

GREATEST TOMATOES FROM EUROPE!



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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



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greatesttomatoesfromeurope.com





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GREATEST TOMATOES FROM EUROPE

THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

**Greatest Tomatoes from Europe is
Not a specific BRAND.**

**It is the slogan of a campaign co-financed by the
European Commission promoting canned tomatoes
100% Made in Europe.
Known for their Rich Flavor, Tradition and Quality.**



**ANICAV – www.anicav.it
is the 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.**

ACTIVITIES 2020

Chef Luigi Amoroso flew in from Salerno Italy and charmed the crowd at the Winter Fancy Food Show in San Francisco as they watched him create delicious dishes featuring The Greatest Tomatoes From Europe.



**Proud Sponsor of the “Shark Tank” style
Front Burner Pitch Competition**

RECIPES

What's for Dinner?

We're happy to share a few **delicious recipes** for brunches, lunches and dinners.

From starters to desserts!



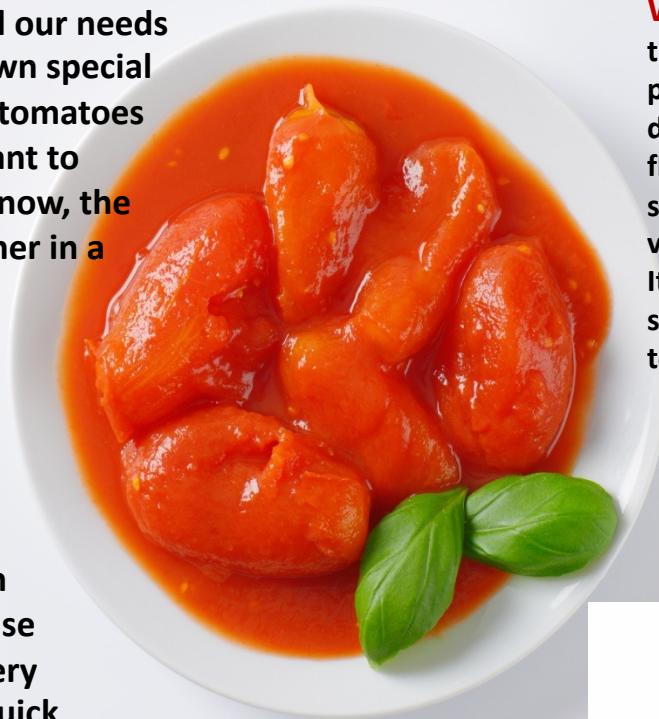
For more scrumptious Tomato-y Recipes, visit our website:

<https://greatesttomatoesfromeurope.com/recipes>

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.

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 dell'Agro Sarnese-Nocerino 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.



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 Dumbo, Coppino, Huevos Rancheros and Chile con carne - all made tastier 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

<p>For the meat sauce:</p> <ul style="list-style-type: none"> 1 lb. meat (ground meat, beef, veal, pork) 1/2 lb. fresh chopped celery 1 carrot 1 onion 2 tablespoons of tomato paste 2 x 6 oz. red wine 2 tablespoons extra-virgin olive oil 	<p>For the béchamel sauce:</p> <ul style="list-style-type: none"> 3/4 cup milk 2/3 stick butter 2/3 cup plain "00" white flour nutmeg to taste salt to taste
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TIME: 1H 30 MIN
DIFFICULTY: DIFFICULT
SERVES: 4

Sauté gently the chopped vegetables in the oil, add the ground meat and brown it, stirring frequently. Add the red wine and let it evaporate. Then add the tomato paste diluted in a little broth, 1 bay leaf and 1 cup salt. Add salt and pepper and cook for about 30 minutes. Heat the milk in a saucepan, season with the butter, 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 until it begins to thicken. Season with salt and a pinch of nutmeg. Cook the sheets of lasagna in boiling salted water, drain, dip in oil and dry them on a clean towel. Place a thin layer of béchamel on the bottom of an oven-dish, put a layer of pasta. Cover with the béchamel and then add 3/4 of the meat sauce and 2/3 of the 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 25 minutes.

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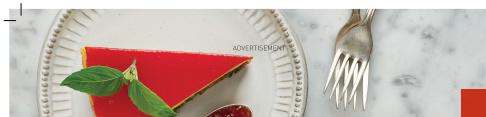
ENJOY IT'S FROM EUROPE

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

Pioneer Woman Magazine
Fall 2019

GREATEST TOMATOES FROM EUROPE

THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.



Tomato-Topped Cheesecake with Gingersnap-Fresh Basil Crust with Tomato Jam

Serves: lots of people! say, 10-12
The gingersnap-fresh basil crust is delightfully unusual, as is the whole cheesecake to be honest. I suggest that you'll probably want to make double the amount of the tomato jam; it's really good for a variety of other things, like a cheese plate.

GINGERSNAP-FRESH BASIL COOKIE CRUST

- 6 ounces gingersnap cookies
- 1 stick butter, melted
- 2-3 tablespoons sugar (I depends on the sweetness of the gingersnap cookies)
- 1/2 cup fresh basil, thinly sliced

FOR THE RICOTTA FILLING:

- 1 lb whole milk ricotta cheese
- 2 egg yolks
- 1 whole egg
- 4-5 tablespoons whipping cream
- 2-4 tablespoons sugar
- Grated zest of 1 lemon or several dashes pure lemon extract
- Pinch of salt

FOR THE TOPPING:

- 5 ounces tomato passata (puréed tomatoes)
- 1/2 cup water
- 1/2 cup sugar
- 1 stalk celery, finely chopped
- 1 tablespoon salt
- 1 envelope powdered gelatin (I used Knox)



A TOMATO RECIPE FOR AN EVEN SWEETER CHRISTMAS AND HAPPY NEW YEAR!

Vibrant, red, juicy tomatoes—one of life's great pleasures—only available for a short time each year. Yet with so many delicious winter sauces and soups based on tomatoes, what are we to do? We need canned—the best quality available, grown

in a fertile land, picked at their ripest, flavors and textures condensed by the preserving process. Greatest Tomatoes from Europe!

I discovered the flavor and quality of the Greatest Tomatoes from Europe accidentally. As a tomato-

lover, cookbook author, and traveling chef, I buy canned tomatoes all the time. In the USA, using domestic tomatoes, I was often disappointed. In the UK, tomato-y dishes tasted brighter. I couldn't figure it out... until I read the label: "From the EU." As much as it hurts this

possibilities. The eaters are happy because the food is delicious; the cook is happy because it's a joy to create dishes using excellent ingredients. With such tomatoes, Nanna or Yella's Sunday

sauce will sparkle even more. Pasta, pizza, gumbos, chili (or sirloin), or San Francisco's tribute to Italy's seafood stew, cioppino, are even easier, so delicious and full of good taste.

So, let's throw caution to the wind, let's go a little bit wild and crazy, and let's celebrate the holiday season with a cheesecake with tomato topping and luscious tomato jam.

You'll probably want to make double the amount of the jam, and freeze it for other uses. I'm thinking of a cheese plate. Or adding spices to make a chutney.

Mariona Spier - Award-winning cookbook author

For a selection of other delicious, tomato-y recipes, visit <https://greatesttomatoesfromeurope.com/recipes>



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Saveur Winter

ADVERTISING



Specialty Food
Winter 2020

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/2lbdf5N>

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**

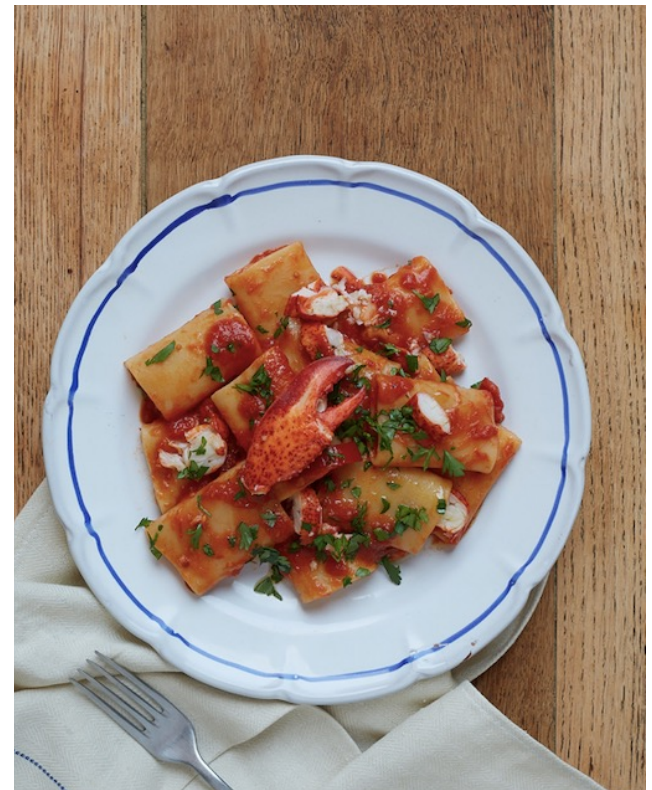
>>> <https://bit.ly/2SYggEA>

November 19, 2019 **JAZZ UP YOUR TURKEY DAY WITH THESE ITALIAN TOMATO RECIPES** >>> <https://bit.ly/3a1MRPf>

December 19, 2019 **TIS THE SEASON FOR TOMATOES!** >>> <https://bit.ly/2wLULOB>

January 15, 2020 **MEET US IN SAN FRANCISCO** >>> <https://bit.ly/2PpXRhw>

February 7, 2020 **I ♥ TOMATOES** >>> <https://bit.ly/3c3zpwe>



VIDEO



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



#greatesttomatoesfromeurope



www.greatesttomatoesfromeurope.com



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



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



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



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

WE'D LIKE TO HEAR FROM YOU...

Please contact:

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#greatesttomatoesfromeurope

Greatest Tomatoes From Europe!

ANICAV - Viale della Costituzione Centro Direzionale

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**Share your recipes and pictures featuring the
Greatest Tomatoes from Europe with us.**



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



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