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## Greetings from the Land of Tomatoes!

Come join our journey from the fertile lands of Europe to your kitchen table as we launch a three-year international promotion celebrating **European Preserved Tomatoes**.

Canned tomatoes are a kitchen essential, but not all canned tomatoes are the same! Whether you're a home cook or a 5 Star Chef, the European tomato is more than a necessity, it is a culinary treasure! Grown in a generous and fertile land, rich in Culinary culture, the tomato is transformed into an internationally-recognized work of art! Picked at their peak of ripeness, preserved by time-honored methods, these luscious European tomatoes are the highest in quality, flavor, beauty and goodness. They require nothing else -- none of the additives or flavoring ingredients that other canned tomatoes might need. **Mother Nature at her finest - Red Gold from Europe!**

**We will bring you these beautiful tomatoes over a three-year promotion campaign, with plenty to see and taste in the next three years! Come and see us at the Food Week Korea November 2020 and 2021, where you can taste for yourself the gorgeous tomatoes from Europe.**

Our Promotional tour **includes Restaurant Weeks in Seoul in 2020**. **ANICAV** will be recognizing chef's for their culinary excellence. Those Chefs will be creating Special Menu's using Red Gold from Europe! For a period of one week to reinforce the public's knowledge of the georgious tomatoes from Europe. We'd like you to come in and taste the quality for yourself!

Throughout the entire celebration of our European tomatoes we will have lots of fun, and would like you to come along. We will offer plenty of **amazing recipes** to taste and try on your own and a **Press Trip to Italy** in July 2020, for selected Bloggers, Chefs and members of the Media.

The **launch kicks off this May** with a reception in Seoul. Please let us know what we can do for you. Press kits to follow.

**Enjoy, it's from Europe!**

Sally

THE RED GOLD FROM EUROPE TEAM

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## RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.

Red Gold is the name of the EU (European Union) project to spread knowledge about EU Preserved (canned) tomatoes 100% Made in Europe. ANICAV - the Italian Association of Canned Vegetable Industries - members account for over 60% of all the processed tomatoes in Italy, and nearly all of the whole peeled tomatoes produced in the world (including the internationally well-known San Marzano PDO).

**Here are two delicious recipes for you to try!**

### **Tomato Pasta to try for yourself: Pasta with Tomatoes, Ricotta, and Peas**

Wonderful with any flat wide pasta that the ricotta and tomato sauce can cling to - paccheri, fettucine, pappardelle--I like it with plain spaghetti or linguine instead, or even round pasta such as seashells.

#### **Ingredients (for 4 people)**

2 cloves garlic, cut into a few flat slices or just peeled and flattened slightly or 1/2 onion, finely chopped

2-3 tablespoons extra virgin olive oil

Several large handfuls of frozen peas, about 100-120 g (or fresh, if they are young and tender)

2x 400g cans or 1 large 800g can whole peeled European tomatoes (Red Gold)

Salt and black pepper to taste

400g dry pasta of choice--spaghetti, flat wide pasta, or a rolled round one

About 250-300g ricotta cheese

Fresh basil leaves, as desired

Heat the garlic or onion in the olive oil until softened and starting to brown slightly. Stir in the peas, then add the tomatoes, crushing them with your hands. Raise the heat, cooking and stirring, until the sauce thickens and concentrates, about 15 minutes. Season with salt and pepper, and set aside.

Cook the pasta in boiling salted water until al dente, then drain, reserving a ladle of the cooking liquid.

Place the sauce on medium low heat, then add the drained pasta and toss together, adding a little of the cooking water as you do. Do not let the pasta overcook!

Stir in the ricotta, broken up with a fork, and serve right away, garnished with as many torn up fresh basil leaves as you like.

**Recipe courtesy of Marlena Spieler, author of over 70 cookbooks, including her recent: A Taste of Naples, Neapolitan Culture, Cuisine, and Cooking. (Rowman and Littlefield publishers)**

## Whole tomato wrapped with natural Flatfish fillet, tomato sauce and tomato chips

A recipe characterized by a taste, texture, aroma and colour that can only be obtained by using high quality European canned tomatoes. A new interpretation of the Mediterranean seafood cuisine and a contemporary décor that gives it a unique personality.

### Ingredients (for 4 people)

Main Dish	Sauce	Decoration
4 large whole peeled tomatoes 400g natural Flatfish fillet 3 tablespoons extra virgin olive oil 2 stems of rosemary 2 stems of thyme 1 garlic 1/2 Shallot	200 g whole tomato juice (removing the solid) 30g Flatfish spine bone 3 tablespoons extra virgin olive oil 2 stems of rosemary 2 stems of thyme 1/2 Shallot 200g mineral water Salt and pepper	200g whole peeled tomatoes 80g Potato Flatfish skin (the rest of the main ingredient)

### Main Dish

1. Cut off the Flatfish, remove the skin and age
2. Put the olive oil and the herbs in a pan, heat, and lightly cook aged Flatfish fillet back and forth.
3. Lightly cook the Flatfish fillet in oil, steam for 20 minutes on low heat in a pan and then let it cool.
4. Place the tomatoes in the net and put them in the oven preheated to 110 degrees. Let them dry until the water evaporates.
5. Spread the dried tomatoes on the Flatfish fillet and roll thinly.
6. Place the rolls neatly on a plate and store in the refrigerator.

### Decoration

1. Steam the potatoes until tender.
2. Place the whole peeled tomatoes and the potatoes in a fine sieve, place paper foil on a pan, spread thinly, dry for 40 minutes in an oven preheated to 110 degrees, and then continue to dry at 85 degrees.
3. Cut to size and decorate.

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\* Clean washed the flatfish skin are placed in a pan covered with paper foil, pressed flat, placed in an oven preheated to 85 degrees and dried until crispy.  
Cut the crispy flatfish skin into medium pieces and soak them in lukewarm olive oil (3-7 seconds). Remove olive oil before use.

### Sauce

1. Put the olive oil and herbs in a saucepan and heat it, then stir-fry the flatfish spine bone, add the tomatoes, and heat until boiling.
2. Add the mineral water, simmer in 1/2, season with salt and pepper, filter it in a fine sieve or cotton cloth, and let it cool.
3. Pour the sauce into the cold plate and put the flatfish, decorate and serve

Recipe courtesy of Chef Eo-Yoon Kwon - Ristorante EO - who studied in Italy and worked at Il Giano / Four Seasons Milan (CDP).

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