomatoes are a key ingredient for creative dishes and tempting flavours Each canned tomato variety has its own characteristics, suitable for different recipes, and their versatility is always surprising, inspiring you to try new recipes.

The variety of possible combinations is virtually endless.

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Red Gold from Europe - Whole Peeled Tomatoes



The popular **whole peeled tomatoes** are canned and processed immediately after harvest the whole fruits, briefly boiled, peeled, and stored in their own juice They must be processed quickly to maintain their original flavour and achieve a perfect balance between sweetness and acidity

Whole peeled tomatoes as so versatile they can be used be used to make a traditional Italian Ragù sauce, for pasta, pizza, soups, stews, fish or meat dishes, cooked with eggs or added to vegetable recipes.

- Perfect sweet-sour balance and minimal preparation needed
- Ideal for pasta sauces, pizzas, soups, stews, and meat/fish dishes and slow-cooked ragù







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Red Gold from Europe - Chopped Tomatoes



Chopped tomatoes are made from peeled tomatoes that are chopped and seeded in their juice They are the ideal base for simple and quick recipes, with a reduced moisture content, to quickly make a delicious spaghetti sauce.

Chopped tomatoes are an ideal pairing for fish dishes, as their freshness and mild acidity provide a perfect balance between the delicate taste of fish and the tomato flavour.

- Perfect for fast pasta dishes or fish recipes
- A time-saving solution for a busy lifestyle







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Red Gold from Europe - Cherry Tomatoes



Cherry tomatoes are small and round, with a firm flesh texture After picking, they are immediately canned with juice to preserve their sweet and delicate flavour

They are perfect for the preparation of quick cooking sauces and give a flash of brilliant colour to vegetable dishes and grilled dishes.

- Great for vegetable dishes, quick sauces and oven-baked recipes
- Add a touch of colour and sweetness to meat and fish dishes







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Red Gold from Europe - Passata (Tomato Purée)



Passata is an authentic product made from tomatoes In modern industrial processing plants, the tomatoes are carefully cleaned, crushed and sieved, and then the resulting tomato juice is heated to a temperature of 85 - 100 °C The tomato juice is then evaporated. In the evaporator, the concentration of tomato juice gradually increases after various stages until it reaches the required density.

Passata can add colour and flavour to dishes, making it perfect for dishes that require long and slow cooking, such as meat sauces, soup, stews and casseroles

- Slightly sweet and intense taste profile
- Perfect for both quick sauces (e.g., marinara) and slow-cooked ragù







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Red Gold from Europe - Tomato Concentrate



Tomato concentrate is made from boiled and reduced tomato purée. It's perfect for adding rich colour and deep flavour to slow-cooked dishes such as meat sauces, soups, stews, and casseroles.

A small amount goes a long way, making it an essential cupboard staple for everyday home cooking and classic British and Mediterranean recipes alike.

- Ideal for slow-cooked dishes: meat sauces, soups, casseroles
- The secret ingredient every kitchen should have!







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Red Gold from Europe - Canned Tomatoes In Middle Eastern Cuisine









Middle Eastern cuisine is a celebration of bold spices, wholesome ingredients and time-honoured traditions. From fragrant rice dishes to slow-cooked meats and vibrant mezze spreads, the region's food tells stories of hospitality, heritage and shared meals.

Red Gold From Europe canned tomatoes are a cherished ingredient bringing richness, depth and convenience to a wide range of beloved dishes.

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Red Gold from Europe - Hospitality Qatar 2025 & 2027







The "Red Gold from Europe" promotional campaign successfully concluded its participation in the recent **Hospitality Qatar held in Doha, October 2025**.

The presence at the fair emphasized Italy's premium canned tomatoes, showcased through engaging live cooking demonstrations by renowned **chef Dario Tomaselli.**

Over the course of the exhibition, Chef Dario captivated the attendees with daily hands-on cooking sessions, demonstrating the versatility and rich flavour of Italian canned tomatoes.

From classic pasta sauces to innovative Mediterranean-inspired dishes, Chef Dario's masterful techniques underscored the high quality and authenticity of Italy's "red gold," a nickname earned worldwide for Italian canned tomatoes. The demonstrations attracted large audiences of local restaurateurs, chefs, and culinary enthusiasts eager to discover new ways to incorporate authentic Italian ingredients into their daily menus.

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Red Gold from Europe - Press Events









The Red Gold from Europe campaign was presented to Key Opinion Leaders and food professionals at an exclusive **Press Event held in Doha, Qatar in October 2025**.

The events provided an opportunity to introduce the campaign's objectives and future activities to key stakeholders within the food and hospitality sectors of the Middle East.

The presentations highlighted the unique versatility of perfectly preserved tomatoes from Italy and the EU, showcasing how they can be used across a wide range of culinary applications. Attendees were also given insight into ANICAV's future promotional activities in the United Kingdom, including educational initiatives and planned tours to Italy aimed at deepening understanding of tomato cultivation and preservation.

To complement the presentations, guests were invited to enjoy exclusive tasting menus created especially for the occasions. Each menu was designed to celebrate the rich flavour and adaptability of Italian and EU canned tomatoes, allowing attendees to experience their quality first-hand through carefully crafted dishes.

An additional press event is scheduled in **Manama, Bahrain in June 2026** to present the campaign to Key Opinion Leaders and food professionals.

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Red Gold from Europe - The Saudi Food Show 2026



The Red Gold from Europe promotional campaign will take part in **The Saudi Food Show in 2026**, the Kingdom's leading international food and beverage exhibition, held annually in Riyadh.

As a key meeting point for the regional and international food industry, The Saudi Food Show attracts thousands of high-level trade visitors, including importers, distributors, foodservice professionals, chefs, and hospitality decision-makers.

During the event, the Red Gold from Europe campaign will spotlight the outstanding quality, versatility, and reliability of Italian and EU preserved tomatoes. Through engaging live cooking sessions and culinary showcases, the campaign will demonstrate how preserved tomatoes serve as an essential ingredient across professional kitchens, from foodservice and hospitality to modern Middle Eastern and international cuisine.

Participation in The Saudi Food Show will allow the Red Gold from Europe campaign to connect directly with industry professionals in the Gulf region, celebrate European food excellence, and further strengthen awareness of preserved tomatoes as a cornerstone ingredient for quality-driven food preparation.

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Red Gold from Europe - Educational Tours To Italy



A successful educational tour organised by ANICAV – the Italian Association of Canned Vegetable Industries – and co-funded by the European Commission has concluded in Italy to promote the rich heritage of Italian canned tomatoes in Saudi Arabia. This initiative showcased the essence of Italian cuisine to a select group of seven Saudi opinion leaders, media representatives, and influencers.

During their time in Italy, the participants enjoyed an immersive experience including visits to lush tomato fields, where they learned about the cultivation and harvesting processes. They toured state-of-the-art tomato processing facilities, gaining insight into the meticulous methods used in creating high-quality canned tomatoes.

The tour also featured engaging masterclasses led by renowned chefs, allowing attendees to delve into the art of Italian cooking and. Hands-on pizza sessions enabled participants to craft authentic Neapolitan pizzas, honing their skills and appreciating the delicious nuances of the ingredients. During the tour, tasting menus inspired by Neapolitan culinary traditions showcased the versatility of Italian canned tomatoes.

In addition to these unique culinary experiences, the Saudi guests explored the major attractions of Naples and its surroundings, immersing themselves in the local culture and heritage that influences Italian cooking traditions.

The positive impact of the experience was reflected in feedback from the participants, who expressed enthusiasm about sharing what they had discovered and bringing a taste of Italy back to Saudi Arabia.

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Red Gold from Europe - Instore Promotions 2026 & 2027

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The Red Gold from Europe promotional campaign will run a series of **in-store promotions in Qatar and Bahrain in 2026 and Saudi Arabia in 2027** designed to allow consumers and food professionals to taste and learn more about Italian and EU canned tomatoes.

The in-store activities will combine point-of-sale promotions with educational masterclasses, offering an engaging and interactive experience within a retail environment. The initiative aims to bring consumers closer to the quality, flavour and versatility of preserved tomatoes from Italy and the European Union.

Throughout the events, participants will have the opportunity to sample dishes prepared with Italian and EU canned tomatoes, while gaining insight into their production, culinary uses and role in both traditional and contemporary cooking. The in-store promotions will highlight how preserved tomatoes deliver consistency, safety and authentic flavour across a wide range of recipes.

The in-store promotions will be supported by digital and social media campaigns, extending engagement beyond the store and encouraging wider consumer awareness and participation.

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Red Gold from Europe - Contact Details



Press Release Materials
For the latest news, announcements and updates from Red Gold from Europe, visit our press releases page: **https://redgoldfromeurope-sa.com/en/press-releases/**

Website
For more information about the campaign and to explore the flavourful world of canned tomatoes, visit: **https://redgoldfromeurope-sa.com/en/**

Social Media
Snapchat: **https://www.snapchat.com/@redgoldeuropesa**

Instagram: **https://www.instagram.com/redgoldfromeuropesa**

YouTube: **https://www.youtube.com/@RedGoldfromEuropeSaudiArabia**

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