



26 November 2025

RED GOLD FROM EUROPE PRESS EVENT AND TASTING DINNER

Thank you for joining our press event RED Gold Tomatoes dinner. ANICAV – the Italian Association of Canned Vegetable Producers continues to promote the Red Gold From Europe programme which introduces the excellent quality, versatility, and rich flavour of 100% Italian and European , canned tomatoes, promoted as the European red art of perfection in events and social media posts, not only matching with Japanese cuisine but also important as emergency provisions for Japanese store cupboards - safe and ready to use as part of case of a disaster preparedness plan.

RED GOLD FROM EUROPE Information

- 🍅 What are red gold tomatoes? High quality and rich flavour European and Italian preserved tomatoes
- 🍅 What is ANICAV? The largest association of companies preserving tomatoes in the world with more than 100 members who cover 60% of the canned tomatoes produced in Italy.
- 🍅 Promotional activity in Japan : re-launched in 2023 for a second campaign which will continue to 2026

『main activities 』

- ☆press tour to Italy『a journey to meet Red Gold Tomatoes』18-25 August 2024
12 members of the press, influencers and cooking experts visited tomato fields, factories and experienced authentic red gold tomato dishes in restaurants
- ☆press event『Red Gold Tomatoes dinner』for the press, opinion leaders and food sector professionals
5 March 2024 at The Grand Ginza(Ginza Six) Tokyo
7 March 2025 at Ritz Carlton Osaka
26 November 2025 at Ryotei Kawabun Nagoya
- ☆ FODEX JAPAN at Tokyo Big Sight March 2024 & 2025- each year visited by about 3,000 food companies. Cooking sessions by a Italian chef and a Japanese cooking expert at our kitchen stage
- ☆Red gold tomatoes White day week in 10 restaurants March-April 2025
- Red passion for gifts for Valentine's Day**
Italian, Japanese, western and Korean chefs of 10 restaurant in Tokyo, Chiba and Yamanashi pref. prepared special menus using Red Gold Tomatoes with their passion
- ☆Instore promotion - received about 3,000 visitors at 3 locations:
5-8 September 2024 AEON Itabashi Shopping Center Toiyo
9-12 January 2025 AEON STYLE Tennocho Yokohama
27 February-2 March 2025 AEON MALL Dainichi Osaka
- ☆ collaboration with Japan Food Education College/Rescue Kitchen Car
February 2024 served warm meals with Red Gold Tomatoes at an elementary school in Suzu city, Ishikawa pref. (disaster stricken area after an earthquake).



13 October 2024 - offered N.220 risotto servings during Welfare connection festa at Taito-ku Tokyo
25 April 2025 Disaster prevention training camp in Yatsugatake / Yamanashi pref. - made tomato risotto with red gold tomatoes and emergency rice

☆ collaboration with a decoration sushi and miso ball specialist 22 May and 21 November 2025 at Tsuchiya Ginza Show Room Sushi art and Miso ball art workshop

<TV/YouTube/SNS >

Introduced recipes with Red Gold Tomatoes and ingredients from various regions

☆November 2023 YBS Yamanashi Hoso at Meza Marche「Stewed tomatoes with Koshu wine beef and Yamanashi vegetables」

☆February 2024 TV Wakayama at 6 waka evening

「Stewed peas and heated soy sauce oil」

☆25 March 2025 TV Wakayama「Stewed tomato meat loaf with mini tomatoes made in a frying pan」

22 February 2025 YouTube live

Cooking demonstration by famous chef Tetsu with Japanese cuisine recipes

☆ March-April 2025 Recipe challenge with Red Gold Tomatoes

Selected 10 beautiful recipes from various recipes posted

* Please see below for more information about Red Gold From Europe.

Website <https://redgoldfromeurope.jp> <https://anicav.it>

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

Facebook @RGFESK <https://www.facebook.com/redgoldjapan>

Instagram @redgoldjp <https://www.instagram.com/redgoldjp/>

Twitter @RedGoldJapan1 <https://x.com/RedGoldJapan1>



Please provide the hashtags #redgoldfromeurope #ANICAV #レッドゴールドジャパン #presseventnagoya20251126 when writing articles or posting on social media about this event or the programme.

Please contact us below if you have any questions.

Red Gold from Europe JapanTeam

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