GreatestTomatoesFromEurope

The Art Of Perfection. Preserved For Your Table.



Excellence in EU Preserved Tomatoes

ENJOY IT'S FROM EUROPE

ANICAV
Associazione Nazionale Industriali Conserve Alimentari Vegetali

Co-funded by the European Union

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

www.greatesttomatoesfromeurope.com

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GREATEST TOMATOES FROM EUROPE:

AFTER A BRIEF PAUSE, WE'RE BACK IN THE USA, SHOWCASING THE GOODNESS AND VERSATILITY OF EUROPEAN CANNED TOMATOES

Originally launched in 2019, Greatest Tomatoes from Europe is back in 2026, bringing fresh energy and inspiration. Promoted by ANICAV and co-funded by the European Union, the campaign highlights the quality, safety, sustainability, and versatility of EU preserved (canned) tomatoes.

The campaign aims to educate US consumers about the **unique benefits** of incorporating canned tomatoes into their daily diets while enhancing appreciation for traditional European agricultural practices. Canned tomatoes have been a staple in Italian kitchens for generations, and with their focus on quality, safety, sustainability, and versatility, they are a perfect choice for US households, bringing their savory and intense flavor to every dish.

Choose high-quality Greatest Tomatoes from Europe canned tomatoes, harvested and preserved at their peak, to enjoy intact the excellence of their true, wholesome flavor and maximize the health benefits of the lycopene they contain.

Celebrating European Canned Tomatoes across the United States

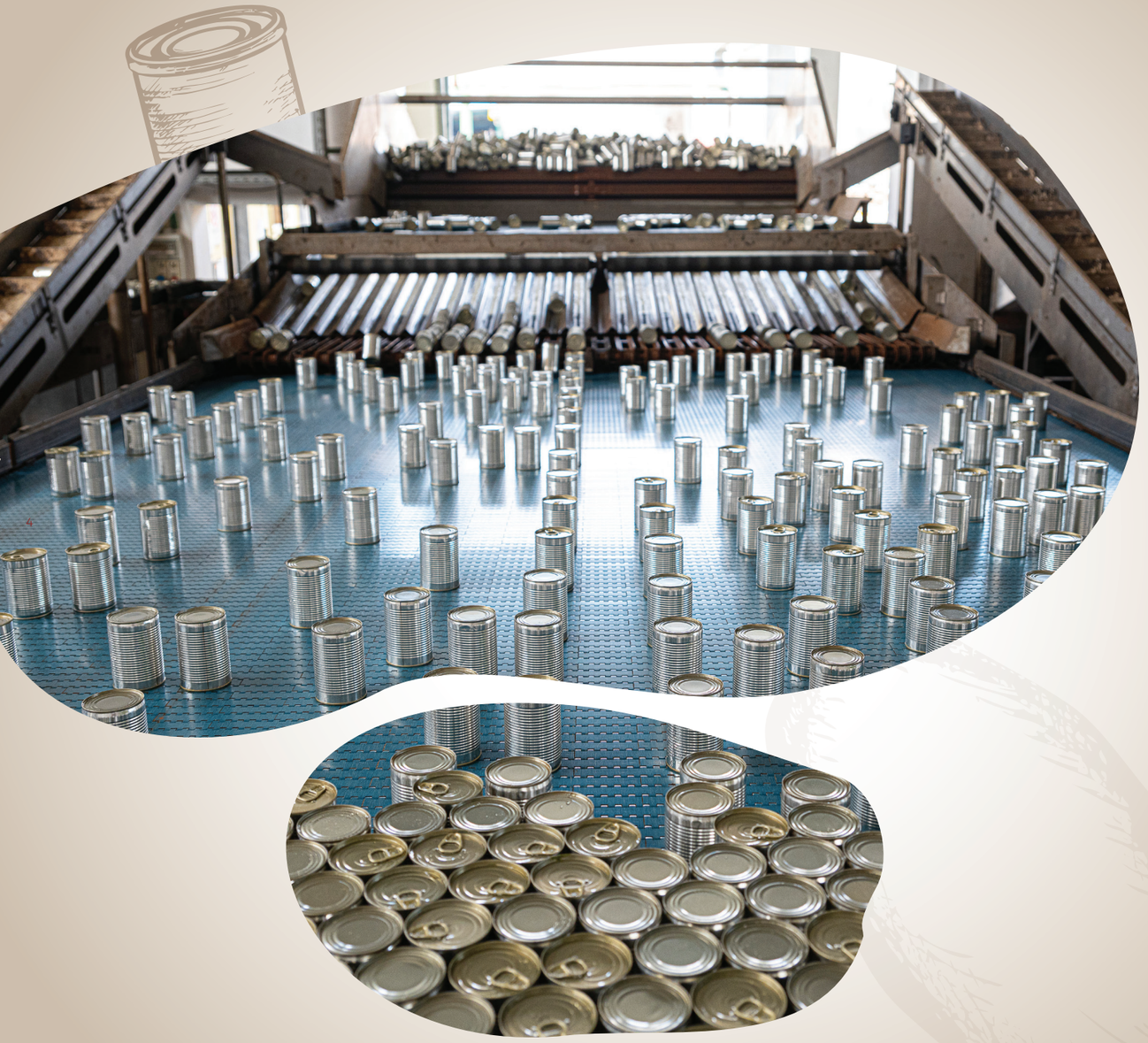


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ANICAV

THE ITALIAN ASSOCIATION OF CANNED VEGETABLE INDUSTRIES

ANICAV - the Italian Association of Canned Vegetable Industries **– is the largest association representing tomato processing companies in the world.** Its 100 member companies process more than 70% of all tomatoes in Italy and produce the vast majority of the world's whole peeled tomatoes.

In addition, 14 member companies - approximately 80% of the companies belonging to the related PDO Consortium - produce San Marzano PDO tomatoes. First founded in Naples in 1945, today ANICAV promotes the sustainable development of the entire community along the supply chain, embracing a business culture, legality, ethics, transparency, respect for workers' rights, and respect for the environment.

ANICAV
Associazione Nazionale Industrial Conserve Alimentari Vegetali

www.anicav.it



Greatest Tomatoes from Europe: rooted in a centuries-old tradition, embracing a healthy and sustainable lifestyle

Naturally ripened in the warm Mediterranean sun, picked at the peak of perfection, and processed with the highest quality food safety standards, **European canned tomatoes** are the ideal kitchen staple, adding color, flavor, and substance to your culinary inspirations. One of the tenets of the Mediterranean diet, known as one of the healthiest diets in the world, they are a key ingredient in classic Italian dishes like pizza and pasta.

Entirely free of synthetic pesticides, herbicides or fertilizers, the Greatest Tomatoes from Europe tomatoes are grown in a living, nutrient-rich soil full of biodiversity that enhances their nutritional value and flavor.

The red color of tomatoes is associated with **summer** and **happiness**; high-quality canned tomatoes provide you with a burst of joyous color all year round.

Choose the Greatest Tomatoes from Europe canned tomatoes as your go-to option for their delicious flavor and a healthier boost.



The Journey of the Tomato:

FROM SOUTH AMERICA TO EUROPE AND NOW THE USA, ROOTED IN TRADITION AND ADVANCED BY SUSTAINABILITY AND INNOVATION



Although now associated with Mediterranean and Italian cuisine, **tomatoes have a long history,** dating back thousands of years to ancient Peru and originally used by the Mayans and Aztecs. Strangely enough, they were considered poisonous when first brought to Europe in the early 16th century from Mexico and used just as a decorative plant.
Tomatoes finally became popular as a cooking ingredient in Europe after Francesco Leonardi (ca. 1730 – after 1816), an Italian chef working in many European courtly kitchens at the time, started to use tomatoes in his dishes. He wrote the cookbook **The Modern Apicius** – published in Rome in 1790, and again in 1807-8 – conceived by its author as a work for princely chefs and which presents many regional recipes. He claimed the classic Neapolitan tomato sauce as his invention, made by simmering seedless tomatoes with onions, celery, garlic and basil, a recipe still used to this day as a basis by chefs and home cooks for both traditional and innovative dishes.

As tomatoes gained popularity in culinary use, preserving them became a priority. **The practice of preserving tomatoes was first started by the peasants of Parma**, who used to place tomatoes in the sun to let them dry, before then turning them into sauce. In Italy, this tradition gave rise to a widespread network of manufacturing industries for preserving tomatoes. **The first tomato canning company was established near Naples** by the entrepreneur Francesco Cirio: he is credited with innovating food preservation and was the first to preserve tomatoes in cans, a process he initiated in 1856, allowing for industrial-scale production for the first time, gaining recognition at the 1867 World's Exhibition in Paris.
Industrial processing of canned tomatoes today in Italy remains rooted in the long tradition that started from Francesco Cirio's first processing plant.





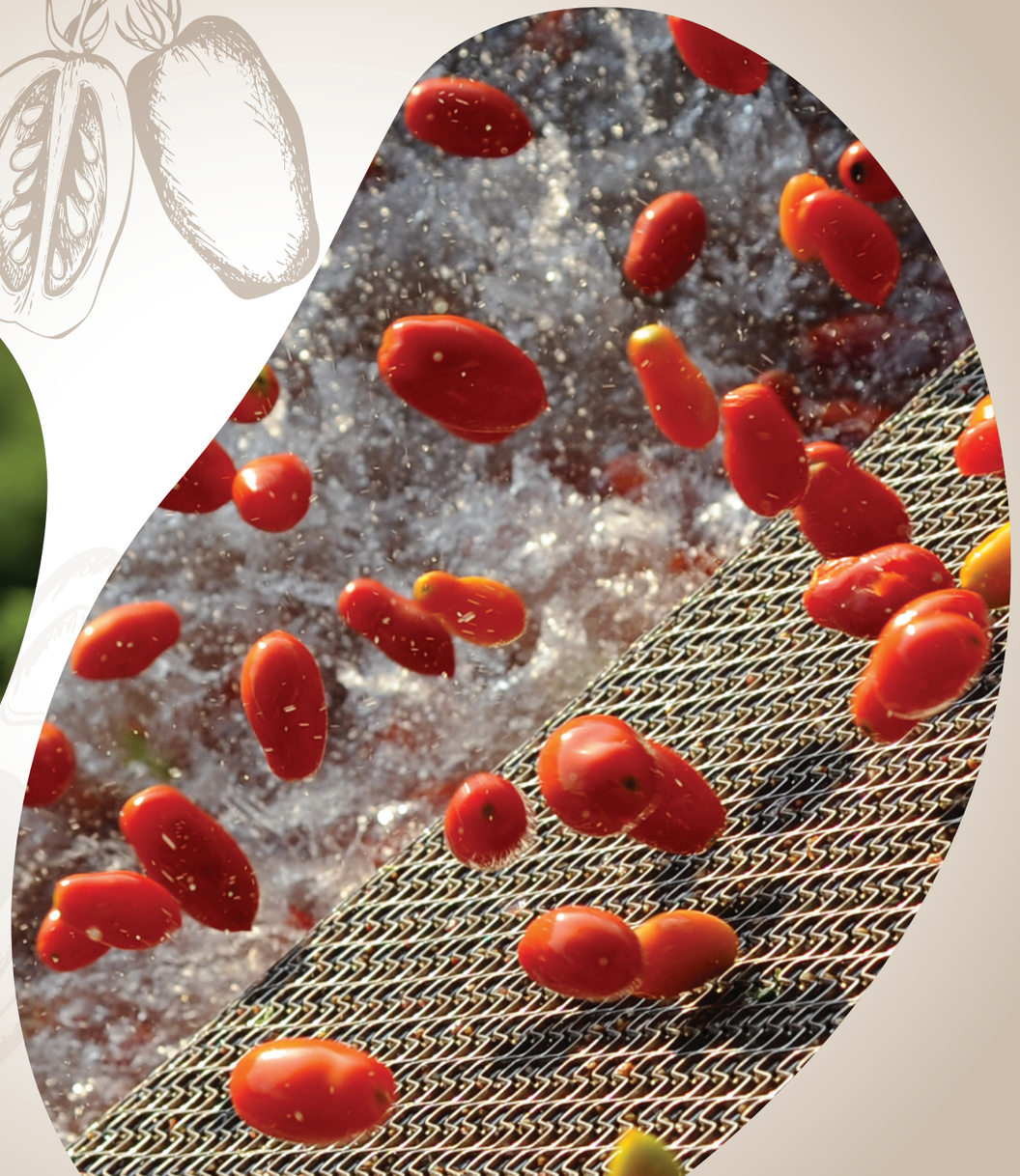
The Art of Transformation: Crafting Premium Canned Tomatoes

FROM FARM TO TABLE: THE JOURNEY OF FRESH TOMATOES TO CANNED PERFECTION

The tomato processing industry's unwavering commitment to **quality** and **safety** is evident throughout its production process, with strict European standards and controls in place.

The process for preserving tomatoes begins with **harvesting, washing and sorting the best tomatoes**. The tomatoes used for industrial processing are harvested only when they are fully ripe and with red, juicy flesh. The selected tomatoes are then vacuum sealed in cans or jars with natural juice and sterilized to preserve their **freshness** and **flavor**. Cans are the most used containers of tomato processing companies, ensuring hygiene, **food safety** and **environmental sustainability.**







Technology and Tradition:

UNCOMPROMISING FOOD SAFETY STANDARDS

Italy and the European Union have always been in the vanguard regarding **food safety** and the **quality** of food products. To assure consumers of a high level of food safety and safeguard the agri-food sector from recurrent crises, the EU has adopted the farm to fork strategy to meet the challenge of assuring health and safe food along the whole food chain, with an integrated control system, based on a combination of **high requirements** for agri-food products **for health and animal and plant welfare**, whether produced in the EU or imported.

All EU Member States must respect the same criteria and food and sanitary controls are carried out to the same standard across the EU. By harmonizing the sanitary regulations, the free movement of **safe food** was made possible, contributing significantly to the well-being of citizens and their **social and economic interests.**

Tomato processing in Italy and Europe

European tomato canning technology strives to preserve the **natural properties** of the tomatoes and ensure food safety through continuous improvement and innovation. As technology advances, so does the production process.

Environmental sustainability lies at the heart of the operation of the tomato-processing supply chain, which aims at responsibly safeguarding the territory and the environment in which they operate. Italian processing companies, while managing production processes with a low environmental impact that do not generate toxic-harmful pollutants, are committed to paths of waste reduction and energy and water efficiencies by investing in process innovations aimed at lower CO2 emissions, water recycling, lower waste production and greater waste recovery, as well as the use of recyclable packaging.



A Nutritional Marvel:

UNLOCKING THE HEALTH BENEFITS OF TOMATOES

Canned European tomatoes, picked and preserved at peak ripeness, are **a perfect choice for year-round use**. They are more environmentally friendly than out-of-season fresh tomatoes which are shipped over long distances in the winter or grown in heated greenhouses. What's more, **the processing method preserves all their qualities**, making them a great source of nutrients like **lycopene**, a powerful antioxidant easily absorbed by the body. It's best to eat cooked tomatoes to maximize the effect of lycopene as the cooking process loosens the cellulose fibers and makes lycopene more easily absorbed by the body.

Tomatoes are a true source of **energy** and **strength**, full of beneficial substances. Low in fats, they are an ideal choice to keep fit and healthy. A good source of **potassium**, which helps regulate blood pressure, and **vitamin C**, which supports immunity, canned tomatoes are a convenient and versatile option for incorporating these nutrients into your daily diet.



Here are the typical levels of naturally occurring nutrients found in 3.5 oz of canned tomatoes.

10mg

VITAMIN C

One of the key antioxidant components naturally found in canned tomatoes.

18 kcal

CALORIES

Provides naturally low-calorie nutrition.

7mg

LYCOPENE

A powerful antioxidant associated with tomatoes.

300 mg

POTASSIUM

Important for normal body function.

14mg

IRON

Supports normal red blood cell formation.

700 mcg

VITAMIN A

Supports vision, immune function and skin health.

60 mcg

VITAMIN B1

Supports energy metabolism and nerve function.

40 mcg

VITAMIN B2

Important for energy production and cell function.

OTHER MINERAL SALTS AND VITAMINS

includes vitamins E, K, and PP. And canned tomatoes also contain phosphorus, calcium, boron, manganese, magnesium, iodine, copper, zinc, sodium, sulphur, citric acid, malic acid, sugars, biotin, niacin, folic acid, and provitamin A.





Taste the Excellence: the Greatest Tomatoes from Europe Canned Tomatoes are the Versatile Choice

A PERFECT MATCH: CHOOSING THE RIGHT CANNED TOMATOES FOR YOUR CULINARY ADVENTURES

Canned tomatoes are **the perfect kitchen staple.** They come in **different forms** and are **super versatile,** making them perfect for experimenting with new recipes. Whether you need them for sauces, stews or soups, or to unleash your imagination in the kitchen, there's a type of canned tomato that's just right for your culinary creations.

GREATEST TOMATOES FROM EUROPE: DIFFERENT VARIETIES OF CANNED TOMATOES THAT CAN MEET ALL YOUR CULINARY NEEDS AND INSPIRE YOU:



Whole peeled tomatoes: canned as soon as they are picked, boiled, peeled, and preserved in their own juice. They have **a perfect balance of sweetness and sourness** and require minimal preparation, making them ideal for many dishes such as pasta sauce, pizza, soups, stews, and meat or fish recipes. Why not briefly roast them in the oven to intensify the flavor for your culinary innovations?

Chopped tomatoes: made by chopping and removing seeds from fresh tomatoes and preserving them in their juice. **They have less water content,** making them perfect for a quick pasta sauce or fish dishes. A perfect quick solution for a busy lifestyle!





Cherry tomatoes: canned with their juice immediately after harvesting to preserve their sweet flavor. **They are excellent for adding color to vegetable dishes**, quick-cooking sauces, and oven-baking. Use them to give simple meat and fish dishes a final touch of sweetness and color!



Tomato passata (tomato puree): made from pureed tomatoes that are heated very briefly to a very high temperature so that the nutrients are not altered, then strained, slightly concentrated and bottled. **Passata has a creamy density and an intense, savory, umami flavor** with a marked sweet note. It is perfect both for quick cooking recipes, such as marinara sauce or slow cooking recipes, such as the traditional Italian meat sauce called ragù.





Tomato paste: made from boiled and reduced tomato puree. It's perfect for adding color and flavor to slow-cooking dishes such as meat sauces, soups, stews, and casseroles. A secret ingredient you will never forego in the kitchen!

Tomatoes in Italian Cuisine

Italian cuisine traditionally is known for its rich, yet simple and vibrant flavors. **Canned tomatoes play a crucial role** in delivering this authentic flavor year-round. Their convenience and versatility make them a valuable kitchen asset that both home cooks and chefs can use to create delicious dishes.

Canned tomatoes add sweetness and freshness to these traditional Italian dishes such as the simple but flavorful **marinara sauce** that is as the base for many **pasta recipes** or for the iconic **Margherita pizza**. In dishes like **lasagna and eggplant parmesan**, the bold flavors of canned tomatoes add depth to their overall savory taste.

Even simple tomato-based soups, like the rustic **Pappa al Pomodoro**, benefit greatly from the bold, rich flavor of canned tomatoes. Whether you are cooking a **rich meat ragù** or a **spicy arrabbiata sauce,** using **canned Greatest Tomatoes from Europe tomatoes** is the secret to capturing the authentic flavor and heart-warming aroma that is the essence of Italian cooking.





Tomatoes in American Cuisine

Canned tomatoes play an essential role in American cooking, adding rich flavor and depth to a wide range of classic and contemporary dishes. From homemade marinara and Sunday gravy to hearty staples like beef chili, American goulash, and slow-simmered pot roasts, they form the foundation of many comforting, savory meals. They are also at the heart of a true American favorite, the classic tomato soup, often paired with a grilled cheese sandwich for a nostalgic and satisfying combination.

Their versatility and convenience make canned tomatoes a go-to ingredient for everyday cooking. They enhance quick, flavorful dishes such as chicken cacciatore, tacos, enchiladas, meatballs in tomato sauce, sloppy joes, and baked ziti, adding both moisture and a balanced tang. They also shine in dishes like stuffed peppers, shakshuka, jambalaya, and even barbecue sauces, where they contribute depth, sweetness, and acidity.

In today’s dynamic U.S. food scene, where regional traditions meet international influences, chefs and home cooks alike continue to find creative ways to use canned tomatoes. Whether reinventing comfort food classics, preparing bold Southern and Tex-Mex specialties, or experimenting with global and fusion cuisine, canned tomatoes remain a staple ingredient that brings consistency, flavor, and inspiration to the kitchen.



Discover more: **www.greatesttomatoesfromeurope.com**

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CAPUTO
Il mulino di Napoli - 1924

DAVIA
GRAGNANO

PANCRAZIO

SICA
INDUSTRIA CONSERVE ALIMENTARI

TORRENTE
baciati dal sole del sud