

**RED
GOLD
FROM EUROPE**

YOUR ORGANIC AND SUSTAINABLE CHOICE

ENJOY
IT'S FROM
EUROPE





**YOUR
ORGANIC
AND
SUSTAINABLE
CHOICE**

Discover the Essence of Red Gold from Europe

A tomato is a bit like a mother: always there for you, giving joy and happiness, bringing comfort and reassurance, and doing you good.

Tomatoes are **super versatile** and can be used in so many different ways. Whether raw or cooked, they add colour, flavour, and substance to various dishes. In fact, **tomatoes are a key ingredient in classic Italian foods** like pizza and pasta. Plus, they are an important part of the Mediterranean diet, which is known to be one of the healthiest diets in the world.

The red colour of tomatoes is associated with summer and happiness, and they taste even better when naturally ripened in the warm Mediterranean sun. **Entirely free of synthetic pesticides, herbicides or fertilisers**, our organic tomatoes are grown in a living, nutrient-rich soil full of biodiversity that enhances their nutritional value and flavour.

There's no need to fret when you cannot find fresh tomatoes because high-quality canned tomatoes are an excellent substitute. Choose Red Gold Organic canned tomatoes as your go-to option for a superior flavour and a healthier boost.



The Origin of the Tomato Plant: From America to Europe

Did you know that tomatoes have not always been a part of European cuisine?

Tomatoes have a long history, dating back thousands of years to ancient Peru. They were originally used by the Mayans and Aztecs and referred to as "xitomatl". They were considered poisonous when introduced to Europe in the 15th century. Oddly enough, tomatoes were once believed to possess magical properties and were often used in remedies and potions.

Tomatoes finally became popular as a cooking ingredient after an Italian chef included them in his kitchen repertoire for a tomato meat sauce. Home cooks eventually learned to preserve the tomato using simple preservation methods. Later, Nicolas Appert invented an industrial technique for the canning method. Francesco Cirio was the first to apply this method on an industrial scale, gaining recognition at the 1867 World's Fair in Paris.



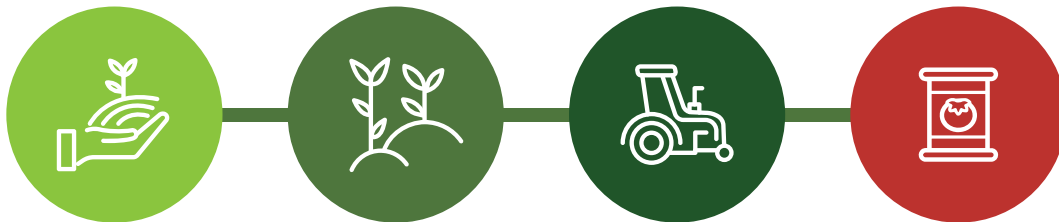
Your Organic and Sustainable Choice: Our Commitment

Organic Farming: Respecting and Preserving the Environment

Organic tomato cultivation utilises a natural approach to farming, aiming to minimise environmental impact through the responsible use of energy and natural resources. This method promotes **biodiversity maintenance, preservation of regional ecological balances, enhancement of soil fertility, and the maintenance of water quality**. By avoiding synthetic substances and processes, organic farming fosters a healthier ecosystem, supporting beneficial insects, wildlife, and plant species. It also contributes to the integrity of local ecosystems, ensuring soil productivity and nourishment while safeguarding water quality. Overall, organic tomato cultivation embodies sustainability principles, prioritising the environment and promoting a more harmonious relationship between agriculture and nature.

Ecological Sustainability & Energy Efficiency

EU-certified Organic Canned tomatoes comply with strict EU regulations and procedures that ensure a **positive impact on the environment**. While for their packaging, the metal cans used for canned tomatoes guarantee the product's cleanliness and safety for consumers. They are an eco-friendly option with low CO2 emissions compared to other packaging materials. **They also can be recycled an unlimited number of times.**



Technology and Tradition: Uncompromising Food Safety Standards

Organic farming benefits farmers and consumers. In this case, establishing trust is an essential element. **The EU enforces strict measures to ensure organic regulations are followed in all stages of the supply chain.** High standards are maintained through various procedures and commitment from everyone involved. Consumers must have confidence that the regulations governing organic production are being adhered to. To ensure this, the **EU has implemented a rigorous system of control and enforcement to ensure that organic rules and regulations are being correctly followed.**

This procedure also extends to the food processing, distribution, and retail sectors, which are subject to checks to ensure their quality and traceability within the supply chain. Strict procedures are put in place to ensure this.

Each EU country appoints 'control bodies or authorities' to inspect operators in the organic food chain. Producers, distributors and marketers of organic products must register with their local control body before they are allowed to market their food as organic.

After they have been inspected and checked, they will be awarded a certificate to confirm that their products meet organic standards.

All organic operators are checked at least once a year to ensure they continue to follow the rules. Imported organic food is also subject to control procedures to guarantee that they have also been produced and shipped following organic principles.

The organic logo gives a coherent visual identity to EU-produced organic products sold in the EU. This makes it easier for EU-based consumers to identify organic products and helps farmers to market them across the EU.

The organic logo can only be used on products that have been certified as organic by an authorised control agency or body. This means they have fulfilled strict conditions for producing, transporting and storing them.



The Art of Transformation: Crafting Premium Canned Tomatoes

From Farm to Table: The Journey of Fresh Tomatoes to Canned Perfection

As tomatoes continue to gain popularity in culinary use, preserving them has become a priority. The tomato processing industry's unwavering commitment to quality and safety is evident throughout its production process, with strict standards and controls in place.

The process begins with harvesting, washing and sorting the best organic tomatoes before removing the peel. Organic tomatoes used for industrial processing are harvested only when they are fully ripe and with red, juicy flesh. The organic tomatoes are then vacuum-sealed in tin cans with their natural juice and sterilised to **preserve their freshness and flavour.** Tin cans are tomato processing companies' most commonly used containers, ensuring hygiene, food safety and environmental sustainability.

Technology and Tradition: Uncompromising Food Safety Standards

Tomato canning technology strives to preserve its natural properties and ensure food safety through continuous improvement. As technology advances, so does the production process. Despite this, the industrial processing of canned tomatoes remains rooted in a long tradition.

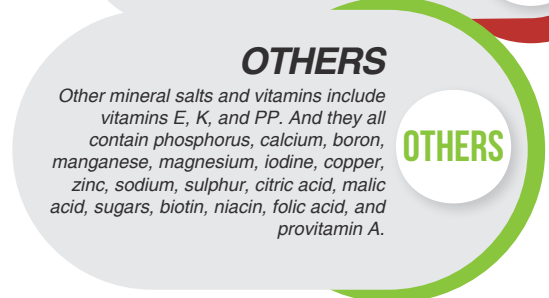
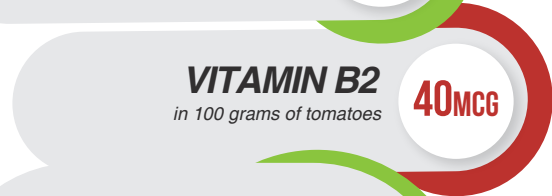
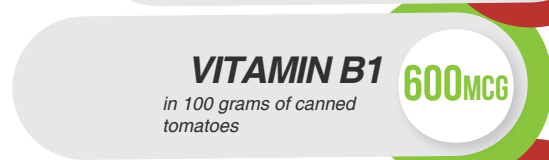
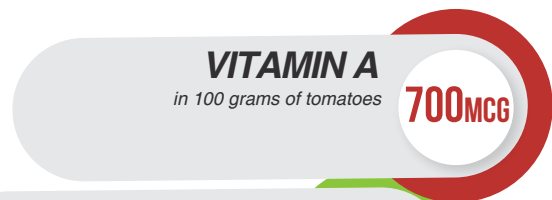
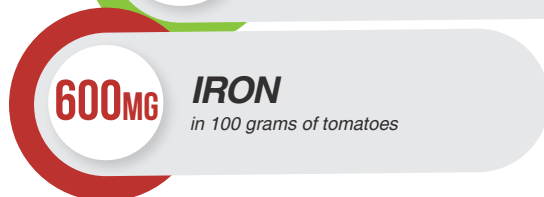
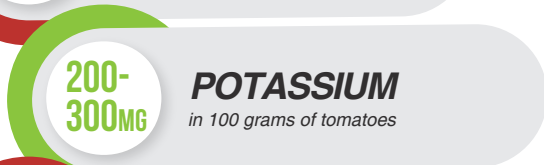
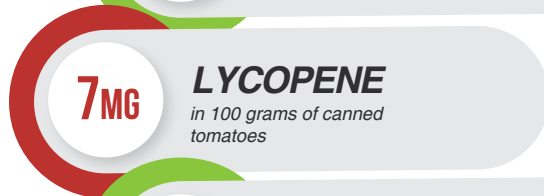
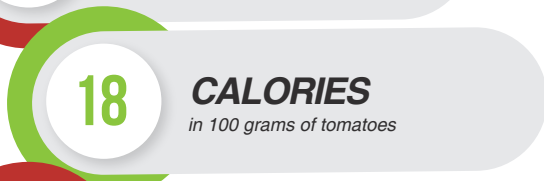
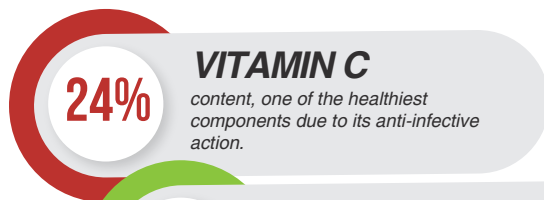


A Nutritional Marvel: Unlocking the Health Benefits of Tomatoes

Organic canned European tomatoes are a great option for year-round use and are healthier than out-of-season fresh tomatoes. The processing method preserves all their qualities, making them a great source of nutrients, including lycopene, a powerful antioxidant easily absorbed by the body. To maximise the effect of lycopene, it's best to eat cooked tomatoes as the cooking process loosens the cellulose fibres and makes lycopene more easily absorbed by the body. Moreover, tomatoes are low in fats and have no cholesterol.

In short, tomatoes are a true source of energy and strength, full of beneficial substances.

Here is the breakdown:





Taste the Excellence: Why Our Red Gold from Europe Canned Tomatoes are Good for You

A Perfect Match: Choosing the Right Canned Tomatoes for Your Culinary Adventures

Organic Canned tomatoes are a great 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, there's a type of organic canned tomato that's just right for your culinary creations.

The most popular canned tomatoes will certainly meet your culinary needs; some of the most common are:



Organic whole peeled tomatoes are 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 sauces, pizza, soups, stews, and meat or fish recipes.

Organic diced tomatoes are made by chopping and removing seeds from fresh tomatoes and preserving them in their juice. They have less water content, making them perfect for quick pasta sauce or fish dishes.

Organic cherry tomatoes are canned with their juice immediately after harvesting to preserve their sweet flavour. They are excellent for adding colour to vegetable dishes, quick-cooking sauces, and oven-baking.

Organic tomato passata (tomato purée) is 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 flavour with a marked sweet note. It is perfect both for quick cooking recipes, such as marinara sauce or slow cooking recipes, such as ragù.

Organic tomato concentrate is made from boiled and reduced tomato purée. It's perfect for adding colour and flavour to slow-cooking dishes such as meat sauces, soups, stews, and casseroles.

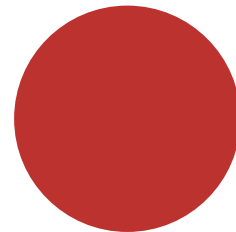
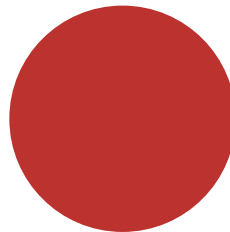
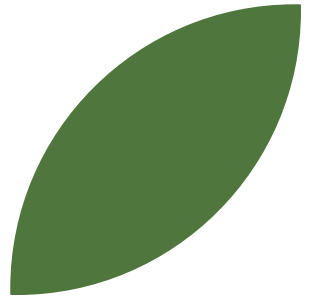


Unleash the Goodness of Red Gold from Europe Organic Canned Tomatoes

When choosing organic canned tomatoes, it's essential to remember that their quality affects not just their nutritional value but also the taste of your meals.

High-quality Red Gold from Europe Organic Canned Tomatoes are an excellent choice. Our commitment to using only EU-certified organic tomatoes that are sustainably and ethically grown and free from chemicals and our all-natural production process ensures that our tomatoes retain their true flavour without the need for preservatives.

Choose Red Gold from Europe Organic Canned Tomatoes to have a burst of the best summer flavour whenever you wish.





www.redgoldfromeurope.eu



Co-funded by the
European Union

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



Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.