

CISION

Greetings from Red Gold From Europe

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TOKYO, Aug. 22, 2023 /PRNewswire/ -- Summer brings plenty of sunshine for tomatoes to grow robustly. Together with nutrients from the fertile soil, our tomatoes are waiting for another bumper harvest before they are cleaned, canned and delivered to your table.



This summer also brings the Red Gold from Europe programme back to Japan.

A new design and new activities both online and offline.

Yet, what remains unchanged is the premium quality of all the canned tomato products awaiting our consumers in Japan.

Whether whole peeled tomatoes, tomato passata, chopped tomatoes or cherry tomatoes, Red Gold Tomatoes from Europe always select the best ripe and juicy fruits, in perfect condition.

Opening a can of our tomatoes is a sensory experience made up of a silky, velvety texture, a sweet and agreeably acidic taste, a brilliant red colour and the smell of sun. All concentrated in a single fruit, the raw material for infinite culinary pleasures and a source of well-being.

And for the next three years, you will be able to encounter these delicacies more often than ever.

We will be at trade shows to greet old and new friends from the industry.

Different cities will host gatherings to showcase our product.

Gourmet audiences nationwide will see us on TV shows, demonstrating innovative canned tomato dishes.

Opinion leaders and distribution professionals will have an opportunity to visit Italy and experience firsthand the culinary culture with canned tomatoes.

And for the consumers we treasure, menu and POS promotions await with well-known restaurants and specialist stores, welcoming you to indulge in a tasty, nutritious feast of tomatoes.

The Red Gold from Europe programme looks forward to another three years of gourmet fun events!

Enjoy, It's from Europe!

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 the whole peeled tomatoes produced in the world (including the internationally known San Marzano DOP).

For more information about Red Gold from Europe, please visit our website

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