

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

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

Where better to bring our joy of tomatoes than to the International Pizza Expo!

So, You Want Delicious Pizza? Use the tastiest, most delicious canned tomatoes you can find! European canned tomatoes! Picked at their peak of ripeness, they burst with the sweet taste and warmth of the Mediterranean sun.

Grown and preserved in accordance with the time-honored gastronomical heritage and culture of the land they come from, they are luscious, versatile and rich with goodness.

The "Greatest Tomatoes from Europe!" team is excited to make its International Pizza Expo debut August 17 -19, 2021 at the Las Vegas Convention Center.

Come see us at Booth #769. Taste FABULOUS pizzas, our succulent juicy tomatoes, atop tender dough, baked in a traditional pizza oven.

Wait! There is more! So much more!

The "Greatest Tomatoes from Europe!" is Proud Sponsor of the "World Champion Pizza Maker of the Year" competition.

We are also sponsor of Wednesday's Pizza Expo Block Party! Besides cooking and eating pizza, what could a Pizza Block Party be?! Ah: have you ever seen pizza-makers acrobatics? It is a treat to behold!

So Good for you! You probably already know that tomatoes are naturally low in sugar and fat, but rich in vitamin A, vitamin C, potassium, minerals and fiber; but did you know that they are chock-full of antioxidants such as lycopene, a substance that helps protect from the harmful rays of the sun, as well as contributing to heart health and lowering the risk of certain types of cancer? In canned tomatoes, the lycopene is concentrated, boasting 10 mg of lycopene in each 100 grams (about 3 1/2 ounces), higher than in fresh tomatoes.

Until we meet at The International Pizza Expo, we recommend you to try and enjoy this recipe.

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PIZZA CAPRICCIOSA

Pizza Capricciosa is a type of pizza eaten all over Europe. Its name translates as "capricious", for you can add nearly anything on top of the dough, along with the tomatoes and mozzarella; usually it has artichokes and mushrooms, but may also have olives, anchovies, ham. The choice is up to your own whim!

Time: 1h 30min

Difficulty: medium

Serves: 4

For the pizza dough:

16 oz strong plain flour

1/2 oz fresh yeast

7 fl oz water

Salt

For the topping:

10 oz canned chopped tomatoes

8 oz mozzarella

10 artichoke hearts in olive oil

3 oz button mushrooms in oil

6 anchovy fillets in oil

1/4 cup olives

2 teaspoons of capers

4 tablespoons extra-virgin olive oil

Salt to taste

Dissolve the yeast in warm water. Add the flour, a pinch of salt and knead the dough until it is smooth and elastic. Roll out the dough with a rolling pin, place it on a greased baking sheet and leave it to rise for about 40 minutes covered with a clean tea towel. Cut the mozzarella into slices. Dice roughly the chopped tomatoes, put them in a bowl and add 2 tablespoons of oil and a pinch of salt and stir well to mix the ingredients. Roll out the dough evenly and place it on a greased baking sheet; spread the tomatoes on the top in an even layer leaving a ½ inch border of pizza dough on all sides. Then arrange on the top the artichoke hearts cut into small wedges, the anchovy fillets, the mushrooms, olives, capers and mozzarella and drizzle the rest of the oil on the top. Bake the pizza in a preheated oven at 425°F for about 30 minutes and serve it piping hot.

But where can we 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



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<https://greatesttomatoesfromeurope.com/recipes>.

AND, we would love you to share your tomato recipes and photos with us! Our beautiful tomatoes may come FROM Europe, but they are for EVERYONE.

“Greatest Tomatoes from Europe” is not a specific BRAND but the slogan of a campaign managed by ANICAV – the Italian Association of Canned Tomatoes Producers - and co-financed by the European Commission promoting preserved tomatoes 100% Made in Europe, known for their rich flavor, tradition and excellent quality. We have nothing to sell, we are here simply--and excitedly--to share with you the many facets of why European tomatoes are so great.

Enjoy-- it's from Europe!

THE GREATEST TOMATOES FROM EUROPE TEAM

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#greatesttomatoesfromeurope

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