

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

SUBJECT LINE: Tomato Land Invites You – Come Taste!

Media Release

FROM OUR TOMATO FIELDS TO YOUR PLATE

June 18, 2019 – Los Angeles, CA - RED GOLD FROM EUROPE! ANICAV – the Italian Association of Canned Tomatoes Producers – representing the world's finest European preserved (canned) tomatoes, grown under the Mediterranean sun and produced in Italy by time-honored methods, is holding a series of tomato-sauced events in New York City and Chicago, supported by the European Union.

Not a specific brand—RED GOLD FROM EUROPE is an EU (European Union) initiative to raise awareness and knowledge of the excellence of EU canned tomatoes. RED for the rich, ripe color of the tomato, GOLD for their high quality, precious nature, the gold standard of tomatoes. When you taste Red Gold from Europe tomatoes you are tasting the very essence of what a tomato should (and could) be.

RED GOLD FROM EUROPE! will be at the Summer Fancy Food Show 2019, New York City with daily cooking demonstrations by renowned chefs and samplings the tomato-y delicacies they whip up. We will also be sponsoring Tomato Land Restaurant Weeks--Selected restaurants in NYC and Chicago which offer a tasting menu of special dishes and recipes, showcasing our delicious tomatoes.

2019 Summer Fancy Food Show, June 23-24-25, Javits Convention Center, NYC

The Fancy Food Show, produced by the Specialty Food Association, is a global marketplace, held twice a year: Winter in San Francisco, Summer in NYC, gathering the most exciting and best food products from all over the world, available in the USA. We are so excited to be there, promoting the unique taste and versatility of our tomatoes to retail buyers, restaurant owners, chefs, and journalists!

Come Visit Us: Booth #2628 - Level 3.

11:30-2:30 each day: Our chef Massimiliano Convertini from the highly esteemed Federation of Italian Chefs in New York is cooking up a variety of tomato-y dishes. Come, taste, enjoy!

Sunday, June 23: Red Gold from Europe will be awarding a sustainability prize at the Italian Awards, from 5pm onwards.

Monday, June 24, 5:00-7:00 pm: Front Burner Foodservice Pitch Competition. Red Gold From Europe is proud to be a Gold Sponsor to this exciting, fast-paced onstage pitch contest: Four food-luminary judges, three finalists, one lucky winner! Who will come away with the prize? Come early as seating is limited!

If you miss the celebrations this year, not to worry: our fields will continue to grow, our tomatoes to ripen, and we will be back next year for the NRA (National Restaurant Show) in Chicago and the Summer Fancy Food Show in NYC.

Tomato Land Restaurant Weeks 2019, NYC and Chicago

NEW YORK CITY, June 21-27



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



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Do you fancy Sicilian Couscous with tomato brodetto, Tuscan Pappa Pomodoro, or super savory meatballs in a rich tomato ragu? Delectable Pasta Alla Norma? Tempting Arancini? They're all making special appearances; visit our website for inspirational menus, or better yet, go and have dinner!

- Il Gattopardo - 13 West 54 Street, New York, NY
- The Leopard at des Artistes - 1 West 67 Street, New York, NY
- Mozzarella e Vino - 33 West 54 Street, New York, NY
- Amarone – 686 9th Ave., New York, NY

CHICAGO, June 25-July 1

Fabulous pizza, eggplant rolls filled with ricotta and sauced with tomato, a zippy mussel and tomato stew, or a delicious classic with a twist Spaghetti with rustic tomato sauce cooked in a silver saucepan; these are among the dishes our Chicago restaurants will be simmering up for us!

- Spacca Napoli Pizzeria - 1769 W Sunnyside Ave., Chicago, IL
- Di Maggio Restaurant & Café - 7326 W. Lawrence Ave., Harwood Heights, IL
- Munno Pizzeria & Bistro - 4656 N Clark St., Chicago, IL



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For a Press Kit, as well as a selection of our delicious, tomato-y Recipes, visit our website:
www.redgoldfromeurope.com

Enjoy-- it's from Europe!

Amy Freeman

THE RED GOLD FROM EUROPE TEAM

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