

GREATEST TOMATOES FROM EUROPE.

THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.



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GREATEST TOMATOES FROM EUROPE. **THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.**

- ★ 1. *The qualities of preserved tomatoes*
- ★ 2. *Origin & history of an exceptional work of art*
- ★ 3. *A masterful production process*
- ★ 4. *Versatility of tomatoes*

THE QUALITIES OF PRESERVED TOMATOES.

A tomato is a bit like a mother: always there for you, giving joy and happiness, bringing comfort and reassurance, doing you good.

No other food has such a strong and unifying symbolic value. It doesn't matter in what form - raw or cooked, in tomato passata (pureed tomatoes), peeled, dried, canned - today it is impossible to think of dishes without tomatoes and a cuisine without it would not only be colourless, it would lose vitality and substance. There would be no pizza, no pasta, those classic dishes above all others among the most loved in Europe and the world. The main ingredient of every simple Italian dish would be missing. Tomato red is the colour of summer and well-being, a positive energy that accumulates when ripening in the Mediterranean sun, to then burst with energy in terms of flavour and texture in every dish.



When fresh tomatoes are not available, such as in winter, a good can of tomatoes preserving their quality and genuineness is always great to have on hand.

Tomatoes never fail to amaze with their notable nutritional qualities: low in sugars and fats but rich in mineral salts, vitamins A and C and precious antioxidants such as lycopene, which is more easily absorbed by the body from the processing necessary for the preservation of the classic peeled tomatoes and all other derivatives.

Tomatoes are a true health elixir and an unrivalled star in a contemporary diet.

And tomatoes - with their unique taste and versatility - are an intrinsic part of the Mediterranean diet which has been recognised worldwide as one of the healthiest in the world.



ORIGIN & HISTORY OF AN EXCEPTIONAL WORK OF ART.

Tomatoes have not always been a part of the European cultural culinary heritage. They actually originate from Peru, three thousand years before the arrival of the European conquerors accompanying Cortès, and their use was widespread among the Mayas and Aztecs who called the fruit “xitomatl”. Arriving in Europe in the mid-1500s, for a long time, tomatoes were considered poisonous; the plant was endowed with mysterious stimulating and aphrodisiac powers and so often used in magic potions and cures. It would take another two centuries before an Italian cook used tomato sauce in a recipe to flavour meat and it became common practice to use tomatoes as food and in cooking.



The quality of products, especially food products, is of increasing importance today and a constant and growing concern for the public. The tomato-processing industry has for many years been very active in guaranteeing the safety of its products for the consumer, responsible for applying and improving high quality standards and good working practices as well as hazard analysis and control systems that include the systematic control of each phase in the production process: the supply of the raw material, technologies of the production and processing, packaging, storage, transport and sales. In particular, the supply of the raw materials is the first and key phase for the processing industry: the certainty of the origin of the tomatoes is, above all, an essential condition that guarantees the quality of the finished product. The peculiarities of European and Italian tomatoes are linked to the traditions of the specific territories where they grow, and it is important to protect them as well as raise awareness of their characteristics so that the consumer can learn to recognise and appreciate them. To this end, the European Union has adopted policies for the promotion and enhancement of the quality and typical characteristics of some foods, and in the case of the tomato, the Protected Denomination of Origin (PDO) label for the pomodoro S. Marzano DOP dell'agro sarnese-nocerino (Agro Sarnese-Nocerino San Marzano Tomato), grown in an area of fertile plains of volcanic origin, particularly rich in potassium carbonate, and with plentiful supplies of ground water and an efficient system of irrigation channels, as well as being close to the sea, all of which favour the farming of tomatoes, especially the elongated cylindrical variety which is perfect for canned whole peeled tomatoes.



A MASTERFUL PRODUCTION PROCESS.

Tomatoes have two facets: on the one side, the tradition and centuries of experience of their use in the spread and improvement of the crop and on the other, their present and future, marked by continual new achievements and discoveries in scientific and technological fields. The spread of tomatoes and their culinary use has led to the search for more appropriate methods to preserve them for use at anytime and anywhere.



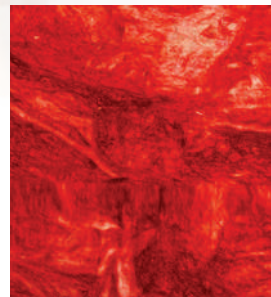
The industrial processing of tomatoes today still repeats the same gestures as those made in the past in domestic courtyards. The process begins with the harvest, washing and sorting of the best fruit, before boiling and canning. The only difference today is the use of highly-developed methods, so that the natural qualities of the product are better preserved and safety levels increased.

The canning of tomatoes saw the light as a brilliant popular intuition which then became an industrial technique thanks to a method invented by Nicolas Appert and which would be used for the first time on an industrial scale by Francesco Cirio, recognised with an award at the 1867 World Exhibition in Paris as one of the most useful modern inventions.

It has been a long journey from the first rudimentary tin can to today's cans; but inside they still hold the same masterpiece from nature, a heritage that has resisted time itself.



VERSATILITY OF TOMATOES.



Tomatoes are the most versatile of foods and they lend themselves to infinite options.

The preserved tomatoes that we find today on our shelves all over the world satisfy all our needs and desires.

Each product has its own special taste. But which type of preserved tomatoes should we use for the dishes we want to prepare? As always, the more we know, the better choices we can make. Whether in a can or a bottle, what counts is the quality of the product.

Today the most-loved and most-used canned products are the classic whole peeled tomatoes, chopped tomatoes, tomato passata (pureed tomatoes) and cherry tomatoes.

The most loved favourite, the elongated **whole peeled tomatoes**, are canned as they are harvested: whole, briefly boiled, peeled and conserved in their own juice. They deserve very quick cooking that keeps their flavour unchanged, a perfect balance between sweet and acidic. Whole peeled tomatoes are very versatile: they can be used for a classic Italian meat ragù sauce for pasta, pizza, soups, stews, fish or meat dishes, with eggs or added to vegetable recipes.

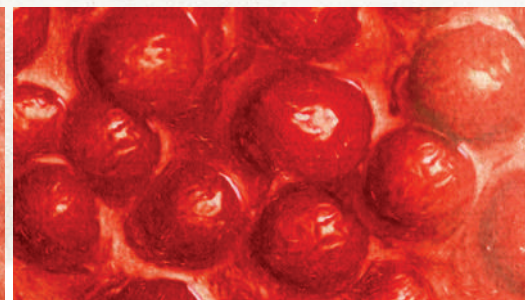
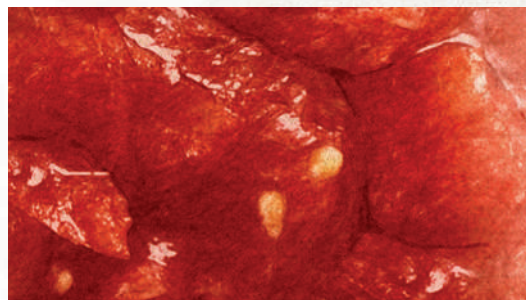
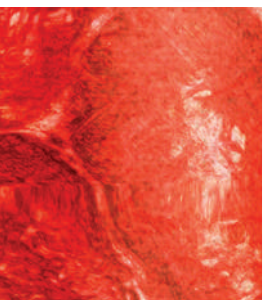
Chopped tomatoes are peeled tomatoes chopped and deseeded in their juice. They are an excellent base for quick recipes, reducing the watery content and providing a delicious quick pasta sauce. They are ideal for fish dishes, as their freshness and slight acidity provide the balance between the taste of the tomato and the delicate flavour of the fish.

For the **tomato passata** (pureed tomatoes), the tomatoes are pureed and heated briefly to a very high temperature, so that the nutrients are not altered, then sieved, slightly concentrated and bottled. Passata has a creamy density and an intense flavour with a marked sweet note. It is perfect for briefly-cooked recipes, such as cold soups, red sauces to go with boiled meats and the classic Tuscan bread and tomato dish "Panzanella".

It can also be used for more complicated dishes such as tomato coulis or tomato aspic.

Cherry tomatoes, small, round and firm-fleshed, are canned with their juice just after harvesting, keeping intact their sweet, delicate flavour. They are perfect for quickly-cooked sauces, to give colour to vegetable dishes and for oven-baking. **Tomato paste** is a genuine product made from reduced tomatoes. In modern industrial processing plants, after careful cleaning, the tomatoes are minced and sieved and the resulting juice then heated to temperatures of between 85°-100°C: inside an evaporator, the tomato juice passes through different stages where its concentration level will gradually increase until the required density is obtained. Tomato paste is perfect to add colour and taste to dishes that need lengthy cooking such as meat sauces, soups, stews and casseroles.

Each type of canned tomato has its own personality and is suitable for different recipes, with a versatility which is always surprising and encourages you to experiment with new ideas.



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