



RED GOLD FROM EUROPE

***EXCELLENCE IN EU PRESERVED TOMATOES
IN USA, CHINA, JAPAN AND SOUTH KOREA.***



Parma – October 24th 2019



EU RED GOLD USA

- **Duration:** 3 year-project from 1 March 2019
- **Proposing Organisation:** ANICAV
- **Main objective:** increase exports of European preserved tomatoes in the US market
- **Target Groups:**
 1. Professionals working in distribution
 2. Ho.Re.Ca.
 3. Opinion leaders
 4. Consumers of medium and high socio-economic status
- **Target Cities:** “key influencer” for food: New York, Chicago, San Francisco, Las Vegas and Miami



EU RED GOLD ASIA

- **Duration:** 3 year-project from 1 March 2019
- **Proposing Organisation:** ANICAV
- **Main objective:** increase exports of European preserved tomatoes in China, Japan and South Korea
- **Target Groups:**
 1. Professionals working in distribution
 2. Ho.Re.Ca.
 3. Opinion leaders
 4. Consumers of medium and high socio-economic status
- **Target Cities:** “key influencers” for food: Shanghai, Beijing, Guangzhou, Tokyo, Osaka, and Seoul

COMMUNICATION STRATEGY AND VISUAL CAMPAIGN B2B E B2C.



USA

4



COMMUNICATION STRATEGY AND VISUAL CAMPAIGN B2B E B2C.



China



Japan



South Korea



WEBSITE



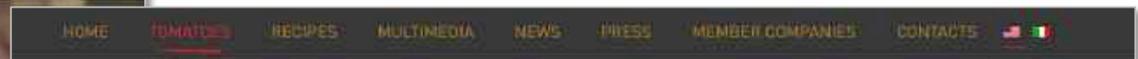
WEBSITE



History of a masterpiece.

The tomato plant – a semi-wild species with small berries - originated in Peru three thousand years before the arrival of the European conquerors in Cortés' retinue; its use for cooking was widespread among the Mayas and Aztecs who cultivated it with maize and called it "xitomatl". The variety that arrived in Europe much later, brought by the Spanish ships, was improved and more digestible, and it had already become an essential ingredient at the table of the great Emperor Montezuma. In Europe, however, it was greeted with some suspicion and considered unpalatable, and even poisonous by some. It was first used in European cooking in the 18th century, as recorded by historians, naturalists, courtiers and cooks. The first recipe for the classic tomato sauce was by Francesco Leonardi, cook for Empress Catherine the Great of Russia; from that moment on, nothing would stop the glorious rise of the tomato and in only a short time it would become a favoured ingredient, whether for royal banquets or the simple fare of the humble.

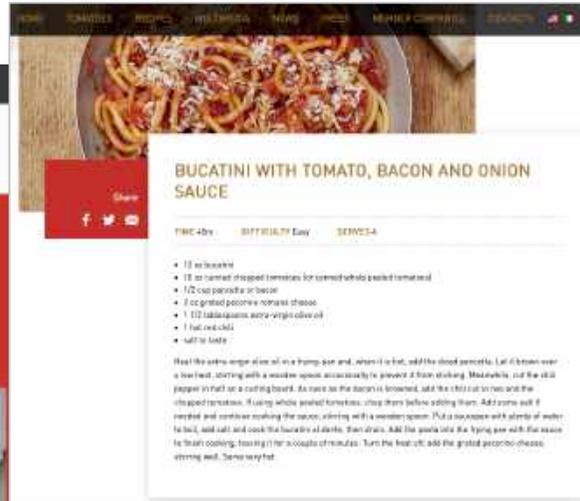
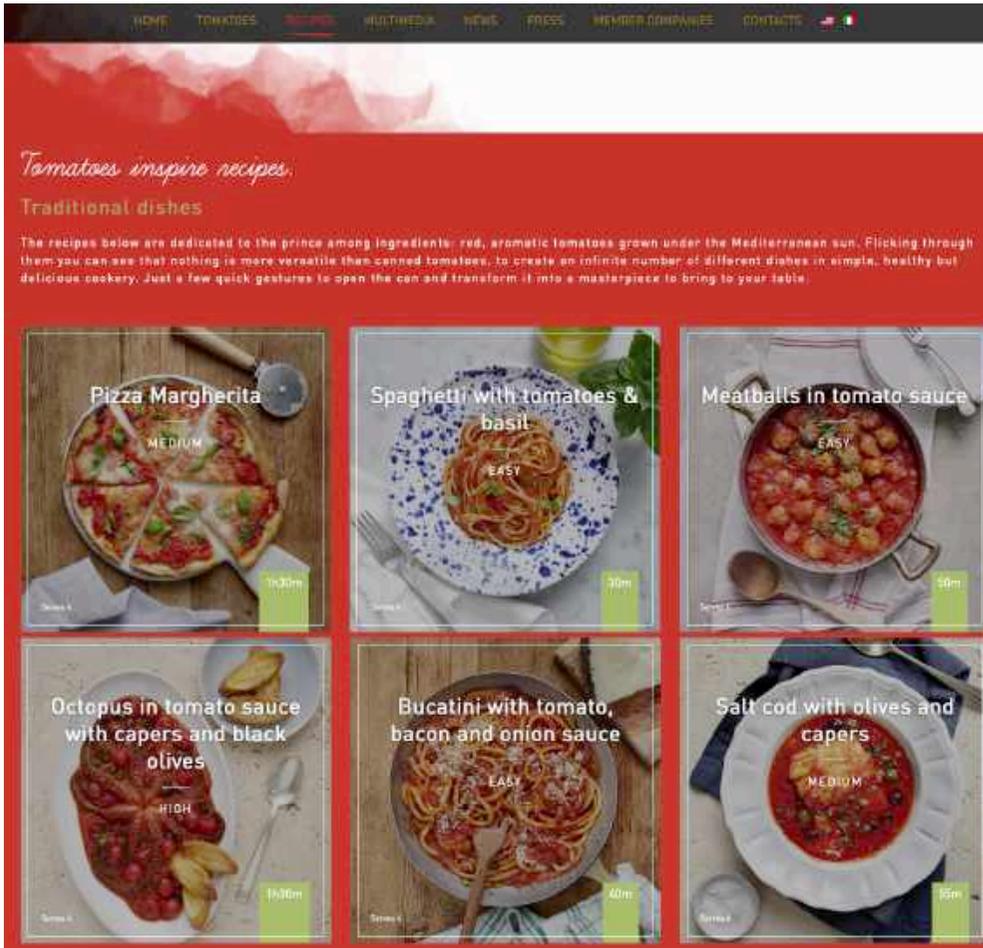
Pages «Tomatoes»



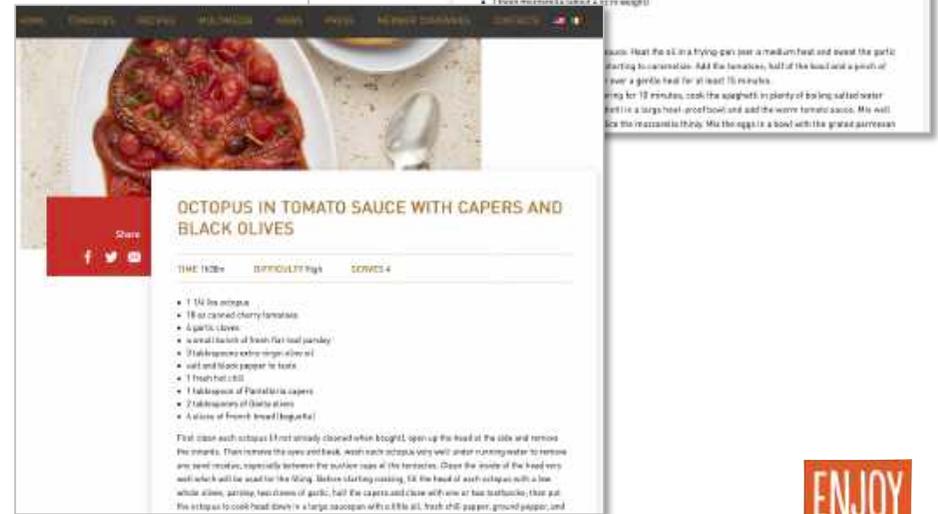
Organoleptic properties, golden properties.

Tomatoes are naturally low in sugars and fats but rich in vitamin A, vitamin C, potassium, minerals, fibres and antioxidants like lycopene, making them a concentrated burst of beneficial substances. All the energy they have accumulated under the Mediterranean sun is transferred to every dish, as a burst of taste and nourishment. The tomatoes used by the tomato-processing industry are harvested only when fully ripe, when their flesh is red and juicy but still firm enough to be processed. All industrial tomato-processing today is regulated by laws and standards on the raw materials, and the information/claims printed on the labels.

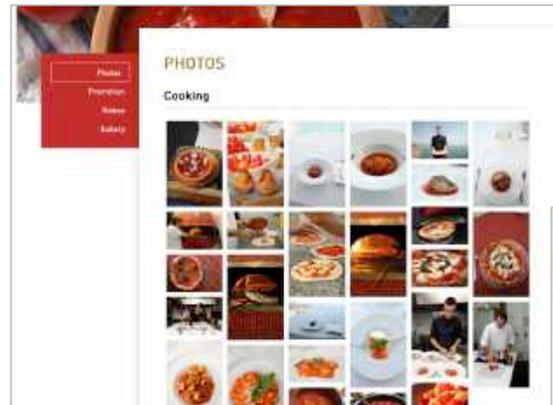
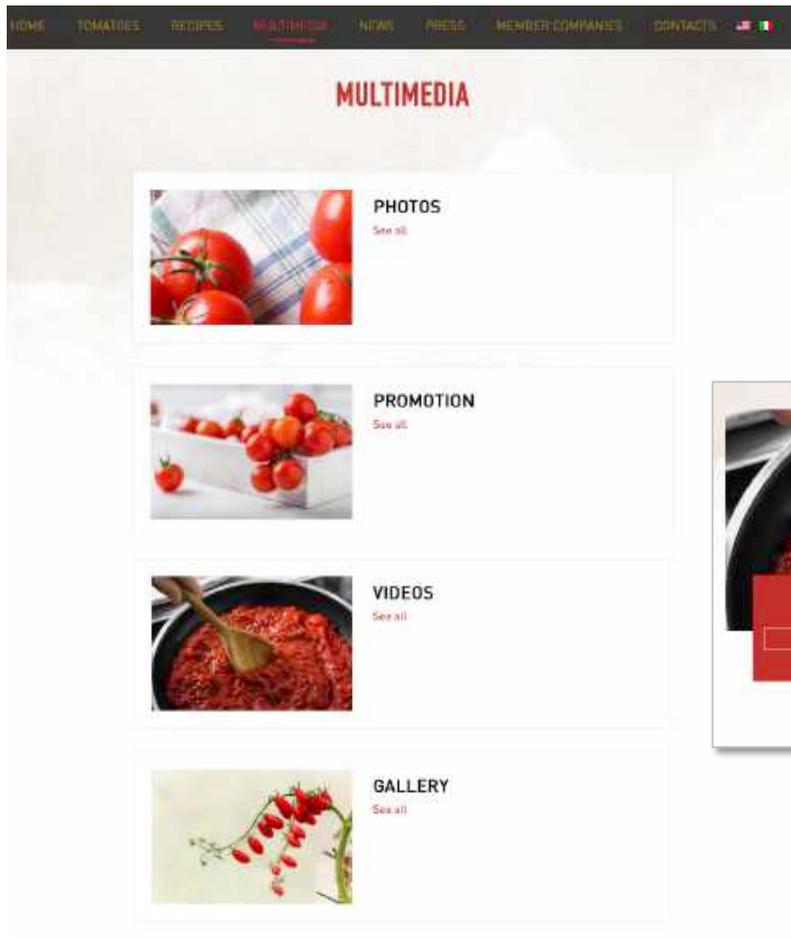
WEBSITE



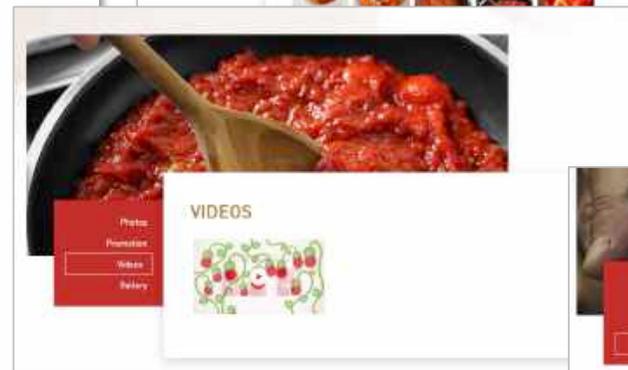
Pages «Recipes»



WEBSITE



Pages «Multimedia»



WEBSITE

Page «News»



WEBSITE

HOME TOMATOES RECIPES MULTIMEDIA NEWS **PRESS** MEMBER COMPANIES

PRESS RELEASES
See all

PRESS KIT
See all

PRESS REVIEW
See all

PRESS RELEASES

20 August 2019
Best wishes for your summer from Red Gold from Europe!

With a refreshing recipe, Red Gold from Europe and ANICAV wish you all a wonderful summer. Golden from the Mediterranean sun and red thanks to the tomatoes that have always been able to cross borders and oceans throughout their history.

Download

11 July 2019
Red Gold from Europe! is truly Mother Nature at her finest!

ATTACHMENTS

Download StreetBurger - Fancy Food Show Summer edition 2019

10 July 2019
Food & Beverage - June edition 2019

ATTACHMENTS

Download Food edition 2019

3 July 2019
Food Network Magazine

ATTACHMENTS

Download Article

20 June 2019
Food & Beverage - Magazine - June 2019

ATTACHMENTS

Download Food & Beverage Magazine - June 2019

20 June 2019
Fancy Food Show - Show Daily n.3

ATTACHMENTS

Download Show Daily n.3 - ETV

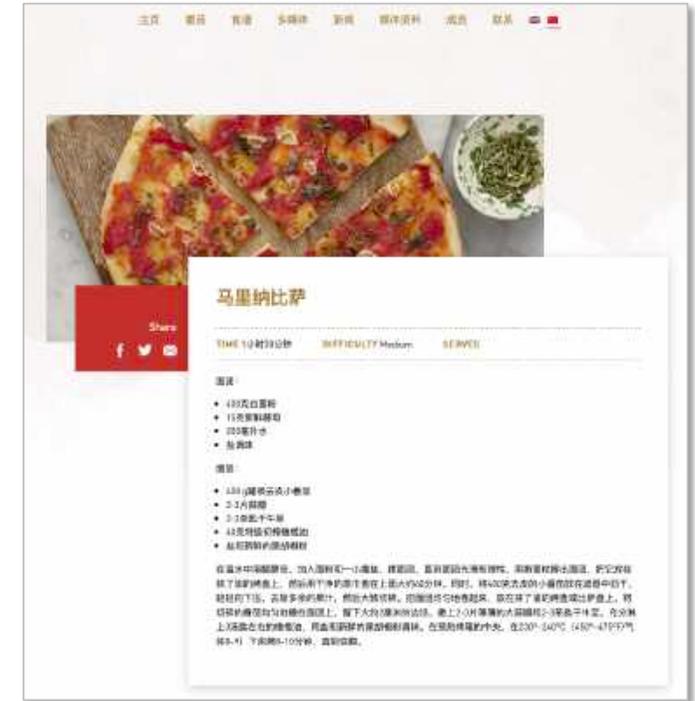
PRESS KIT

Launch of 3-year promotional campaign Greatest Tomatoes from Europe

Download

«Press» section with «Press releases», «Press kit» and «Press Review» menus

WEBSITE



SOCIAL MEDIA



USA

facebook
Instagram
YouTube



JAPAN

facebook
Instagram
twitter



CHINA

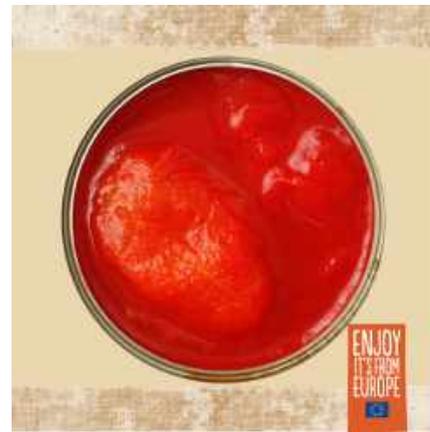
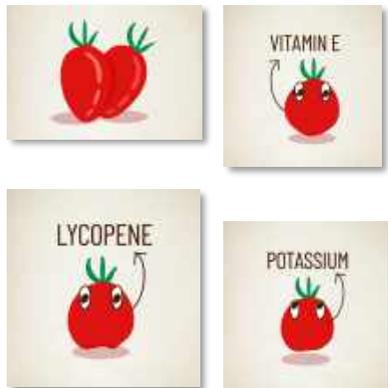
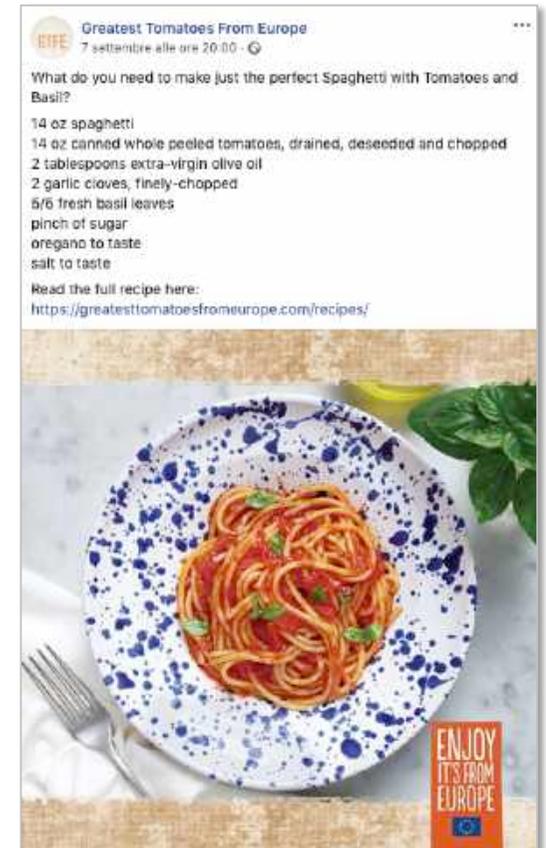
WeChat
新浪微博
weibo.com
YOUKU 优酷



SOUTH KOREA

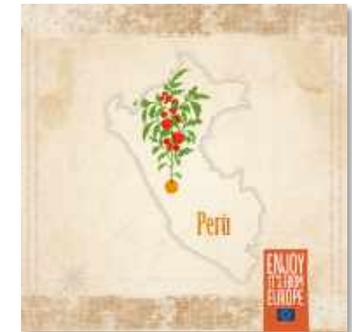
facebook
Instagram
twitter

SOCIAL MEDIA



Posts examples

SOCIAL MEDIA



Posts examples

SOCIAL MEDIA

Red Gold From Europe
RedGoldFromEurope 6月24日



微信扫一扫
关注该公众号

一个多世纪过去了，罐头仍然是番茄最常用的容器。他们保护并保证食品安全。此外，金属制的容器是可持续和可回收的。#RedGoldFromEurope



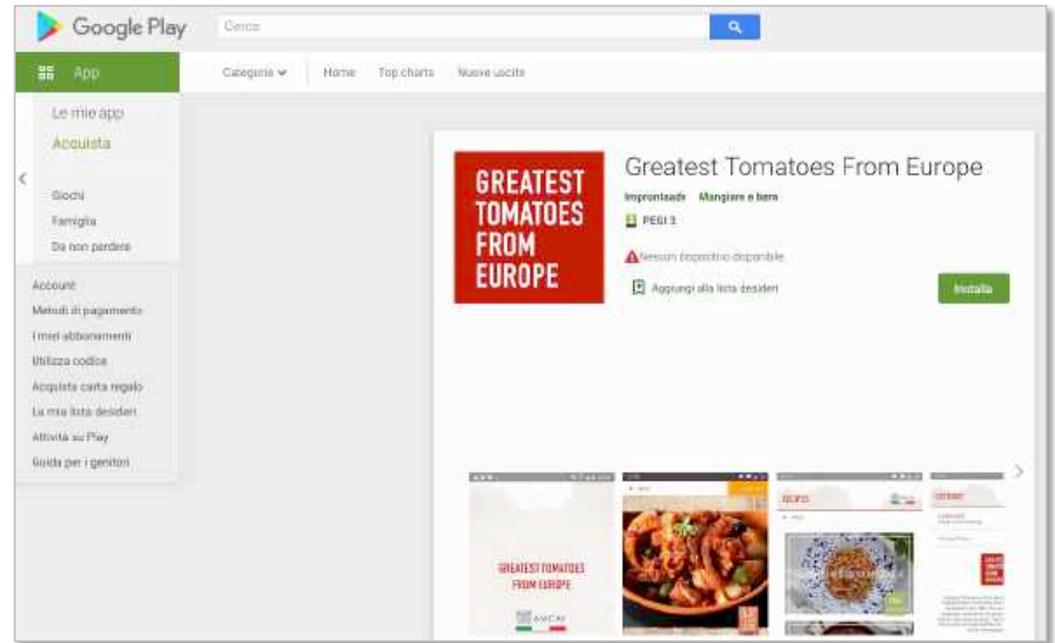
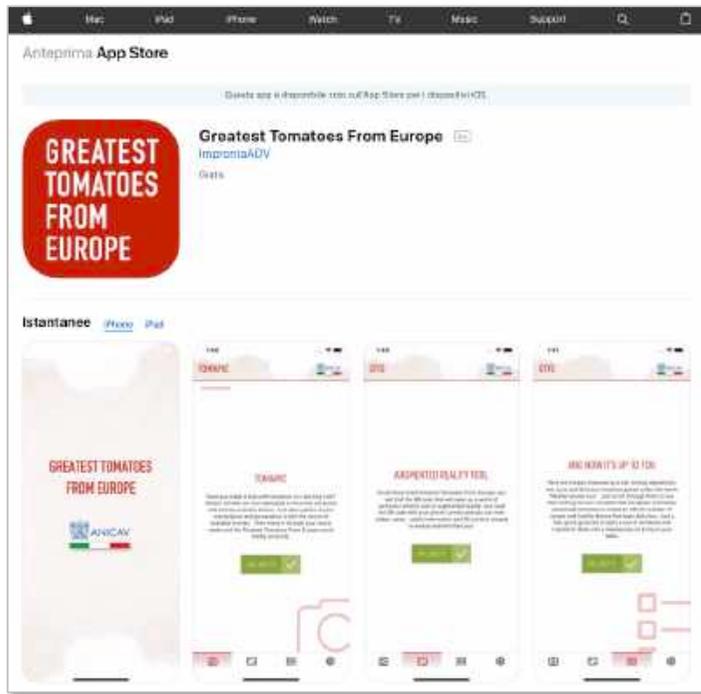
Red Gold From Europe Korea @redgoldkorea · 29 ju
최고의 원료만 사용한다고 해서 최고의 품질을 빚긴 칸 토마토를 생산할 수는 없습니다. 정확한 생산 공정도 필요합니다. 가장 중요한 단계 중 하나는 큰 덩어리에서 "세척"을 하고 손으로 분류하는 것입니다. #RedGoldFromEurope #RedGoldFromEuropeKorea #RedGoldFromEuropeSouthKorea



Posts examples



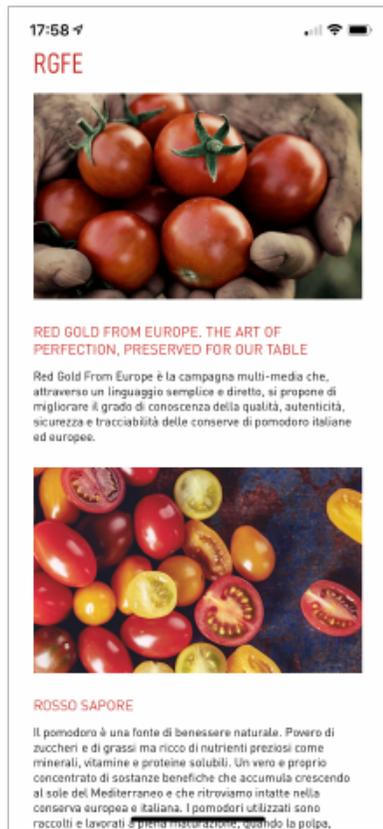
APP



GTFE app on the Stores



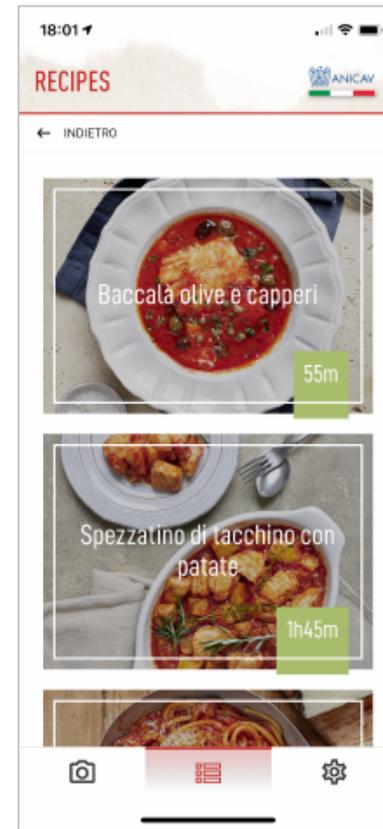
APP



News and info



Tomato photo filters



Recipes



PHOTOS AND VIDEO



Spaghetti with tomatoes
and basil



Meatballs in tomato sauce



Octopus in tomato sauce
with capers and black olives



PHOTOS AND VIDEO



Meat lasagna



Bucatini with tomato, bacon
and onion sauce



Baked eggplant with
tomatoes and mozzarella

PHOTOS AND VIDEO



Turkey with potatoes



Salt cod with olives and capers



Spaghetti frittata

PHOTOS AND VIDEO



Tomatoes' farming

PHOTOS AND VIDEO



Images of raw material



PHOTOS AND VIDEO



Production and canning process

PHOTOS AND VIDEO



Production and canning process



COMMUNICATION MATERIALS («BELOW THE LINE»)

RED GOLD FROM EUROPE.
THE ART OF PERFECTION,
PRESERVED FOR ALL TASTES.

ANICAV

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

ENJOY IT'S FROM EUROPE

Download the app FREE!

Available on the App Store | GET IT ON Google Play

Brochure (USA)

THE QUALITIES OF PRESERVED TOMATOES.

A tomato is a bit like a mother, always there for you giving joy and happiness, bringing comfort and reassurance, doing you good.

No other food has such a strong and unifying symbolic value: it doesn't matter in what form - raw or cooked, in tomato sauces (sopres, tomato soup, pasta, salad, canned - today it is impossible to think of dinner without tomatoes) and a sauce without it would not only be colourless, it would lose identity and substance. There would be no pizza, no pasta, those classic dishes above all others among the most loved in Europe and the world. The main ingredient of every healthy Italian dish would be missing. Tomato gives the colour of summer and well-being, a glowing energy that accumulates when ripening in the Mediterranean sun, to be shared with energy in terms of flavour and texture in every dish.

When fresh tomatoes are not available, such as in winter, a good can of tomatoes preserves their quality and guarantees a always great to have on hand.

Tomatoes never fail to combine with their stable nutritional qualities, low in sugar and fat, but rich in natural salts, vitamins A and C as a protein, antioxidants such as lycopene, which is more easily absorbed by the body than the processing necessary for the preservation of the classic peeled tomatoes and all other derivatives.

Tomatoes are a true health asset and an irreplaceable part of a contemporary diet.

Tomatoes - whether single or in a can - are a true and healthy part of the Mediterranean diet which has been recognised worldwide as one of the healthiest in the world.

A MASTERFUL PRODUCTION PROCESS.

Tomatoes have two levels: on the one side, the tradition and centuries of experience of their use in the spread and improvement of the crop and on the other, their present and future, marked by continual new achievements and discoveries in scientific and technological fields. The spread of tomatoes and their culinary use has led to the search for more appropriate methods to preserve them for use at anytime and anywhere.

The industrial processing of tomatoes today still respects the same criteria as those made in the past in domestic contexts. The process begins with the harvest, washing and sorting of the best fruit. Before loading and curing. The key difference today is the use of highly-developed methods, so that the natural qualities of the product are better preserved and safety levels increased.

The curing of tomatoes has the right as a brilliant popular solution which then became an industrial technique thanks to a method invented by Nicotina Agazzi and which would be used for the first time on an industrial scale by Francesco Cella, recognised with an award of the 1883 World Exhibition in Paris as one of the most careful modern inventors.

It has been a long journey from the first rudimentary to can to today's cans, but inside they still hold the same masterpiece from nature, a heritage that has remained true to itself.



COMMUNICATION MATERIALS («BELOW THE LINE»)



Desk calendar with recipes
(USA)



COMMUNICATION MATERIALS («BELOW THE LINE»)



Folder with recipe cards and shopper (USA)

COMMUNICATION MATERIALS («BELOW THE LINE»)



Press kit developed and distributed in all countries and in different languages

COMMUNICATION MATERIALS («BELOW THE LINE»)



Leaflet for South Korea
(also realized for China and Japan)



COMMUNICATION MATERIALS («BELOW THE LINE»)



Press event menus



COMMUNICATION MATERIALS («BELOW THE LINE»)



Restaurant tasting menus for New York and Chicago

PUBLIC RELATION ACTIVITY AND PRESS OFFICE



USA

4 PRESS RELEASES
(MAY, JUNE, AUGUST AND
SEPTMEBER)

1.474 JOURNALISTS, BLOGGERS
AND OPINION LEADERS REACHED



JAPAN

2 PRESS RELEASES
(MAY AND AUGUST)

834 JOURNALISTS, BLOGGERS
AND OPINION LEADERS REACHED



CHINA

2 PRESS RELEASES
(MAY AND AUGUST)

1.108 JOURNALISTS, BLOGGERS
AND OPINION LEADERS REACHED



SOUTHKOREA

2 PRESS RELEASES
(MAY AND JUNE)

544 JOURNALISTS, BLOGGERS
AND OPINION LEADERS REACHED

PUBLIC RELATION ACTIVITY AND PRESS OFFICE



Examples of press releases



PRESS EVENTS



USA

PRESS EVENT IN
NEW YORK



233 JOURNALISTS
REACHED

134 GUESTS



CHINA

PRESS EVENT IN
SHANGHAI



221 JOURNALISTS
REACHED

114 GUESTS



JAPAN

PRESS EVENT IN
TOKYO



327 JOURNALISTS
REACHED

57 GUESTS



**SOUTH
KOREA**

PRESS EVENT IN
SEOUL



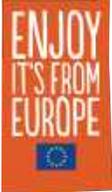
198 JOURNALISTS
REACHED

72 GUESTS

PRESS EVENTS



PRESS EVENTS



ADVERTISING (TV, PRINT, SOCIAL)



FOOD&BEVERAGE
MAGAZINE

427.110
subscribers
11.658.264
visitors

*The Pioneer
Woman*

534.669
circulation
(printed copies)
2.125.000
audience
(readers reached)

specialty *food* magazine™

32.309
circulation
(printed copies)
97.000
audience
(readers reached)



1.793.934
circulation
(printed copies)
13.700.000
audience
(readers reached)

SAVEUR

150.000
circulation
(printed copies)
97.000
audience
(readers reached)

ADVERTISING (TV, PRINT, SOCIAL)



CHINA



JAPAN



SOUTH KOREA



ADVERTISING (TV, PRINT, SOCIAL)

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

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 culture that transforms food into an internationally-recognized work of art. Picked at its peak of ripeness, then preserved by time-honored methods, these European tomatoes are highest in quality, flavor, beauty and goodness, Mother Nature at her finest: Red Gold from Europe!

ENJOY IT'S FROM EUROPE

Download the App EOT or go to www.italyredgoldfromeurope.com

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.

ANICAV

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.

欧州の赤い芸術「レッドゴールド」
完璧な保存状態のままあなたの食卓へ

トマトの保存食品が出なかつたら? 欧州産トマトを原産のヨーロッパ風味を堪能できますか? この小さな赤い缶詰には地中海の伝統、文化、味覚がそのまま詰まっています。栄養面に富み、一年中利用できる変わりホールドマト、カットマト、チェリートマト、ピュレは、どのようなジャンルの料理にも合いますので、キッチンには欠かせないアイテムです。驚かしのスパゲッティやボロネーザやピッツァ、スープ、お食料にはあらゆるものごと、ラーメンやお酒、そしてお寿司にも! ANICAV (イタリア野菜保存食品産地協会) は、イタリアのトマトの産地以上、世界規模ではほぼ全ての変わりトマトを扱う企業を代表し、本物の味を皆さまにお届けします。明後日、品質、トレーサビリティ、信頼な味、ヘルシーで栄養満ち富んだ純真、それら全てが「欧州のレッドゴールド」です。毎日の食卓にどうぞご利用下さい!

RED GOLD OF FRIENDSHIPS

The success of this particular campaign represents the values of the sector with a high level of responsibility. The European Commission does not accept any responsibility for the use of the logo for other than the intended purposes.

ENJOY IT'S FROM EUROPE

Download the App EOT or go to www.italyredgoldfromeurope.com

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.

ANICAV

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.



RESTAURANT WEEKS

NEW YORK



CHICAGO



25.000 involved consumers – **16** involved chef and restaurants owners

RESTAURANT WEEKS



P.O.S. PROMOTION



P.O.S. PROMOTION



EXHIBITIONS, TRADE SHOWS AND EVENTS SPONSORSHIPS



66.155
APP LAUNCHES

209.000
USERS REACHED BY WEBSITE

156.000
USERS REACHED BY NEWSLETTER

7.099
APP DOWNLOADS



EXHIBITIONS, TRADE SHOWS AND EVENTS SPONSORSHIPS



200

PARTECIPANTS TO
AWARD CERIMONY

331

REGISTERED
PEOPLE



EXHIBITIONS, TRADE SHOWS AND EVENTS SPONSORSHIPS



EXHIBITIONS, TRADE SHOWS AND EVENTS SPONSORSHIPS



12.700
VISITORS

5.000
CHINESE LEAFLETS

5.000
CHINESE LEAFLETS

2.500
ENGLISH LEAFLETS



PRESS TOUR



Gennaro Esposito





THANK YOU.

