GreatestTomatoesFromEurope
The Art Of Perfection. Preserved For Your Table.



GREATEST TOMATOES FROM EUROPE PROMOTES THE CULINARY HERITAGE OF ITALIAN AND EU PRESERVED TOMATOES IN THE USA

Naples, Italy – 31 August 2026 – A successful educational tour organized by ANICAV – the Italian Association of Canned Vegetable Industries – and co-funded by the European Commission has concluded in Italy to promote the rich heritage of Italian canned tomatoes in the USA. This initiative showcased the essence of Italian cuisine to a select group of 9 American opinion leaders, media representatives, and influencers.

During their time in Italy, the participants enjoyed an immersive experience including visits to lush tomato fields, where they learned about the cultivation and harvesting processes. They toured state-of-the-art tomato processing facilities, gaining insight into the meticulous methods used in creating high-quality canned tomatoes.

The tour also featured engaging masterclasses led by renowned chefs, allowing attendees to delve into the art of Italian cooking. Hands-on pizza sessions enabled participants to craft authentic Neapolitan pizzas, honing their skills and appreciating the delicious nuances of the ingredients.



During the tour, tasting menus inspired by Neapolitan culinary traditions showcased the versatility of Italian canned tomatoes.

In addition to these unique culinary experiences, the guests explored the major attractions of Naples and its surroundings, immersing themselves in the local culture and heritage that influences Italian cooking traditions.

"*This tour has been a fantastic opportunity to bridge cultures and share the flavors of Italy with our guests from the USA,*" said Giovanni De Angelis, ANICAV's General Director. "*We are excited to see how they will share their experiences and promote Italian canned tomatoes within their community.*" The positive impact of the experience was reflected in feedback from the participants, who expressed enthusiasm about sharing what they had discovered. As one participant commented:

"*It was the perfect mix of learning, food and culture showing the food and hospitality industry from a completely different perspective. Walking through the tomato fields and visiting the processing plants showed how much work and care goes into these canned tomatoes before they ever reach a table!*".

The initiative aims to strengthen the culinary connection between Italy and the United States, highlighting the significance of the unique Italian food tradition now recognized by UNESCO as an intangible cultural heritage.

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

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