# GreatestTomatoesFromEurope

The Art Of Perfection. Preserved For Your Table.



## Celebrating European Canned Tomatoes across the United States

**Press Kit**

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Associazione Nazionale Industriali Conserve Alimentari Vegetali

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In 2025, US imports of canned tomato products from Italy reached an all-time peak of 163,301 tons, with a record value of about €203.7 million. In the first seven months of 2026, exports are projected to reach €132.4 million in value and 105,83 million kg in volume, compared to €118.9 million and 94,68 million kg, respectively, in the first seven months of 2025. This represents a growth of 11.36% in value and 11.77% in volume. Exports for the first seven months of 2026 is projected to reach €132.4 million in value and 105,83 million kg in volume, with total 2026 exports that could reach €226.8 million in value and 182.5 million kg in volume.

**The Greatest Tomatoes from Europe promotional campaign, dedicated to showcasing the quality, safety, sustainability, and versatility of high-quality canned tomatoes from Europe and Italy, is back in the USA, building on the increasing recognition of Italian and European canned tomatoes:**

- Press events in New York, Chicago and Los Angeles to introduce the campaign to key opinion leaders and food professionals.
- Cooking session programs organized at exhibition stands during major international trade shows such as the Summer Fancy Food Show, the National Restaurant Show and Natural Products Expo West.
- Educational tours offering distribution and foodservice professionals, members of the press and opinion leaders an inside look at tomato cultivation and canning processes.
- In-store promotions at Eataly, including masterclasses at Eataly La Scuola, providing opportunities to taste and learn more about Italian and EU canned tomatoes.
- Monthly posts on Facebook and Instagram sharing recipes, tips and campaign news.
- Video recipes showcasing creative ways to use canned tomatoes across YouTube, Facebook, Instagram and the campaign website.
- Live master cooking sessions on YouTube featuring chefs and influencers demonstrating recipes in real time.
- Interactive games including quizzes, puzzles and other engaging activities.
- Partnerships with micro-influencers to create tomato-focused content and recipes.

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# About the Greatest Tomatoes from Europe campaign




**Greatest Tomatoes from Europe** is the **promotional campaign launched by ANICAV and co-funded by the European Union** dedicated to showcasing the quality, safety, sustainability, and versatility of high-quality canned tomatoes from Europe and Italy in the USA.

The campaign aims to educate American 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 American households, bringing their savory and intense flavor to every dish.

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ANICAV - the Italian Association of Canned Vegetable Industries – **is the largest association representing tomato processing companies in the world**.

ANICAV members transform over 60% of all tomatoes processed in Italy and almost all the whole peeled tomatoes produced in the world. In addition, 15 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.

**www.anicav.it**



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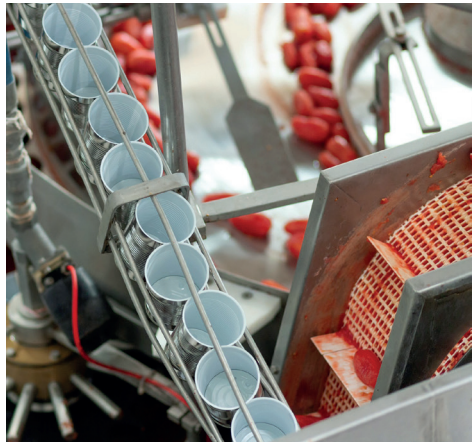
# Greatest Tomatoes from Europe - what makes our tomatoes unique



Begins in the fields with **dedicated, expert farmers**.



Continues with skilled workers ensuring **quality at every step**.



Brings consumers **fresh picked flavor year-round**, anywhere in the world.



A true expression of **European excellence and tradition**.

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# Greatest Tomatoes from Europe - the transformation process

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**, 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 European canned tomatoes** as your go-to option for their delicious flavor and a healthier boost.



### Natural conditions

The blue skies and sunshine of the Mediterranean provide the ideal natural conditions for growing tomatoes.



### Perfect varieties

Tomato varieties with compact pulp, a strong skin and sweet and sour taste, perfect for processing.



### Processing

The tomatoes are subject to strict quality control to ensure their quality and safety After mechanical harvesting, they are carefully selected, cleaned, heated, and peeled in modern facilities.



### Wonderful European Tomatoes

European canned tomatoes have a superb taste while the preservation process keeps their health beneficial properties intact, and make them ready and available for American consumers.

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# Greatest Tomatoes from Europe - rich in essential nutrients

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.

**Rich in Essential Nutrients**

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

- Provides 10 mg of Vitamin C
- Contains 18 calories
- Includes 7 mg of lycopene
- Supplies 200–300 mg of potassium
- Contains 600 mg of iron
- Provides 700 mcg of Vitamin A
- Contains 60 mcg of Vitamin B1 (Thiamine)
- Contains 40 mcg of Vitamin B2 (Riboflavin)

- Other mineral salts and vitamins include vitamins E, K, and PP. And they all contain phosphorus, calcium, boron, manganese, magnesium, iodine, copper, zinc, sodium, sulfur, citric acid, malic acid, sugars, biotin, niacin, folic acid, and provitamin A.

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# Greatest Tomatoes from Europe - canned tomato varieties



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.

You can buy canned tomatoes in any form you want whole peeled tomatoes, cherry tomatoes, chopped tomatoes, tomato passata Whatever their form, tomatoes are a key ingredient for creative dishes and tempting flavors Each canned tomato variety has its own characteristics, suitable for different recipes, and their versatility is always surprising, inspiring you to try new recipes.

**The variety of possible combinations is virtually endless**.

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# Greatest Tomatoes from Europe - whole peeled tomatoes



The popular **whole peeled tomatoes** are canned and processed immediately after harvest the whole fruits, briefly boiled, peeled, and stored in their own juice They must be processed quickly to maintain their original flavor and achieve a perfect balance between sweetness and acidity

Whole peeled tomatoes as so versatile they can be used be used to make a traditional Italian Ragù sauce, for pasta, pizza, soups, stews, fish or meat dishes, cooked with eggs or added to vegetable recipes.

- Perfect sweet-sour balance and minimal preparation needed
- Ideal for pasta sauces, pizzas, soups, stews, and meat/ fish dishes and slow-cooked ragù







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# Greatest Tomatoes from Europe - chopped tomatoes



**Chopped tomatoes** are made from peeled tomatoes that are chopped and seeded in their juice. They are the ideal base for simple and quick recipes, with a reduced moisture content, to quickly make a delicious spaghetti sauce.

Chopped tomatoes are an ideal pairing for fish dishes, as their freshness and mild acidity provide a perfect balance between the delicate taste of fish and the tomato flavor.

- Perfect for fast pasta dishes or fish recipes
- A time-saving solution for a busy lifestyle







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# Greatest Tomatoes from Europe - cherry tomatoes



**Cherry tomatoes** are small and round, with a firm flesh texture. After picking, they are immediately canned with juice to preserve their sweet and delicate flavor.

They are perfect for the preparation of quick cooking sauces and give a flash of brilliant color to vegetable dishes and grilled dishes.

- Great for vegetable dishes, quick sauces and oven-baked recipes
- Add a touch of color and sweetness to meat and fish dishes







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# Greatest Tomatoes from Europe - passata (tomato purée)



**Passata** is an authentic product made from tomatoes In modern industrial processing plants, the tomatoes are carefully cleaned, crushed and sieved, and then the resulting tomato juice is heated to a temperature of 85 - 100 °C The tomato juice is then evaporated. In the evaporator, the concentration of tomato juice gradually increases after various stages until it reaches the required density.

Passata can add color and flavor to dishes, making it perfect for dishes that require long and slow cooking, such as meat sauces, soup, stews and casseroles

- Slightly sweet and intense taste profile
- Perfect for both quick sauces (e.g., marinara) and slow-cooked ragù







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# Greatest Tomatoes from Europe - tomato concentrate



**Tomato concentrate** is made from boiled and reduced tomato purée. It's perfect for adding rich color and deep flavor to slow-cooked dishes such as meat sauces, soups, stews, and casseroles.

A small amount goes a long way, making it an essential cupboard staple for everyday home cooking and classic British and Mediterranean recipes alike.

- Ideal for slow-cooked dishes: meat sauces, soups, casseroles
- The secret ingredient every kitchen should have!







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# Greatest Tomatoes from Europe
# - canned tomatoes in American cuisine









**Canned tomatoes are widely used in American cooking**, bringing rich flavor and depth to a variety of much-loved dishes. They are a key ingredient in comforting classics such as chili, meatloaf, gumbo, baked beans, and hearty casseroles, creating a robust base for slow-cooked meals. Their versatility and convenience also make them ideal for easy weeknight dishes, from one-pan bakes and soups to pasta sauces and family-style meals.

With the U.S. food scene celebrated for its regional diversity and creativity, chefs and home cooks continue to discover new ways to use canned tomatoes in traditional favorites, globally inspired recipes, and modern fusion dishes.

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# Greatest Tomatoes from Europe - press events











The Greatest Tomatoes from Europe campaign held an exclusive press event in New York in 2026 and will host further events in Chicago in 2027 and Los Angeles in 2028, introducing the campaign to key opinion leaders and food professionals across the United States.

The events will provide an opportunity to present the campaign's objectives and upcoming activities to key stakeholders within the U.S. food, hospitality, and foodservice sectors.

The presentations will highlight the exceptional versatility of perfectly preserved tomatoes from Italy and the European Union, showcasing their use across a wide range of culinary applications. Attendees will also learn about ANICAV's future promotional activities in the United States, including educational initiatives and planned tours to Italy designed to deepen their understanding of tomato cultivation and preservation.

To complement the presentations, guests will be invited to enjoy exclusive tasting menus created especially for each occasion. Every menu will celebrate the rich flavor and versatility of Italian and European canned tomatoes, allowing attendees to experience their quality firsthand through carefully crafted dishes.

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# Greatest Tomatoes from Europe - culinary masterclasses

EATALY








On 30 June 2026, the Greatest Tomatoes from Europe campaign hosted **an exclusive hands-on culinary masterclass at La Scuola, Eataly New York**, offering guests an immersive experience focused on the versatility and quality of Italian and EU canned tomatoes.

During the session, participants took part in a guided cooking experience where they prepared two classic Italian dishes while discovering how preserved tomatoes enhanced flavor, depth and authenticity. Under expert instruction, guests followed each step from preparation through to plating, gaining valuable practical skills and greater confidence in the kitchen.

Each recipe highlighted the role of high-quality canned tomatoes as a foundational ingredient, capable of delivering consistent taste and performance in both professional and home kitchens.

**More masterclasses are scheduled to take place in 2027 and 2028.**

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# Greatest Tomatoes from Europe - educational tours to Italy



The Greatest Tomatoes from Europe campaign held the first of its **Educational Tours to Italy** in August 2026, with further tours planned for 2027. These tours are designed to take distribution and foodservice professionals, members of the media, influencers and key opinion leaders behind the scenes of tomato cultivation and canned tomato production.

The 2026 tour welcomed nine American opinion leaders, media representatives and influencers for an immersive journey into the heart of Italian tomato production and culinary culture.

Participants visited tomato fields to learn about cultivation and harvesting before touring state-of-the-art processing facilities. There, they gained insight into the expertise, rigorous quality controls and modern production methods used to preserve the flavor, quality and character of freshly harvested Italian tomatoes.

The program also featured masterclasses led by renowned chefs, hands-on sessions in the art of preparing authentic Neapolitan pizza and tasting menus inspired by the culinary traditions of Naples. Each experience demonstrated the versatility of Italian canned tomatoes and how they can provide the foundation for an extraordinary variety of dishes, from timeless regional favorites to contemporary creations.

By connecting American culinary voices directly with Italian growers, producers and chefs, the initiative has strengthened the relationship between Italy and the United States while highlighting the authenticity of Italian canned tomatoes and the remarkable food culture behind them.

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# Greatest Tomatoes from Europe - in-store promotions












The Greatest Tomatoes from Europe promotional campaign will run a series of **in-store promotions** designed to give consumers and food professionals the opportunity to taste and learn more about Italian and EU canned tomatoes.

The activities will combine point-of-sale promotions with educational masterclasses, offering an engaging and interactive retail experience. The initiative will introduce participants to the quality, flavor, and versatility of preserved tomatoes from Italy and the European Union.

At Eataly Downtown in New York, visitors sampled authentic Margherita pizza made with premium European canned tomatoes. Guests who stopped by and completed a questionnaire also had the chance to win one of seven $100 Eataly gift cards, redeemable toward a selection of the promoted products.

Throughout the upcoming events, participants will taste dishes prepared with Italian and EU canned tomatoes while gaining insight into their production, culinary uses, and role in both traditional and contemporary cooking. The activities will highlight how preserved tomatoes deliver consistency, safety, and authentic flavor across a wide range of recipes.

The in-store promotions will be supported by digital and social media campaigns, extending engagement beyond the store and encouraging wider consumer awareness and participation.

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# Greatest Tomatoes from Europe - Summer Fancy Food Show 2026

sfa summer fancy food show

June 28-30, 2026 • Javits Center • NYC




The Greatest Tomatoes from Europe promotional campaign participated in the **Summer Fancy Food Show 2026**, a prestigious event that brought together food enthusiasts and industry professionals from across the United States and beyond.

Throughout the show, visitors enjoyed daily tastings of the finest Italian and European canned tomatoes, prepared by chef Dario Tomaselli.

Through live cooking demonstrations, recipes and expert tips, the campaign showcased the exceptional quality, versatility and reliability of canned tomatoes, while sharing the authentic European heritage behind this essential kitchen ingredient.

Participation in the Summer Fancy Food Show 2026 enabled the campaign to engage directly with food professionals, buyers and industry leaders, celebrate European food excellence and strengthen awareness of premium canned tomatoes across the American market.

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# Greatest Tomatoes from Europe - National Restaurant Show 2027




The Greatest Tomatoes from Europe promotional campaign will participate in the **National Restaurant Association Show** in 2027, one of the leading trade events for the restaurant, foodservice, and hospitality industries in the United States.

The campaign's presence at the show will highlight the exceptional quality, safety, authenticity, and versatility of Italian and European canned tomatoes. It will celebrate their essential role in everything from convenient everyday meals to sophisticated gourmet dishes, while strengthening their reputation among American chefs, restaurant operators, distributors, buyers, and other foodservice professionals.

During the show, visitors will be invited to attend live cooking demonstrations showcasing how preserved tomatoes can be used to prepare authentic, flavorful, and inspiring dishes for both professional kitchens and home cooking. The sessions will demonstrate the remarkable adaptability of canned tomatoes across a wide variety of recipes, cuisines, and foodservice applications.

Visitors will discover how this versatile pantry ingredient can help chefs and consumers prepare delicious, satisfying meals efficiently while preserving the unmistakable character of European culinary tradition.

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# Greatest Tomatoes from Europe - Natural Products Expo West 2028




The Greatest Tomatoes from Europe promotional campaign will participate in **Natural Products Expo West 2028**, one of the leading trade events for the natural, organic, and healthy products industry in the United States.

The campaign's presence at the show will highlight the exceptional quality, safety, authenticity, nutritional value, and versatility of Italian and European canned tomatoes. It will celebrate their role as a naturally wholesome pantry ingredient while strengthening their reputation among American retailers, distributors, buyers, chefs, foodservice professionals, and health-conscious consumers.

Throughout the show, live cooking demonstrations will bring the versatility of canned tomatoes to life, inspiring visitors with fresh ideas for creating authentic, flavorful, and nutritious dishes. From professional foodservice applications to convenient meals at home, each session will showcase how this essential ingredient performs beautifully across different cuisines, recipes, and dining occasions.

Visitors will discover how this convenient pantry staple can help chefs and consumers prepare delicious, satisfying meals efficiently while maintaining the quality, natural goodness, and unmistakable character of European culinary tradition.

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# Greatest Tomatoes from Europe - contact details



**Press Releases**
For the latest news, announcements and updates from Greatest Tomatoes from Europe, visit our press releases page: **https://greatesttomatoesfromeurope.com/press-releases**

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

**Social Media**
Facebook: facebook.com/GreatestTomatoesFromEuropeUSA

Instagram: instagram.com/greatesttomatoesfromeurope

YouTube: youtube.com/@greatesttomatoesfromeuropeUSA

**Media Contact**
Manuela Barzan
**press@mbconsultingsrl.com**

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