

# RED GOLD FROM EUROPE

## THE ART OF PERFECTION. PRESERVED FOR ALL TASTES.



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

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



# *HOLIDAY NEWSLETTER EVENTS & RECIPES*



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## Overview

# RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

**ANICAV, the National Association of Canned Vegetable Industries  
invites you to enjoy  
Red Gold from Europe!  
EU Preserved tomatoes – 100% Made in Europe and 100% Made  
in Italy.**



**ANICAV – [www.anicav.it](http://www.anicav.it)**

**ANICAV will be informing and organizing events  
on Italian and European preserved tomatoes  
including cooking sessions and recipes as we  
kick off a three year European Union co-funded  
promotion  
campaign to raise awareness of our luscious  
product.**

**ANICAV members account for over 60% of all  
the processed tomatoes in Italy,  
and nearly all the whole peeled  
tomatoes produced in the world,  
including the internationally well-known San  
Marzano DOP.**



## Events and Activities

We bring you these beautiful tomatoes over a three-year promotion campaign, started with a presentation and lunch in Tokyo May 20, 2019, at the Mandarin Oriental Tokyo



Red Gold from Europe joined at ACCI Gusto in the trade fair on October 9, 2019

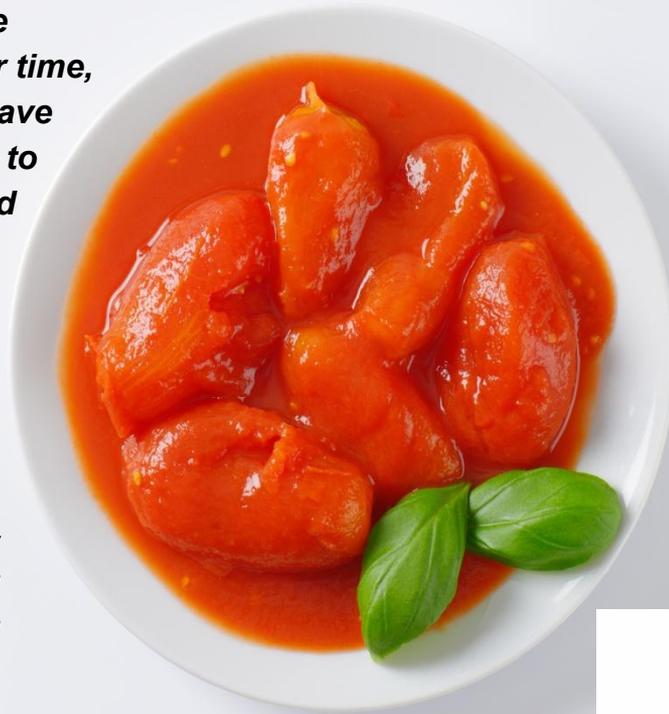
Dr. Miyuki Shinagawa participated making delicious and cute miso balls on October 4 and 26, 2019



# Versatility of Tomatoes

*Preserved tomatoes were first prepared centuries ago, from a union of the fertile European Mediterranean nature and the culture of the peoples living there. Over time, the traditional production techniques have evolved, using science and technology to guarantee today even greater safety and quality.*

*Canned tomatoes can be in whatever form you want: whole peeled tomatoes, cherry tomatoes, chopped tomatoes, sieved tomato passata: in any form, tomatoes are the main ingredient of cookery which is rich in creativity and tempting aromas.*



*And today, industrial tomato-processing still uses the same traditional method which has remained broadly the same over the years – apart from some phases where new technologies have increased the safety of the product and made production processes more efficient, especially for some operations, like sorting by hand, which are fundamental to guarantee a high-quality product.*



# Versatility of Tomatoes

*The variety of possible combinations is virtually endless. Apart from a 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. Whatever flavour you are looking for in your cooking, tomatoes will be able to provide it, adapting to the dish and, depending on the recipe, play a starring role or be a supporting player, be the accompaniment or distinctive note of any dish. All these qualities in just one food that encompasses many varieties in shape, appearance and colour.*



# It's tomato time!

Here are some of our delicious tomato recipes to try for yourself.



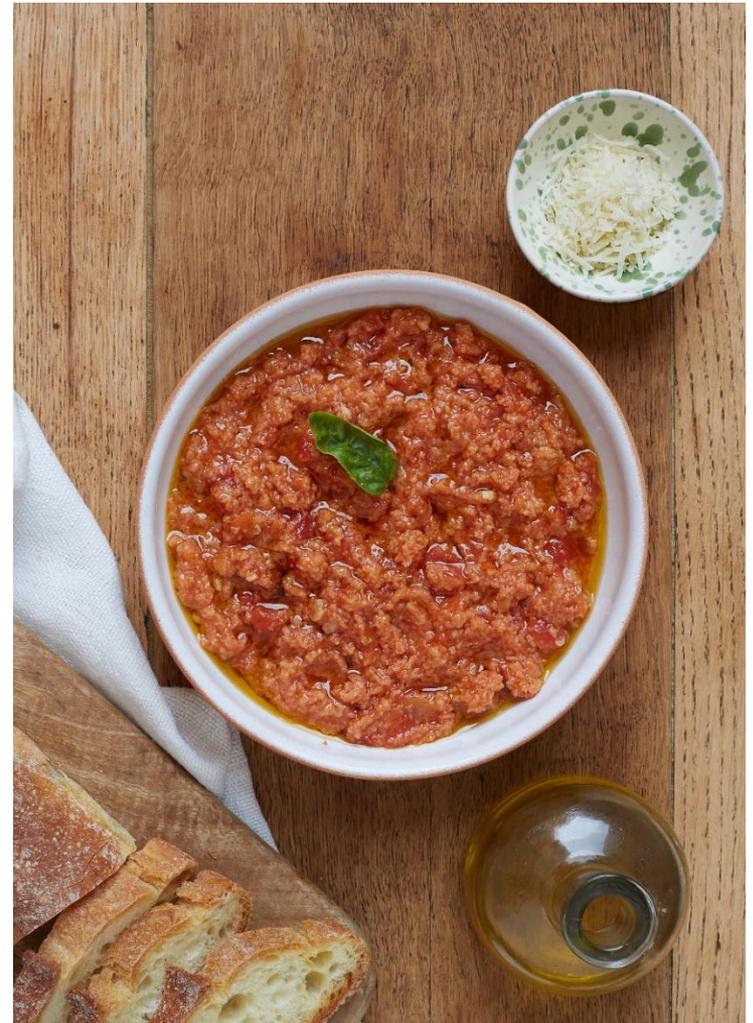
# BREAD AND TOMATO SOUP

**TIME** 55m **DIFFICULTY** Easy **SERVES** 4



- 800 g chopped tomatoes
- 300 g stale bread
- 1 l vegetable stock
- 4 garlic cloves
- 10 basil leaves
- 1 celery stalk
- 1 carrot
- 50 g extra-virgin olive oil
- 50 g parmesan cheese
- ½ teaspoon of sugar
- Salt and pepper to taste

Soften the chopped celery and carrot in a little extra-virgin olive oil with one clove of garlic. Then add the chopped tomatoes, sugar and salt. Let it simmer for 40 minutes. Heat the vegetable stock and then pour in the prepared tomato sauce. Add in the stale bread, the remaining cloves of garlic, a little extra-virgin olive oil and the basil. Cook the mixture until the stock has been completely absorbed. Serve the soup in a bowl garnished with a little extra-virgin olive oil and a leaf of basil. Sprinkle with parmesan to taste.



# PACCHERI WITH SQUID

TIME 45m DIFFICULTY Medium SERVES 4



- 500 g cleaned squid
- 320 g paccheri pasta
- 200 g canned cherry tomatoes
- 200 g tomato passata (pureed tomatoes)
- 50 g extra-virgin olive oil
- 50 g white wine
- 1 fresh red chili
- 2 garlic cloves
- 2 tablespoons of finely chopped parsley
- Salt to taste



Put a large saucepan with plenty of water to boil for the pasta; when boiling, add salt. Cut the body of the squid into rings about 1.5 cm thick and separate the tentacles. Slice the chili pepper thinly. Crush the garlic cloves into a little olive oil in a saucepan and let the garlic soften for a few minutes at a low heat with the sliced chili. Add the squid rings and tentacles to the frying pan and cook at a high heat for just one minute so that the squid doesn't toughen, then add the white wine, let it evaporate for a few minutes. Add the cherry tomatoes and *passata*, mix and cook at a low heat for 5-6 minutes. In the meantime, put the paccheri to cook in boiling salted water and then drain halfway through cooking (keeping aside a ladle of cooking water), adding them directly into the pan with the sauce and the ladle of cooking water to finish cooking.

# LINGUINE WITH TOMATO, AUBERGINE AND PISTACHIOS

TIME 50m DIFFICULTY Easy SERVES 4



- 320 g linguine
- 400 g canned chopped tomatoes
- 300 g diced aubergine
- 40 g toasted shelled pistachios, finely chopped
- 40 g salted ricotta
- 2/3 dill leaves
- 1 garlic clove
- 20 g extra-virgin olive oil
- Salt and pepper to taste



Sprinkle coarse salt over the diced aubergine and let them sit for 20 minutes in a colander to get rid of the excess liquid. Rinse them quickly and dry with kitchen towels. Heat 5-5 tablespoons of olive oil in a non-stick saucepan with the peeled garlic clove, then add the aubergine and cook covered for 5 minutes, mixing often so they cook evenly. Add the chopped tomatoes, and a few dill leaves and leave to cook until it has reduced to a thick pasta sauce. Add salt and pepper to taste. Cook the linguine in salted boiling water, drain and toss it into the sauce. Mix it for a few minutes over a low heat and then serve with grated salted ricotta and the chopped toasted pistachios.

# SALT COD WITH OLIVES AND CAPERS

**TIME** 55m **DIFFICULTY** Medium **SERVES** 4



- 500g desalted salt cod fillet
- 200g brown onions
- 100g plain flour
- 600g tomato passata (pureed tomatoes)
- 40g extra-virgin olive oil
- 30g salted capers (to be desalted)
- 60g Taggiasca olives
- 40g white wine
- 1 tablespoon of oregano
- parsley to taste
- salt and pepper to taste



Desalt the capers: rinse them repeatedly under running water. Then check to see that there are no bones in the salt cod fillet. Cut the piece of cod into 4 pieces of about 3 cm each keeping the skin on as it keeps the fish together during cooking. Then, peel and finely slice the onion. Place a saucepan on the stove, add the oil and then the onions and soften them over a low heat, stirring occasionally for about 4-5 minutes. As soon as they are softened, set aside the onions being careful not to leave the oil in the pan and flour the pieces of cod quickly, shaking off any excess flour. Increase the heat and then add the pieces of cod to brown, for about 1-2 minutes per side, then turn them as soon as they are golden. Add the white wine, and once it evaporates, lower the heat and add the tomato *passata*. Add the softened onions to the sauce and then add the olives and desalted capers, season with the oregano and a pinch of salt and pepper. Mix very delicately, cover and simmer for about 40 minutes over a low heat. Add parsley to taste.

# TOMATO-TOPPED CHEESECAKE WITH GINGERNUT-FRESH BASIL CRUST WITH TOMATO JAM

**TIME** 1h30m **DIFFICULTY** Medium **SERVES** 6

The gingernut-fresh basil crust is delightfully unusual, as is the whole cheesecake to be honest. I suggest that you'll probably want to make double the amount of the tomato jam: it's really good for a variety of other things, like a cheese plate.

## Gingernut-Fresh Basil Biscuit Crust

- 125g gingernut biscuits
- 120g butter, melted
- 2-3 tablespoons sugar  
(it depends on the sweetness of the gingersnap cookies)
- 50g fresh basil thinly sliced

Crush the biscuits and mix with the melted butter, sugar, and basil; press into the bottom of a cake or pie dish, and place in the refrigerator to chill while you prepare the filling.

For the filling:

- 3-4 tablespoons sugar
- 2 egg yolks
- 1 whole egg
- 450 g whole milk ricotta cheese
- 4-5 tablespoons whipping cream
- grated zest of 1 lemon or several dashes pure lemon extract
- pinch of salt



Break up the ricotta in a mixing bowl, and beat in the egg yolks and whole eggs, then add the cream, sugar, lemon zest or extract, and salt. Pour over the chilled crust, and bake in a 175 °C oven for about 20 minutes or until the cheesecake turns golden on top and is slightly set. Remove from the oven and leave to cool while you make the topping.

For the topping:

- 170 g tomato passata (pureed tomatoes)
- 125 ml water
- 1 tablespoon sugar
- 1 stalk of celery, finely chopped
- 1 tablespoon salt
- 1 envelope powdered gelatine

Combine the passata with half the water, the sugar, the celery and the salt. Bring to boil, then reduce heat and simmer 10-15 minutes or until the celery softens; add more water if it gets too thick and threatens to scorch. Meanwhile, sprinkle the gelatine over the remaining water and leave about 5 minutes until it is softened, and thickened.

Strain the tomato sauce, pressing the celery to extract as much of the celery flavour as you can; discard the solids. Add the softened gelatine to the tomatoes, mix well and cook over a medium low heat until the gelatine dissolves completely. Pour the strained tomato mixture over the cheesecake, tilting the pan so that the tomato layer is thin and even. Place in the refrigerator and chill until ready to serve.

Serve with Caramelized Tomato Jam:

- 900g San Marzano peeled tomatoes
- 275 g sugar
- large pinch salt
- about 7 g basil leaves, thinly sliced

In a heavy-bottomed saucepan place the sugar in an even layer. Cook over a medium-low heat until the sugar begins to melt and color. Add the whole tomatoes from the can, reserving the juice; break the tomatoes up with a wooden spoon as you cook them. You want the jam chunky. When they are slightly browned here and there, taking care that the sugar does not burn, add the juice that the tomatoes came in. Cook together, stirring every so often, until the tomatoes have concentrated to a thick, jammy consistency; about an hour.



# SWEET TOMATO TART

**TIME** 2hrs **DIFFICULTY** High **SERVES** 4

For the pastry

For the filling:

- 250 g superfine plain flour
- 125 g butter
- 100 g castor sugar
- 1 egg yolk
- a small pinch of salt
- grated lemon rind
- 200 g cane sugar
- 8 cloves
- 1 teaspoon of powdered cinnamon
- 2 sachets of pure vanillin
- 75 g toasted peanuts
- 4 eggs
- 1 small glass of rum
- a pinch of nutmeg
- 500 g canned whole peeled tomatoes
- Icing sugar to dust

Put the flour in a bowl and sprinkle a little salt, make a well and add the butter at room temperature. Rub together with your fingers until it resembles very fine breadcrumbs. Form a well in the centre again and add the sugar, grated lemon peel and egg yolk. Mix quickly for a short time to form a dough, then put the mixture in the refrigerator for half an hour. Beat the sugar with the egg yolks until they form a soft, fluffy cream. Crush all the spices together in a mortar and add them with the rum to the cream. Sieve the tomatoes and pour into a fine strainer (preferably not made of steel) and leave it to strain for at least an hour. Then add the resulting juice to the cream, together with two whipped egg whites folding in delicately with a spatula, from high to low. Then line a tart dish with the shortcrust pastry also on the sides, pour the filling in delicately and bake in a pre-heated oven at a medium high temperature, for an hour and fifteen minutes. Let it cool in the dish and then place it on a plate, dust with icing sugar, flavoured with cinnamon and vanilla.





[More Recipes](#)

## Member Companies

**ANICAV members account for over 60% of all the processed tomatoes in Italy, and nearly all the whole peeled tomatoes produced in the world, including the internationally well-known San Marzano DOP.**

### [Member Companies](#)

Picked at its peak of ripeness, then preserved by time-honoured Methods.  
Feeling luscious European tomatoes with their unique quality, flavour, beauty and goodness.



## MEMBER COMPANIES



**European and Italian canned tomatoes have unique characteristics: Superior taste, consistency, versatility, sustainable production methods... Of course, they are free of preservatives.**



# Advertising

RED GOLD FROM EUROPE.  
THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.



Elle Gourmet  
October 2019



Tokyo Calendar  
October 2019

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

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

A world without canned tomatoes wouldn't be the same without those from the European Mediterranean, proposed for your table by ANICAV, the Italian Association of Canned Vegetable Industries. Let yourself be conquered by these small masterpieces bursting with all the flavour of their European origin, tradition and culture. Whole peeled tomatoes, chopped tomatoes and puréed tomatoes – passata: full of flavour for you to enjoy all year long, perfect for your recipes and so healthy, rich with vitamins and minerals. Essential ingredients for the classic Italian dish Spaghetti with tomato sauce and Pizzas, they are also wonderful in dishes from all over the world! Ideal for soups, fish dishes, cooked with cauliflower and scrambled with eggs or tasty as a spicy dipping sauce with fried crisp tofu in China! Add them to Kimchi and Bapsang for the best taste and health benefits in Korea! And why not? .... A mouth-watering Ramen with tofu in Japan! Wherever you are, your own delicious cooking will be even tastier when you stir in a can of tomatoes from Europe. Versatility, ease of use, high-quality, traceability, a unique taste, nutritional and health benefits!

**IN SHORT: RED GOLD FROM EUROPE! FOR ASIA!  
EVERY DAY WITH YOU FOR YOUR TABLE.**

Discover more at [redgoldfromeurope.jp/kr/en](http://redgoldfromeurope.jp/kr/en)

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**PRESERVES & SAUCES**

one for the US market (EU Red Gold Usa) - a mature market where the Italian sounding phenomenon damages our products and subtracts significant market shares. Both projects - which will be developed in the three-year period 2019-2021 - are aimed at promoting the consumption of tomato derivatives and increasing and consolidating exports in these areas", he adds.

**SPECIALTIES AND REGIONAL ORIGIN**  
The trends abroad vary according to the country of reference and the relative eating styles. "In places where the local cuisine is scarcely related to tomato-based products, the sector of en-

**CIRIO AND PETTI BET ON BILLBOARDS AND IN STORE ACTIVITIES**

For Cirio branded products, Conserve Italia focuses on promotions based on a contextual trade marketing or marketing activity, through in-store materials, billboards at points of purchase or online campaigns on distributors' websites. "With these supports, the promotional lift increases and the brand is not damaged by activities that are reflected on its price that put it in direct comparison with the distributor's first prices or brands," says Conserve Italia's Export Marketing Manager Sandra Sargiolo. Gruppo Petti's most effective activity abroad is represented by promotional sales combined with in-store tastings. "We have carried out these activities through the use of promoters who have the task of educating and guiding the consumer in the choice of the tomato product and in its use in the kitchen," says Vera Epifano, Marketing Manager of Gruppo Petti.

**PRESERVES & SAUCES**

**INCREASINGLY SUSTAINABLE PACKAGING**

Packaging plays an increasingly important role and is an element of differentiation. Alongside the classic glass jars and cans, the use of Tetra Recart packaging is growing as it is chosen by an ever increasing number of companies for its greater environmental sustainability. Fruttagep, licensee of the Almoretti Bio brand, for example, is increasingly focusing on eco-friendly packaging such as poly laminated paper. "We have long established business relationships with foreign distribution chains, particularly in Germany where our promotional activity involved two new Almoretti Bio products: 100% Italian organic tomato pulp and purée in Tetra Recart packages mainly composed of renewable raw materials, such as wood fibres obtained from FSC certified forests," says Giorgio Alberani, Fruttagep's Commercial and Marketing Director. "Inspired by the environment, therefore, but also practically driven by a packaging that saves space in the pantry and reduces the weight of shipping bags.

**Especially in Europe the use of basic ingredients in the kitchen, such as purée, pulp, peeled tomato, is spreading**



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Italian Food

## Press Release

Greetings from the Land of Tomatoes! May 9, 2019

>>> <https://tinyurl.com/yxu9kijn>

Best wishes for your summer from Red Gold from Europe! August 10, 2019

>>> <https://tinyurl.com/y4nfunuo>

HALLOWEEN IS ON ITS WAY! October 23, 2019

>>> <https://tinyurl.com/yxjaurn8>



## Upcoming Events for 2020



[FOODEX JAPAN 2020 on March 10 - 13, 2020](#)

The Ritz Carlton, Osaka on March 6, 2020

The Grand Ginza Six March 11, 2020

Press Tour to Italy in summer: Submit your application today!

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Red Gold From Europe! ANICAV

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[Video](#)