


## "Greatest Tomatoes from Europe" Returns to the USA to Celebrate the Quality, Heritage, and Innovation of European and Italian Canned Tomatoes

**Naples – Italy,** 20 May 2026 – The "Greatest Tomatoes from Europe" campaign returns to showcase the exceptional quality and rich flavor of canned tomatoes from Europe, particularly Italy. Originally launched in 2019 by ANICAV – the Italian Association of Canned Vegetable Industries - the campaign returns to re-connect consumers with the authentic taste and quality of European canned tomatoes. In 2026, the campaign will take center stage at several prestigious events, including the Summer Fancy Food Show 2026, a press event at the glamorous Armani Restaurant, and a Masterclass at Eataly New York. Additionally, an exciting in-store and point-of-sale promotion will be featured at Eataly Downtown, bringing the delightful flavors of European canned tomatoes directly to consumers.

"We are thrilled to bring back the 'Greatest Tomatoes from Europe' campaign," said Giovanni De Angelis, ANICAV's General Director. "This relaunch is an opportunity to celebrate the passion, tradition, and expert craftsmanship that goes into producing these exceptional tomatoes. We are committed to showcasing not just their taste, but their versatility and the myriad of culinary possibilities they offer."



**Event Highlights:**

• **Summer Fancy Food Show 2026**: Join us for a daily taste of the finest canned tomatoes by chef Dario Tomaselli at this prestigious event, connecting us with food enthusiasts and industry professionals to share recipes, cooking tips, and the authentic heritage behind European canned tomatoes.

• **Press Event at Armani Restaurant**: Exclusive invitation for media representatives to gather and experience an exquisite dining event showcasing culinary creations using European canned tomatoes, highlighting their vibrant flavors in gourmet dishes.

• **Masterclass at Eataly Flatiron New York**: Attend a dynamic hands-on class led by chef Dario Tomaselli who will demonstrate how to incorporate high-quality canned tomatoes from Europe into everyday meals, sharing techniques that elevate home cooking.

• **In-Store Promotions at Eataly Downtown New York**: Visitors will have the opportunity to sample authentic Margherita pizza made with premium European canned tomatoes. Guests who stop by and complete the questionnaire will also have the chance to win one of seven $100 Eataly gift cards, redeemable toward a selection of the promoted products.

Join us as we embark on this flavorful journey to rediscover the greatness of canned tomatoes straight from Europe. Whether you're a seasoned chef or a home cook, the "Greatest Tomatoes from Europe" campaign invites everyone to savor the authentic taste of Italian heritage.

**About the Campaign:**
The "Greatest Tomatoes from Europe" campaign is dedicated to promoting the authentic quality of European canned tomatoes, highlighting the importance of sustainability, innovation, and traditional farming methods. With a focus on consumer education, the campaign aims to inspire culinary creativity, encourage modern and versatile use in everyday cooking, and foster a deeper appreciation for these exceptional ingredients.

For more information about the campaign and to explore the flavorful world of European canned tomatoes, visit greatesttomatoesfromeurope.com

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