



With the project "Red Gold from Europe" Danes can sip an iconic drink: the Bloody Mary in a new version.

The most invigorating and energizing cocktail there is, served as a Bloody Massimo in a new version courtesy of Massimo Riccioli, patron of Trattoria La Rosetta in Rome.

Naples – 12 December 2024 - Tomato juice, vodka, spices, and a legendary ‘splatter’ name: the Bloody Mary in this reinterpretation by the "Red Gold from Europe" project, promoted by ANICAV (the Italian Association of Canned Vegetables Industries) is served. The international project co-funded by the European Union, which promotes and enhances the export and consumption of Italian organic preserved tomatoes to Denmark, presents the "**Bloody Massimo**", inspired by one of the most iconic and "bloody" drinks, on the official list of the IBA's (International Bartenders Association) international alcoholic cocktails. It is included in the Contemporary Classics category, in the company of other famous cocktails, such as the Cuba Libre, Mojito, Black Russian, Margarita, Cosmopolitan and more.

The aim of this promotional project is to raise awareness of the unique characteristics of Italian organic tomatoes by showcasing their quality, taste, versatility, safety and origin, and to enhance the products in a mature market. With over 100 members, ANICAV represents the producers of about 3/4 of all Italian processed tomatoes and more than half of the canned vegetable producers in Italy. It is the largest association representing tomato processing companies in the world in terms of the number of member companies and the quantity of processed product.

The history of the Bloody Mary. The origins of the cocktail date back to the early 1900s, when according to some, Fernand Petiot, bartender of the legendary Harry's Bar in Paris, drew inspiration from Ernest Hemingway, one of the many Americans who frequented the place. The first recipe was simple, but ingenious: half vodka, half tomato juice and spices. It seems that Petiot then perfected it in New York, at the King Cole Room in the St. Regis Hotel, making it even more spicy. Here his Bloody Marys were drunk by the most important and influential figures of the time, even US presidents. There is another hypothesis, however, which attributes the creation to the Broadway star George Jessel, also in the King Cole Room, in 1939. At that time, more than 150 Bloody Marys were being served a day.

It was in that year that the drink became a success, thanks to Lucius Beebe who praised the new drink in his society gossip column "This New York" in the New York Herald Tribune. Petiot reiterated that he had developed the recipe as early as 1934: 6cl of vodka, 6cl of tomato juice, Worcestershire sauce, horseradish sauce, later replaced by Tabasco, salt, black pepper, cayenne pepper, a squeeze of lemon and crushed ice. And what about the origin of its name? It seems it came from a famous admirer: the Hollywood star Mary Pickford, who already had a drink named after her, which was also red, and which was then "betrayed" with the Bloody Mary. It must be said that there are several theories about the name of this "blood red" drink.

Some say it was a tribute to Mary I, Queen of England, nicknamed Bloody Mary because of the iron fist with which she tried to restore Catholicism in Protestant England, by having traitors to the kingdom executed.



CO-FUNDED BY THE
EUROPEAN UNION

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

ENJOY
IT'S FROM
EUROPE



Another theory links the name of the cocktail to the "Bloody Bucket", a bar in Chicago, where a waitress named Mary worked; and there is no shortage of macabre legends, such as that of the girl named Mary buried alive by mistake, who cast a curse; or a murderous witch who appears to those who try to say 'Bloody Mary' three times in front of a mirror. Another curious fact: celery as a garnish was introduced in the 1960s, by an anonymous guest at a party in the Pump Room of the Ambassador East Hotel in Chicago, who mixed his Bloody Mary with a celery stalk.

Now, to the bar to make this version, courtesy of the Red Gold from Europe project: the "Bloody Massimo".

Ingredients

- 2 slices stale country bread, cut into 4 croutons
- olive oil for brushing
- 500g organic tomato passata (pureed tomatoes)
- 2 shots vodka
- 1 or 2 celery stalks, with leaves
- 400g fresh mozzarella
- 1 bunch basil leaves
- 1 tsp balsamic vinegar
- salt and white pepper

Methods:

Step 1

Brush the bread with olive oil, then bake in a hot oven or under the grill until crisp and golden brown, a few minutes on each side, then set aside.

Step 2

Heat a saucepan on low heat. Cook half the organic tomato passata with salt for 5 minutes on low heat. Add the remaining organic passata, balsamic vinegar, pepper, and the vodka.



CO-FUNDED BY THE
EUROPEAN UNION

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



Step 3

Blend the mozzarella with the basil, and a pinch of white pepper to taste, until it turns creamy and smooth.

Step 4

Prepare 4 wide-bottomed martini glasses. Pour a layer of mozzarella cream on the bottom. On top, add a layer of the tomato mixture. Garnish with a stick of celery and if you like a few reserved basil leaves and serve with a toasted bread crouton. Serve chilled.



For more information about Red Gold from Europe, please visit our website <https://redgoldfromeurope.dk>

or follow our social media accounts:

Facebook: <https://www.facebook.com/redgoldfromeuropedk>

Instagram: <https://www.instagram.com/redgoldfromeuropedk>

YouTube: <https://www.youtube.com/@redgoldfromeuropedk>

Media Contact: press@mbconsultingsrl.com



CO-FUNDED BY THE
EUROPEAN UNION

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

