



## Celebrating Summer with Red Gold Tomatoes from Europe

**Naples – Italy – 19 July 2024**

Summer is traditionally celebrated with round, sun-coloured fruits and vegetables, making organic Red Gold tomatoes from Europe a natural choice for summer dishes. The sunshine and rich soil of the Mediterranean provide ideal conditions for growing high-quality organic tomatoes and Red Gold Tomatoes from Europe have become renowned the world over for their flavour and nutritional benefits.

**Red:** represents their colour, which comes from lycopene – an antioxidant that can reduce the damage caused by free radicals.

**Gold:** represents their quality and the gold standard for processed organic tomato products in Europe.

But given the huge number of tomato products available, what makes organic Red Gold tomatoes from Europe so special? Red Gold Tomatoes from Europe select only premium quality organic fruits, with firm flesh, strong skins and rich flavour, which are the most suitable for processing into various tomato products. After the fruit has been carefully picked, modern manufacturing plants with state-of-the-art monitoring systems select, clean, steam, peel and process the tomatoes. The finished products are premium organic ingredients, packed with flavour and guaranteed to be safe and healthy.

Red Gold Tomatoes from Europe come in several organic formats. Whether peeled whole tomatoes, chopped tomatoes, tomato passata or cherry tomatoes, they all adhere to the same standards of excellence, making your cooking easier and more enjoyable, while also ensuring delicious and nutritious dishes.

Nutritionally, tomatoes are low in sugar and fat, rich in minerals and vitamins, and high in protein. They are the best source of lycopene - an antioxidant and powerful defence against ageing. Tomatoes can also aid digestion and the absorption of minerals.

**SHARE RED GOLD TOMATOES WITH YOUR FAMILY AND FRIENDS,  
SHARE LOVE AND GOOD HEALTH WITH THEM TOO!  
ABOUT RED GOLD FROM EUROPE & ANICAV**

Red Gold is the name of the EU (European Union) programme aimed at raising awareness about EU Preserved Organic (canned) tomatoes 100% Made in Europe.

The Italian Association of Canned Vegetable Industries ANICAV members produce over 63,5% of all the processed tomatoes in Italy, and over the 85% of all the whole peeled tomatoes produced in the world.

For more information about Red Gold from Europe, please visit <https://redgoldfromeurope.dk/> or **follow our social media accounts:**

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

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