

# European tomatoes! The Real Art of Europe!

## Culinary Masterpieces for You to Try!



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



# *"Welcome Autumn & Winter Holidays"*

## *News and Recipes*



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## ABOUT

# GREATEST TOMATOES FROM EUROPE

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

The Greatest Tomatoes from Europe are not a specific BRAND but European canned tomatoes in general.

Specifically, EU canned tomatoes  
100% Made in Europe. Known for Rich  
Flavor, Tradition and Quality.



ANICAV – [www.anicav.it](http://www.anicav.it)  
is the Italian Association of Canned  
Tomatoes Producers - representing the  
world's finest European  
preserved (canned) tomatoes grown  
under the Mediterranean sun. 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 canned tomatoes.



## ACTIVITIES 2019

ANICAV is organizing special events as part of a European Union co-funded three year program to promote canned tomatoes from Europe. The program kicked off in June at the Summer Fancy Food Show where we sponsored the Front Burner Pitch Competition.

We also held Restaurant weeks in New York and Chicago creating special menus with chefs featuring the Greatest Tomatoes From Europe!



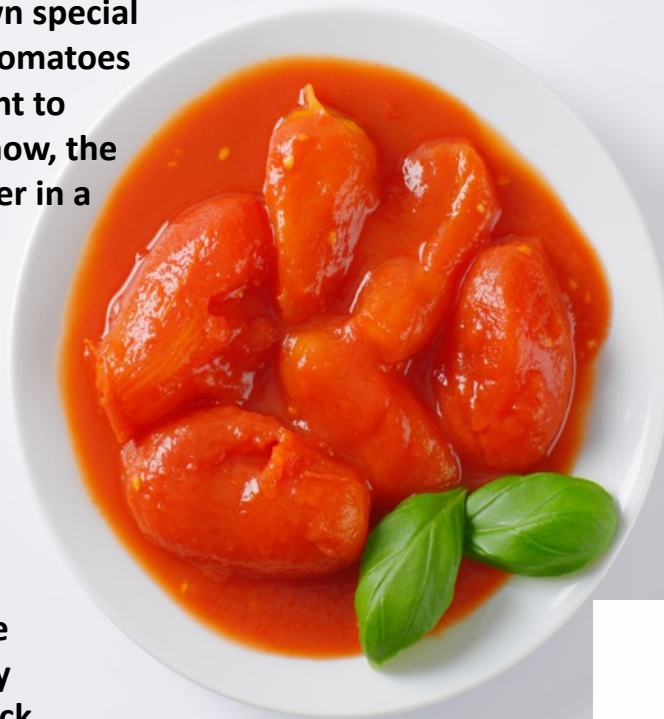
In August, we were demonstrating the versatility of European Canned Tomatoes to chefs at the the American Culinary Federation (ACF) National Convention in Orlando by featuring them in Delicious and Zesty recipes such as Rigatoni Alla Buttera and Elicoidali Alla Puttanesca. We also Sponsored the Welcome Reception at the ACF dazzling chefs with Paccheri al pomodoro e basilica (Paccheri with tomato sauce and basil).



## 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.

**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 flavor of the fish.



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 flavor 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.



## VERSATILITY OF TOMATOES Cont'd.

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 flavor 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 flavor. They are perfect for quickly-cooked sauces, to give color 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 color 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.



# RECIPES

## What's for Dinner?

We're happy to share a few **delicious recipes** for Everyday and for **Fall and Festive Winter Holiday Entertaining!**  
**From starters to desserts!**



## RECIPES

### GNOCCHI ALLA SORRENTINA – GNOCCHI WITH TOMATO SAUCE AND MOZZARELLA



**Time:** 45 min   **Difficulty:** easy   **Serves:** 4

25 oz fresh gnocchi

20 oz tomato *passata* (pureed tomatoes)

6 basil leaves

1 garlic clove

4 1/2 tablespoons extra-virgin olive oil

9 oz mozzarella

2 1/2 oz freshly grated parmesan

salt to taste

Pour a little olive oil into a frying-pan, add the garlic clove and the tomato *passata*, salt and the basil, cover and let it cook in a medium-low heat for about 30 minutes. In the meantime, boil plenty of water in a large saucepan for the gnocchi and add salt when boiling.

Remove the garlic from the tomato sauce and pour nearly all the sauce into a very deep bowl. Cook the gnocchi in at least 2-3 batches; they need to cook only for a few moments in just-simmering water as boiling water can damage them: take them out with a slotted spoon and drain them carefully as soon as they rise to the surface of the water, and put them into the bowl where the tomato sauce is. Mix them very delicately with a spoon.

Take an ovenproof dish and pour the remaining tomato sauce to cover the bottom, add a little olive oil and then gently add in half the gnocchi. Add a layer of diced mozzarella and sprinkle with parmesan. Then repeat with the rest of the gnocchi, another layer of mozzarella and the rest of the parmesan. Bake the gnocchi in a preheated oven at 475F in grill setting for 5 minutes.





## RECIPES

### RISOTTO TETE à TETE - RISOTTO WITH SHRIMP AND PORCINI MUSHROOMS



**Time:** 1h **Difficulty:** medium **Serves:** 4

- 1 1/4 cups carnaroli rice
- 1 1/4 tablespoons ground chili pepper
- 1/4 stick butter
- 1 glass of prosecco
- 27 fl oz broth
- 4 tablespoons of extra-virgin olive oil
- 1 tablespoon of finely-chopped parsley
- 2 oz tomato *passata* (pureed tomatoes)
- 8 fl oz cooking cream
- 1 cup peeled shrimp
- 7 oz dried porcini mushrooms
- 3 tablespoons of brandy
- 1 garlic clove
- 1/2 onion
- salt and pepper to taste



Soak the mushrooms in warm water. Chop the onion finely. Melt the butter in a saucepan with 1 tablespoon of oil, then add the onion and when it is golden, add the rice and toast the rice for two minutes. Then add the prosecco and let it evaporate. Heat the broth and keep it warm. Drain and chop the mushrooms and cook them gently in a pan with one tablespoon of oil and the garlic, seasoned with salt and pepper.

When the mushrooms are cooked, add them to the rice, adding little by little the warm broth under the rice is cooked. In the meantime, sauté the shrimp in a frying pan with two tablespoons of oil.

When they are sautéed, bathe with the brandy and let it evaporate, then add the tomato *passata*, the chili pepper and salt as needed. 5 minutes before the rice is cooked add the shrimp and the cream. Take the risotto off the heat once cooked, add the chopped parsley and stir well, then leave it to stand for one minute before serving piping hot.

## RECIPES

### SPEZZATINO DI TACCHINO CON PATATE – TURKEY WITH POTATOES



**Time:** 1h 45 min **Difficulty:** high **Serves:** 4

2 1/4 lbs turkey breast  
1 1/2 lbs potatoes  
1 white onion  
1 carrot  
1/2 cup plain flour  
12 oz tomato *passata* (pureed tomatoes)  
12 fl oz beef broth  
1 1/2 tablespoons extra-virgin olive oil  
3 sprigs of rosemary  
3 sprigs of thyme  
salt and pepper to taste



First prepare the beef broth, then chop the vegetables for the sauté: peel and dice the carrot and onion. Tie together the sprigs of thyme and rosemary with kitchen string, then cut the turkey breast into even pieces about 2 cm thick. Heat the oil in a flame-proof casserole dish, add the carrot and onion and sauté over a medium-high heat for about 5 minutes, stirring very often to prevent it from burning. Add the turkey, let it brown on all sides for a couple of minutes, then add the flour and toast it for another 2-3 minutes, stirring often. When it is absorbed, pour the tomato *passata* and the beef broth into the casserole, add salt and pepper, add the bunches of aromatic herbs (thyme and rosemary), cover and cook on a low heat for 40 minutes. Meanwhile, peel the potatoes and cut them into 1 cm thick cubes. After the 40 minutes, add the cubed potatoes to the casserole, cover again and cook for another 20 minutes, always on a low heat. Then turn off the heat, remove the bunch of aromatic herbs and the turkey stew is ready to be served!



## RECIPES

### BACCALÀ CON SALSA DI POMODORO, CAPPERI E OLIVE NERE – COD WITH TOMATO SAUCE, CAPERS AND BLACK OLIVES



**Time:** 35 min    **Difficulty:** easy    **Serves:** 4

- 2 cod steaks (about 1lb in all)
- 4 tablespoons extra-virgin olive oil
- 1/2 cup pitted black olives
- 2 oz canned whole peeled tomatoes
- 1 oz desalted capers
- 4 leaves of basil
- 1 sprig of oregano
- 1 garlic clove

In a saucepan, sauté the garlic in the extra-virgin olive oil for a few minutes. Take out the garlic once it is golden. Add the black olives (previously blanched in boiling water), the capers and peeled tomatoes. Cook for a few minutes and then add the cod steaks and the basil leaves. Continue cooking for about 10 minutes and serve. Place the cod steaks on the serving dish and add the tomato sauce and a sprig of oregano.



## RECIPES

### CROSTATA DI POMODORI – SWEET TOMATO TART



**Time:** 2h    **Difficulty:** high    **Serves:** 4

For the pastry: 10 oz superfine plain flour

1 stick butter

4 oz castor sugar

1 egg yolk

a small pinch of salt

grated lemon rind

For the filling: 7 oz cane sugar

8 cloves

1 teaspoon of powdered cinnamon

2 sachets of pure vanillin

1/2 cup toasted peanuts

4 eggs

1 small glass of rum

a pinch of nutmeg

18 oz 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 short crust 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, flavored with cinnamon and vanilla.





For more scrumptious Tomato-y Recipes, visit our website:  
<https://greatesttomatoesfromeurope.com/recipes>



## MEMBER COMPANIES

**ANICAV represents 73 Italian tomato-processing companies and is the largest representative association of this kind in the world; 80% of San Marzano DOP producers are ANICAV members.**

**You can find a complete list of its members on our website:**

**<https://greatesttomatoesfromeurope.com/member-companies/>**







**Preserved by time-honored  
Methods. These luscious European  
tomatoes are the highest in quality,**

**flavor, beauty and goodness.  
From our farms - directly into cans -  
to capture the essence of Europe  
for your table!**



# ADVERTISING

## GREATEST TOMATOES FROM EUROPE THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.



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

European canned tomatoes come from fertile land, rich in culture, picked at peak, Mother Nature at her finest!

Discover more:  
[redgoldfromeurope.com](http://redgoldfromeurope.com)



Food Network  
Magazine  
July/August 2019  
Newsfeed

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

Canned tomatoes are a kitchen essential, but not all canned tomatoes are the same. Whether you're a home cook or a Star Chef, the European tomato is more than a necessity. It is a culinary treasure. Grown in a generous and fertile land, rich in culture that transforms food into an internationally-recognized work of art. Picked at its peak of ripeness, then preserved by time-honored methods, these European tomatoes are highest in quality, flavor, beauty and goodness. Mother Nature at her finest. Red Gold from Europe!

ENJOY IT'S FROM EUROPE

Download the App HERE or go to the website [redgoldfromeurope.com](http://redgoldfromeurope.com)

THE EUROPEAN UNION SUPPORTS CAMPANIONS THAT PROMOTE RURAL QUALITY AND CULTURAL PRODUCTS.

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Food&Beverage  
Fall 2019

**GREATEST TOMATOES FROM EUROPE**  
THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

**Greatest Tomatoes from Europe**  
In Europe's south, where eating tomatoes is a way of life, whole cuisines are based on their goodness. But even in Europe's fabulous tomato-land, there are times when fresh is not available. That's when the Europeans simply open a can of delicious European tomatoes to make their famed casseroles, pizzas and pasta sauces. These preserved tomatoes are also especially perfect for Gumbo, Cigolinos, Huevos Rancheros and Chile con carne – all made faster with the Greatest Tomatoes from Europe. But, why are they so good?  
To start with, The Greatest Tomatoes from Europe are picked at their moment of absolute ripeness. They don't use any additives and are healthy and tasty.  
Reap the rewards of the hard work done for you, and take pleasure in the time-honored tradition of cooking with your family and friends.  
Next time you open a can of European tomatoes, thinking about tonight's yummy meal, you are holding more than something good to eat: in your hands are centuries-old traditions of quality, food culture and the appreciation of life.  
*Here's Europe's Precious gift to you!*

**Meat Lasagna**

- 12 oz egg lasagne sheets
- For the meat sauce:
  - 1 lb ground ground meat
  - 1 onion, finely chopped
  - 1/2 cup minced garlic
  - 1/2 cup minced onion
  - 1 carrot
  - 1 onion
  - 2 tablespoons of tomato paste
  - 1/2 lb of extra virgin olive oil
- 6 oz grated parmesan cheese
- 1/2 lb of beef or pork
- 1 cup milk
- 1 cup cream
- 1/2 cup salt and pepper to taste
- For the bechamel sauce:
  - 1/2 lb of butter
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk
  - 1/2 lb of milk

TIME: 1H 30 MIN  
DIFFICULTY: DIFFICULT  
SERVES: 4

Could you get the chopped ingredients in the oil, add the ground meat and brown it, then transfer it to a large bowl. Add the onion and garlic and cook for about 10 minutes. Heat the milk in a saucepan. In another bowl, add the flour and lightly beat it. Remove it from the heat and add the milk slowly, stirring with a whisk. Return to the heat and stir over a low heat for about 10 minutes or until it begins to thicken. Season with salt and a pinch of nutmeg. Cook the sheets of egg pasta in boiling salted water, drain, rinse with cold water and dry them on a towel. Place a thin layer of bechamel on the bottom of an oven dish, put a layer of pasta, cover with the meat sauce and top with a layer of the meat sauce and grated parmesan. Repeat the layers until all the ingredients are used and finish the top with the meat sauce and grated parmesan. Cook in a pre-heated oven at 350°F for 35 minutes.

REDGOLDFROMEUROPE.COM

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Pioneer Woman Magazine  
Fall 2019



## ADVERTISING

**GREATEST TOMATOES FROM EUROPE**  
THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

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



**TOMATOES**  
THE GOLD OF EUROPE  
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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 culture that transforms food into an internationally-recognised work of art. Picked at its peak of ripeness, then preserved by time-honored methods, these European tomatoes are highest in quality, flavor, beauty and goodness. Mother Nature at her finest. Red Gold from Europe!

Come and taste the real art of Europe! We will be showing at Summer Fancy Food with some great masterpieces for you to try at Booth # 2628 - Level 3.

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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.

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ANICAV

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

### RED GOLD LUSCIOUS TOMATOES, PERFECTLY PRESERVED FOR YOUR TABLE

Whether a home cook or a 5-Star Chef, high-quality European canned tomatoes are a culinary treasure.

European tomatoes, grown in a generous and fertile land, picked at the peak of ripeness, are preserved by traditional methods and modern technology: nature's bounty is transformed by the rich, local culture. Mother Nature & Europe's culinary artistry come together in a true work of art: Red Gold!

Discover more: [greatesttomatoesfromeurope.com](http://greatesttomatoesfromeurope.com).

Specialty Food  
Magazine  
June 2019

Specialty Food Front Burner

## PRESS RELEASES

May 30, 2019 **CALLING ALL FOOD LOVERS,  
GREETINGS FROM THE LAND OF TOMATOES!**

>>> <https://bit.ly/2lbc723>

June 18, 2019 **FROM OUR TOMATO FIELDS TO YOUR PLATE!**

>>> <https://bit.ly/2lbd5N>

July 24, 2019 **WHAT WOULD THE WORLD BE LIKE WITHOUT  
PRESERVED TOMATOES FROM EUROPE?**

>>> <https://bit.ly/2mP7bjD>

September 13, 2019 **TOMATOES AREN'T JUST FOR DINNER ANYMORE.  
EAT TOMATOES FOR DESSERT!**

>>> <https://bit.ly/2lk1R7q>

November 12, 2019 **WARM YOUR BELLY WITH THESE ITALIAN TOMATO RECIPES**

>>> <https://bit.ly/2XfmvV4>

November 22, 2019 **JAZZ UP YOUR TURKEY DAY WITH THESE ITALIAN TOMATO  
RECIPES** >>> <https://bit.ly/2D71pP6>





VIDEO



Please enjoy and feel free to use the following **from the Greatest Tomatoes from Europe** videos in your stories and on your social media and please share with us.

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<https://www.youtube.com/channel/UCKPP7ZdTkkaoIvRZ9sYvCbw>



<http://rebrand.ly/gtfe-video120usa>

## LOOKING TO 2020



We have so much fun in store for you in 2020 with **Restaurant Weeks** in San Francisco, Las Vegas, Los Angeles, Miami and San Diego. Join us as we dazzle with delicious food demonstrations and our Sponsorships of the **Front Burner Pitch Competitions** at the **Winter Fancy Food Show in San Francisco** and **Summer Fancy Food Show in New York**.

Get your pizza on with us in **March** as we Sponsor the “**World Champion Pizza Maker of the Year**” event at the **International Pizza Expo** in Las Vegas.

Connect with us at the **National Restaurant Association in Chicago** in May.  
Let us delight your taste buds at the **ACF Dallas July, Chef de Cuisine Sponsorship**  
and an opportunity to join an **amazing press tour to the Land of Tomatoes!**

More to come...



## WE'D LIKE TO HEAR FROM YOU...

Please contact:

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Greatest Tomatoes From Europe!

ANICAV - Viale della Costituzione Centro Direzionale

Isola F3, Naples, - 80143 Italy

**Share your recipes and pictures featuring our  
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