

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

Media Release-07-20, 2020

Knowing Tomato, double your taste, health, and cooking!



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. 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!

Today, I have created tomato quizzes that can double taste, health, and cooking if you know from the origin of tomato to preserved tomato in Italy. Come join our journey from the fertile lands of Europe to your kitchen table? The quiz is a total of 5 itineraries: tomato origin and history, tomato types, tomato and health, on the table / food trip, and preserved tomato.

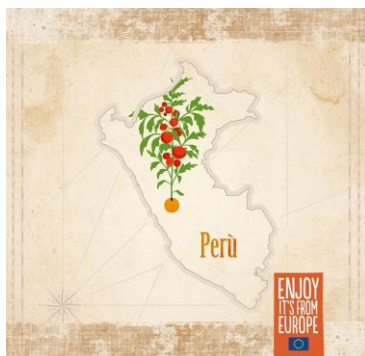
The answers to the quiz are listed at the bottom of the press release, and you can also receive detailed information through Red Gold From Europe's official SNS channel.

Tomato Quiz Journey



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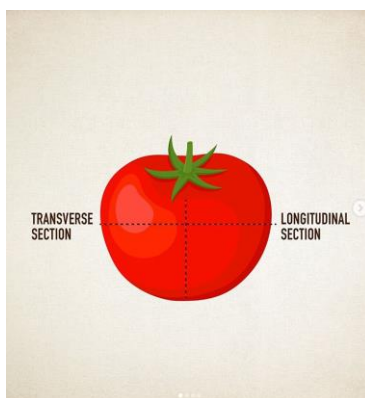
From the origin / History



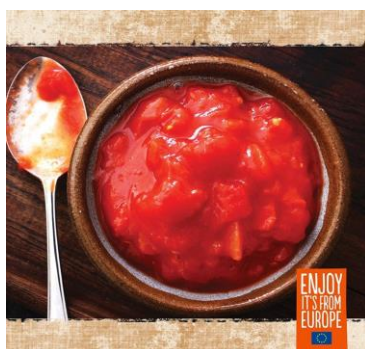
the tomato, a herbaceous plant of the "Solanaceae" family, is native to **□□□□** where, as early as three thousand years before the arrival of the European conquerors with Cortès, its use was widespread among the Maya and Aztecs who cultivated it together with maize calling it "tomatl", or to be precise "xitomatl". It even seems that the plant was born as a "spontaneous weed" among the corn plantations and only later its cultivation became an essential part of the diet of the local indigenous populations.



Did you know that...the word "**□□□□□□**" comes from the Aztec version "Xitotomate" or "Nahuatl Tomatl", a plant different from our tomato, and it also would seem to be a transcription error!



Arriving in Europe in the mid-1500s, for a long time tomatoes were considered poisonous; the plant was endowed with mysterious stimulating and aphrodisiac powers and so often used in magic potions and cures. In Italy, where the "tomato" is called "**□□□□□□□□**" or golden apple-from the appearance of the very first berries that arrived in Europe which, when fully ripe, had taken on an intense yellow colour, just like gold - they were used for the first time in cooking in a recipe to flavour meat.



Did you know that...The first documented recipe of tomato sauce and appears in 1694, reported by the chef Antonio Latini in his work "Lo scalco alla moderna" under the name of "**□□□□□□□□** Tomato Sauce".

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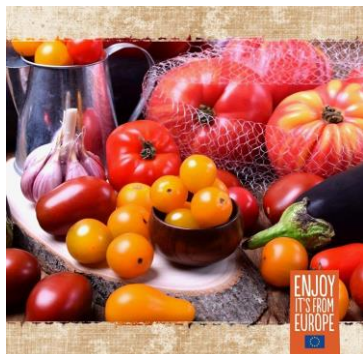


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Tomato types



Did you know that... 🇪🇺 🍅 Tomatoes are world's most popular fruit?

With annual production of 60 million tons, they remain the world's most requested and most popular fruit. The second place goes to bananas and third to apples, followed by oranges and watermelons respectively in 4th and 5th place.



Did you know that... There are 10,000+ tomato varieties in the world? 🍅

there are 🇪🇺 different tomato color varieties and they're: red, pink, green, yellow, orange, white, black, brown and purple.



🍅 Tomato News from the World!

“🇪🇺 ranks second as a tomato processor in the world after the USA and represents 13.6% of world production and 49% of European production”



🇪🇺 is a special month, especially in Italy. It is the month during which nature changes its colours. Indeed, thanks to the Mediterranean sun, tomatoes start to ripen, reaching a beautiful red colour and developing their unique flavour.

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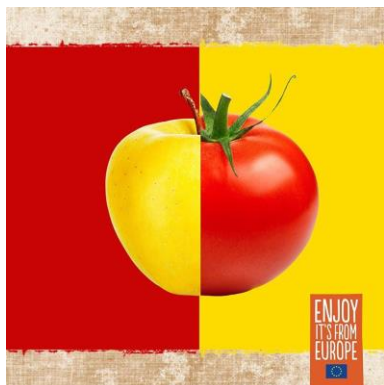
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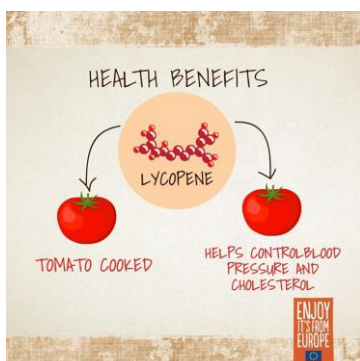


The **Protected Designation of Origin (DOP)** Tomatoes are grown in an area of volcanic fertile plains close to the sea, all of which favor the farming of these unique tomatoes!



A tomato is both a **fruit** and a **vegetable**! Botanically speaking it is the fruit of the tomato plant, since it develops from the ovary in the base of the flower, and contains the seeds of the plant. In the culinary world, on the other hand, it's considered a vegetable for its flavor profile.

Tomato & Health



The **lycopene** contained in tomatoes is absorbed better when cooked? Lycopene prevents premature aging and helps control blood pressure and cholesterol.



Did you know that...
tomatoes also have digestive functions?
In fact, 3.5 oz of fresh tomatoes add only **17** Kcal, so suitable for low-calorie, mineralizing and vitaminizing, diuretic, digestive and above all tasty diets.

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Did you know that tomatoes are low in sugars and fats but rich in flavour? They contain no and are really healthy. The high content of mineral salts, vitamins and proteins make them a concentrated shot of wellness.



Did you know that...
94.5% of the weight of a typical tomato is nothing but .



It is scientifically proven that Lycopene, a powerful antioxidant present in tomatoes, becomes more absorbed by the body when tomatoes are and canned.



In times like these, we are reminded of what is truly important. Did you know that tomatoes 🍅 are good for your health? According to scientific studies, cooked tomatoes are even better than those eaten fresh! Cooking for minutes breaks the cell wall of the tomato, which releases lycopene, a valuable antioxidant and also acts against high cholesterol and heart disease.

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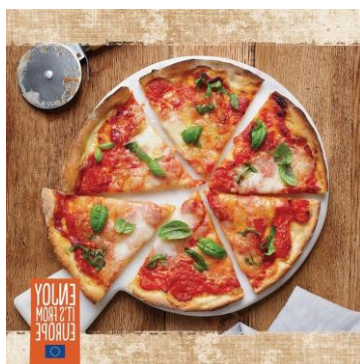


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On the table / Food Trips



Do you like Pizza? here you can find how to make a delicious one at home!

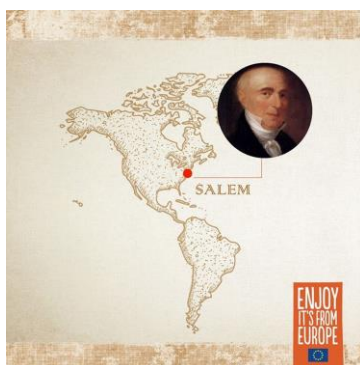
For the pizza dough: 16 oz strong plain flour, 1/2 oz fresh yeast, 7 fl oz water, salt

For the topping: 10 oz canned finely-chopped tomatoes
6-7 oz mozzarella, 3 tablespoons extra-virgin olive oil
fresh basil to taste salt to taste



Tomato is a versatile vegetable used in a variety of ways: raw, cooked, dried and many more. It's a pillar of the Mediterranean diet and dishes, such as Lasagne, Pizza or the classic .

What is your favourite tomato recipe? Let us know in the comments.



Did you know that...

In 1803 in in Massachusset, Michele Felice Corné, a painter of Italian origin, ate a tomato in public to show that it was not harmful.

In Newport, Rhode Island there's a monument dedicated to him and this event!



Did you know that...

There is an Italian ethnographic museum dedicated to the tomato called "Museum of Tomato"?

It is located in the Province of , a region historically dedicated to the production and processing of tomatoes, and #funfact, the museum shares space with the Museum of Pasta! @museidelcibo

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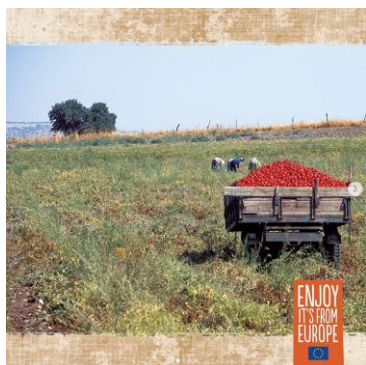
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Preserved Tomatoes



Canned preserved tomatoes are produced by a traditional process that keeps intact all the flavour of the fruit, picked at the peak of its **flavour** and **aroma**. 🍅



Tomatoes have two facets: the tradition and centuries of experience of their use in the spread and improvement of the crop and continual new achievements and discoveries in scientific and technological fields. The unstoppable spread of tomatoes and their culinary use have led to a constant research for the most suitable methods to preserve them for use in the **summer** season.



🍅 You can buy canned tomatoes in whatever form you want: **peeled** tomatoes, cherry tomatoes, chopped tomatoes, tomato passata: whichever you choose, tomatoes are a key ingredient for dishes rich in creativity and tempting aromas. The variety of possible combinations is virtually endless. 🍅



It's a common belief that "Fresh tomatoes are better than **canned** ones". But this is not true! Canned tomatoes can even be better than fresh ones out of season. It's because the processing method preserves nutrients such as lycopene, a powerful antioxidant, more easily absorbed by the human body, as well as maintaining the freshness of just-picked tomatoes. So, just let their unique taste conquer you.

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The current preservation technique reproduces the gestures of a centuries-old tradition, naturally rethought on an industrial scale. The processing begins with the collection and selection of the best raw material. Then, the tomatoes are brought to high temperatures to separate the peel and pulp; another passage eliminates damaged fruits and residues of skin through an optical sorter. At this point the cans appear and are filled with the peeled tomatoes and their juice, -sealed and .

If you are curious about tomato related information and new recipes, please download our app or visit our official website and social media !!

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Enjoy! It's from Europe!

The Red Gold from Europe Team

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These are the correct answer for the quiz.

Peru, Tomato, pomo d'oro, Spagnuola

Tomatoes, 9, Italy, June, San Marzano, fruit/ vegetable

lycopene, 17, cholesterol, water, processed, 15

Margherita, Spaghetti, Salem, Parma

Ripeness, aroma, winter, whole, canned, vacuum/ pasteurized

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