

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

PRESS RELEASE

COOK ALONG WITH THE GREATEST TOMATOES FROM EUROPE!

Los Angeles – January 15, 2021 - January trade shows are all virtual this year so, we're turning lemons into limoncello and offering you the opportunity to learn everything you ever wanted to know about **The Greatest Tomatoes from Europe!** from the comfort of your own couch, desk or kitchen stool.



Come visit the **ANICAV / GTFE** Digital Pavilion at the Specialty Food Live! Virtual Marketplace and watch delicious **Culinary Demonstrations!**

During our 8 cooking sessions, Corporate Executive Chef Giacomo Pagano will tempt you with such dishes as **Poached Eggs with Spicy Tomato Sauce** and **Crispy Spicy Spaghetti with Prawns**, all based on the deliciousness of the Greatest Tomatoes from Europe! Chef will demonstrate how European Canned Tomatoes deliver flavor, quality and health to your dishes, as well as how versatile these tomatoes can be, from a spicy breakfast to sensational cocktails, as main courses and everything in between.

When: January 19-22, 2021

Where: Specialty Food Live! January a Virtual Marketplace. Link in from your home or office and be a part of our tomato extravaganza!

Check out our **GTFE SF LIVE!™ Virtual Profile & Showroom** at ([GTFE virtual profile link](#)) where you can meet, chat and learn about some of our member companies. Even if you don't recognize their names you have probably already tasted their delicious product. Names like Alfonso Sellitto, Davia, La Doria, Mangia, Nobile Calispa, and Steriltom. Learn about the tradition and culture, arrange for samples, watch videos, grab catalogs and much more.

Join us for SFA Live! Culinary Demonstrations on Facebook Live! ([Facebook page](#)).

January 19:

- 9:00 AM (PST) – GTFE twist on the classic [Bloody Mary](#)
- 2:00 PM (PST) – [Poached Eggs with Spicy Tomato Sauce](#)

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January 20

- 9:00 AM (PST) – [Bucatini alla Norma](#)
- 2:00 PM (PST) – [Crispy Spicy Spaghetti with Prawns](#)

January 21

- 9:00 AM (PST) – [Poached Eggs with Spicy Tomato Sauce](#)
- 2:00 PM (PST) – [Bucatini alla Norma](#)

January 22

- 9:00 AM (PST) – [Crispy Spicy Spaghetti with Prawns](#)
- 2:00 PM (PST) – [Bloody Mary](#) end of show toast!



Recipes can be provided in advance for you to ask questions and **cook along with Chef Live!**

To register for the show itself, please go to: <https://shopspecialtyfood.balluun.com/en-us/registration>

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ABOUT:

GREATEST TOMATOES FROM EUROPE - www.greatesttomatoesfromeurope.com

Greatest Tomatoes from Europe is not a specific BRAND, it is the slogan of a campaign co-financed by the European Commission promoting preserved (canned) tomatoes. Known for their rich flavor and high quality, they are indeed a culinary treasure in your kitchen.

ANICAV - www.anicav.it

Italian Association of Canned Tomatoes Producers - representing the world's finest European preserved tomatoes. 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 dell'Agro Sarnese-Nocerino DOP. Visit our Pavilion and discover the high quality of our European canned tomatoes; grown in a generous and fertile land, picked at their peak of ripeness, preserved by time-honored methods, they are naturally the highest in quality, flavor, versatility and goodness. We look forward to meeting you!

CORPORATE EXECUTIVE CHEF GIACOMO PAGANO

"Where there is art, there is flavor." Born in Naples, Italy, Chef Giacomo Pagano has been passionate about cooking since he was a young boy. Chef Pagano has worked for several fine dining establishments, including the Ritz Carlton, Laguna Niguel and The Four Seasons, Newport Beach. Currently, Chef Pagano is the chef owner of Buon Appetito Catering.

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