

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

Media Release

**Calling all Food Lovers, Greetings from the Land of Tomatoes!**

May 30, 2019 – Los Angeles, CA – Come join our journey from the fertile lands of Europe to your kitchen table as we launch a three year National promotion celebrating why **European EU Preserved Tomatoes are the best canned tomatoes in the world!**

We have lots of fun planned including **Delicious Recipes** and **Amazing Press Trips to Italy** to see first-hand where our tomatoes are grown, picked and canned. We look forward to your involvement by featuring, writing, blogging, broadcasting, photographing and demonstrating your favorite or most unique recipes using our delightful **Red Gold from Europe! products**. Proof of publication/broadcast will be required.

Canned tomatoes are a kitchen essential, but not all canned tomatoes are the same! Whether you're a home cook or a 5 Star Chef, the European tomato is more than a necessity, it is a culinary treasure! Grown in a generous and fertile land, rich in Culinary culture transforming food into an internationally-recognized work of art! Picked at its peak of ripeness, then preserved by time-honored methods, these luscious European tomatoes are highest in quality, flavor, beauty and goodness. And require nothing else -- none of the additives or flavoring ingredients that other canned tomatoes might need. **Mother Nature at her finest – Red Gold from Europe!**

Our Promotional tour also **includes Restaurant Weeks in Chicago, Las Vegas, New York and San Francisco**. ANICAV will be recognizing chef's for their culinary excellence.

Meet us at the June 2019 Summer Fancy Food Show in New York. Proud Gold Sponsor of the **Front Burner Pitch Competition**. Or at the American Culinary Federation (ACF) National Convention in Orlando where we are thrilled to Sponsor the **Welcome Reception**. And have fun with us during the "**Pizza Challenge**" competition at the International Pizza Expo Las Vegas. Come see and taste what our chefs are creating, in the art of la cucina Italiana!

The **launch kicks off this June** with a reception in New York City.

Enjoy it's from Europe!

Press kits and full details to follow. Please let us know if you'd like to be removed from our contact list.

Thank you for your consideration,

Amy Freeman

THE RED GOLD FROM EUROPE TEAM

[a.freeman@redgoldfromeurope.com](mailto:a.freeman@redgoldfromeurope.com)

[askmacnme@cs.com](mailto:askmacnme@cs.com)

Red Gold is the name of the EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe - 100% Made in Italy: 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 PDO).

Website and social media:

#redgoldfromeurope

[www.redgoldfromeurope.com](http://www.redgoldfromeurope.com)

<https://www.facebook.com/RedGoldFromEurope>

<https://www.instagram.com/redgoldfromeurope>



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