

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

Media release

Las Vegas, NV - August 13, 2021

The "Greatest Tomatoes from Europe!" team is coming to the International Pizza Expo, August 17-19, 2021, at the Las Vegas Convention Center--AND WE'RE BRINGING TOMATOES! Come see us at **Booth #769**.

Why canned? And why European? That's why we are coming to Pizza Expo: to share with you our story. European canned tomatoes are an edible history of the land they come from: carefully grown, picked at the peak of sweet ripeness, and processed in a high-tech version of traditional preserving. When you take a bite, prepare yourself for their burst of vibrant taste, embracing the warmth of the European Mediterranean sun.

The "Greatest Tomatoes from Europe!" is **Proud Sponsor of the "World Champion Pizza Maker of the Year"** competition as well as **Wednesday's Pizza Expo Block Party!** Have you ever seen pizza-makers acrobatics? Juggling, acrobatics, and the magic dance of street artist, all in the service of tossing pizza dough! Categories are: Freestyle Acrobatic Dough Tossing, Fastest Dough, Largest Dough Stretch, Fastest Pizza Box Folding & the Pizza Triathlon.

Did you know? In 2018, UNESCO named pizza as part of the "intangible patrimony of Naples". There was celebration in the streets, with music, dancing, happy craziness, and, that night: free pizza for all. It was a way of honoring the pizzaioli, those hardworking men and women who work long hours, as well as the genius of this simple dish, created from only a few ingredients.

A Tiny History of The World's Favorite Food:

Is there any corner of the world left that doesn't know, doesn't love, pizza? Throughout the Middle East and Europe, Latin America, India, even in the far reaches of China, pizza is a number one treat. And here in America it has its own regional and national identity. **The whole world loves pizza!**

So how did this most dynamic of duos: wheat dough and tomatoes, form a world-changing wholeness, an international sensation? This perfect partnership consists of



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two exquisite ingredients: tomato and wheat dough, baked flat. Both components come from far away.

Hearth-baked savory-topped flatbreads have always been a Mediterranean food. Perhaps they came with the Persians when they attacked Athens, then spread through Magna Grecia (which included parts of modern Italy). Many say that Roman soldiers stationed in Judea brought their love of flatbreads back; called maza (sounds a lot like matzo, doesn't it?). Cato the Elder wrote about the tasty flat cakes; Virgil described them as edible plates. By 79AD they were so popular that, (along with several pizzerie), pizza-like flatbreads are preserved in the ashes of Pompeii.

Fast forward - love for this food has spread far and wide; in 1570, the chef to Pope Pius V, describes similar flatbreads. But wait: something is still missing! What could it be? **TOMATOES!!**

All agree that the arrival of the tomato created the pizza the whole world knows and loves. But, how did tomatoes meet the flatbreads? Fate, as they say, brought them together in Naples.

Naples was the first place in Europe to embrace eating tomatoes; the rest of Europe still feared these New World plants as poisonous. Once discovered as safe (and delicious and healthy), Naples also realized that they could cook tomatoes and preserve them throughout the winter. The start of their preserving tomatoes tradition!

Around this time, Naples was a thriving seafront town, with a lively streetfood scene. What were they eating in the street? Pizza! (Okay, and pasta too). In 1830 the first pizzeria in Naples opened; it's still in business (Pizzeria Port d'Alba).

The Aristocracy, tired of the French menus their chefs were serving, grew excited by this new food eaten with such gusto and enthusiasm in the teeming streets of the city; those who were able, "went slumming" to taste this new treat. Not all could come to the center of town, though. In 1889 Raffaele Esposito, from pizzeria Pietro e Basta Così, now known as Pizzeria Brandi, was called to the Capodimonte Palace to prepare a pizza for King Umberto I and his Queen, Margherita of Savoy. The King and Queen were summering in Capodimonte Palace.

Esposito prepared three different pizza pies: one with pork fat, cheese and basil; one with garlic, olive oil and tomatoes, and one with the colors of the Italian flag: white mozzarella, green basil, and the scarlet red of tomatoes! Asked her favorite, the Queen was emphatic: the one with the cheese and tomatoes!

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"What is it called?" She continued. Thinking quickly, Esposito answered: " It's the Margherita, after you, of course!" And so it has been ever since: tender chewy crust, melty cheese, all bathed in the bright, fresh, taste of tomatoes, named for a Queen. [Was this first Margherita made with preserved tomatoes? (much like The Greatest Tomatoes from Europe)? Very likely, as cooking them into thick mixture would have been the only way to have tomatoes year round.

The story, by the way, is written on a wall plaque at Naples' Pizzeria Brandi; if you stop to read it, chances are that current owner, Vincenzo Pagnani (a pizza maker since 14 years old), will be extremely pleased to tell all.

We would like to point out pizza number two, though: it was all tomatoes, with a little garlic and probably a scattering of herbs, very much like today's pizza marinara (named for the local fishermen): this pizza had no cheese, just luscious tomato flavor.

From our LUSCIOUS TOMATOES.

But where can you find these exceptional tomatoes? We have a list for you on our website <https://greatesttomatoesfromeurope.com/member-companies/> and for recipes, suggestions, or to download a press kit, visit: <https://greatesttomatoesfromeurope.com/recipes>.

Our project, "The Greatest Tomatoes from Europe", co-financed by the European Commission, is aimed to share the goodness of European tomatoes. It is NOT a specific brand, we are here simply--and excitedly--to share with you the many facets of why preserved European tomatoes--rich in flavor, evolved from tradition, a can-full of delicious, excellent quality-- are so great.

ANICAV - the Italian Association of Canned Tomatoes Producers - www.anicav.it is organizing special events as part of a European Union co-funded program to promote canned tomatoes from Europe. With 90 member companies, ANICAV is the largest representative association of tomato-processing companies in the world.



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Enjoy-- it's from Europe!

THE GREATEST TOMATOES FROM EUROPE TEAM

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