

# TOMATOES









# *The story of the* **Tomato**

## POMO D'ORO...

What did those chefs living in the sixteenth century create before Spanish conquistadors brought this novel fruit back to Europe from the Americas?

From history we believe Italians first used the fruit around 1544, when an Italian doctor and botanist named Mattioli, christened it Pomo d'oro... the golden apple.

Originally the 'golden apple' or tomato was only used for ornamental purposes as superstition said it was poisonous.

However, it grew well in the Italian climate and gradually became a staple in Italian cuisine.

As is the way in Italy, the different varieties of tomatoes became firmly associated with their particular regions. and with particular regional dishes.

# The important stuff

## THE BRIX

The Brix is a measurement of the percentage of sugars in fruits or vegetables, measured by a refractometer. It is a very simple instrument to use by putting a drop of juice on a lens and looking through the viewfinder to get the instant reading. A higher Brix reading indicates the tomato came from a successful plant where the farmer had the soil, irrigation, air and sun working together optimally. The higher the Brix the sweeter, deeper more satisfying the taste.

Most of us are accustomed to the commercial tomatoes which only have a rating of 4.0-5.0 so an undistinguished flavour.

6.0 Is where the tomato starts to taste like a tomato, 8.0 has more intensity and brighter, concentrated flavour. 9+ Solid, dense, tremendous varietal flavour.

## THE BOSTWICK VALUE

Chef acceptance and behaviour when buying tomato products is influenced by the sensory characteristics (flavour, bright red colour, good aroma), the consistency and acidity, both of which should be high.

Viscosity is one of the quality traits that are directly related to the Chef's acceptance of tomato products and relates to the consistency of the tomato product.

The technical way to determine the viscosity in tomato products is by a measuring tool called the Bostwick consistometer, which measures the consistency, flow rate and viscosity of the products.

The Chefs' way is to ladle the product onto a plate and turn it on its side: if it sticks it is good.

## CHOOSING THE RIGHT TOMATO PRODUCT FOR YOUR KITCHEN'S MENU

<b>Whole Peeled</b>	One of the most popular ways of canning tomatoes, though not necessarily for final use in whole form. They can be chopped or diced further for use in a recipe.
<b>Diced</b>	The classic canned tomato product, diced tomatoes are used where you'd typically use fresh diced tomatoes. Soups, stews, chilli con carne, etc.
<b>Crushed</b>	The pieces are smaller than diced tomatoes, but not necessarily smooth and blended in a pureed way. If you use crushed instead of diced in a recipe that calls for diced, it can make the dish too acidic.
<b>Puree</b>	A very thick liquid, though not as thick as paste. Made with tomatoes that are cooked and strained.
<b>Pizza Sauce</b>	Prepared with selected ripe and fresh tomatoes. Taste is full-bodied and sweet.
<b>Passata</b>	Tomato Sauce (Passata): not to be confused with pasta sauce, which usually contains other vegetables and is sold as a finished product. Tomato sauce (Passata) is thinner than tomato puree and often has seasonings added. It's used as a base for many other sauces.
<b>Paste</b>	The most concentrated canned tomato product. It is cooked for hours to reduce the liquid content. It's a thick paste (hence the name), and a little bit goes a long way. Because it is often used in very small amounts, you may only need a tablespoon or three in a recipe.

It is a little known fact  
that the Roma tomato  
was actually developed  
and given the name  
Roma for marketing  
purposes in the USA!



**In the most simple definition,  
the term 'Plum' in reference to  
tomatoes indicates the 'shape'.**

There is also a biological reason  
they are named 'plum' and that  
is because they have very few  
'locules' or seed pockets. 'Plum'  
tomatoes tend to have less water  
content so they are better for  
dehydrating and commonly used  
in sauces.

Varieties commonly available  
in markets include Roma and  
San Marzano (a signature  
tomato of Italian cuisine).







### **GOOD SAUCE TOMATOES**

are flame-red, eppiptical, and thick walled with scant gelatin (technically placenta fibre) around the seeds. They are muscular, not flabby, contain little water and fewer seeds.

SAN MARZANO

## *King of the Plums*



San Marzano tomatoes are the most famous plum tomato to come out of Italy. They are grown in the rich volcanic soil at the base of Mount Vesuvius, which gives them a sweet flavour and low acidity and they are coveted for their firm pulp, deep red color, easy to remove skin and low seed count.

Algae-rich soil, torrid heat, scant rain and a long growing season combine to incubate a fruit of haunting flavour; a perfect balance of sweetness and acidity.

San Marzano tomatoes are amongst the best in the world to use in a sauce.

The tomatoes are grown under very specific and strict rules and as such, authentic San Marzano tomatoes will have an official DOP (Denominazione d' Origine Protetta) on the can.

Because of their great flavour and texture, very little has to be done to them upon opening the can.

It is also the tomato needed to make a true Neapolitan pizza.



# Which is best?

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**The tomato, like most other things in Italy, is not exempt from the North vs South debate.**

## NORTH

The Emilia Romagna region is known as a source for the finest plum tomatoes in Italy due to the quality controls established by the Government on their quality and price and specifications for making sauces.

In the North the preference is for crushed tomatoes resulting in less preparation time for chefs.

## SOUTH

Italian food would not be the same without Campania's spaghetti topped with pommarola, the famous Napoli sauce stemming from the volcanic soils which grow some of the best produce in Italy, including San Marzano tomatoes.

There is no regulation on the price or the growing in the South which may sometimes affect the consistency of tomatoes from the region. Peeled tomatoes are the choice in the South and offer more flexibility.







CRUSHED IS PREFERRED  
IN THE NORTH



PEELED IS THE SOUTH'S  
CHOSEN STYLE

*prontofresco*



# Prontofresco

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**Greci Industria Alimentare was established in Parma (Italy) in 1923 by Geremia Greci as a tomato processing company.**

Giuseppe Greci and his sons created the current company in 1966.

A few decades have passed but Giorgio and Gilberto are still running the activity with the same passion of the first day.

It is a long history of passion for good food, human relationships and a great respect for tradition.

'Prontofresco' is the brand with which the company has always marked its special preparations; today it is the brand chosen by Italian food operators and offers 300 top quality products, a quality that is constant, true and guaranteed.

Prontofresco products are ideal as appetizers, in a risotto or pasta sauces, as pizza toppings or to garnish main courses.







## PELATICHEF

### WHOLE PEELED TOMATOES 2.5KG

Peeled tomatoes made from perfectly ripe tomatoes of selected varieties. High quality, bright red color, firm, thick flesh. Ideal for preparing first and main course dishes and vegetable dishes.

## PIZZA SAUCE W/HERBS

### PIZZA SAUCE W/HERBS 4.1KG

Sauce prepared with selected, ripe and fresh tomatoes. The taste is full-bodied sweet and typical of fresh tomatoes, extremely appetizing thanks to the addition of spices and aromatic herbs, ideal for preparing pizza.





## **POMODORO ALLA CASALINGA**

### **HOME-STYLE TOMATO SAUCE (NAPOLI) 2.5KG**

Crushed tomatoes with olive oil, lightly flavored with basil. Ideal for first and main courses.

## **SUGO AL POMODORO**

### **TOMATO SAUCE (NAPOLI) 2.5KG**

Made with Italian fresh ripe tomatoes, onion and basil. Ready to use, ideal as a condiment for first and main course dishes and for preparing sauces.





## **POLPACHEF CLASSICA**

### **TOMATO PULP 4.5KG/10KG**

Classic tomato pulp. From 100% Italian tomatoes, prepared in season from perfectly ripe selected varieties of fruit. Tomato pulp of high quality, bright red in colour, dense and well structured with a fresh taste. Ideal for sauces and condiments.



## **POLPACHEF CLASSICA**

### **TOMATO PULP DRUM 216KG**

Classic tomato pulp. From 100% Italian tomatoes, prepared in season from perfectly ripe selected varieties of fruit. Tomato pulp of high quality, bright red in colour, dense and well structured with a fresh taste. Ideal for sauces and condiments.

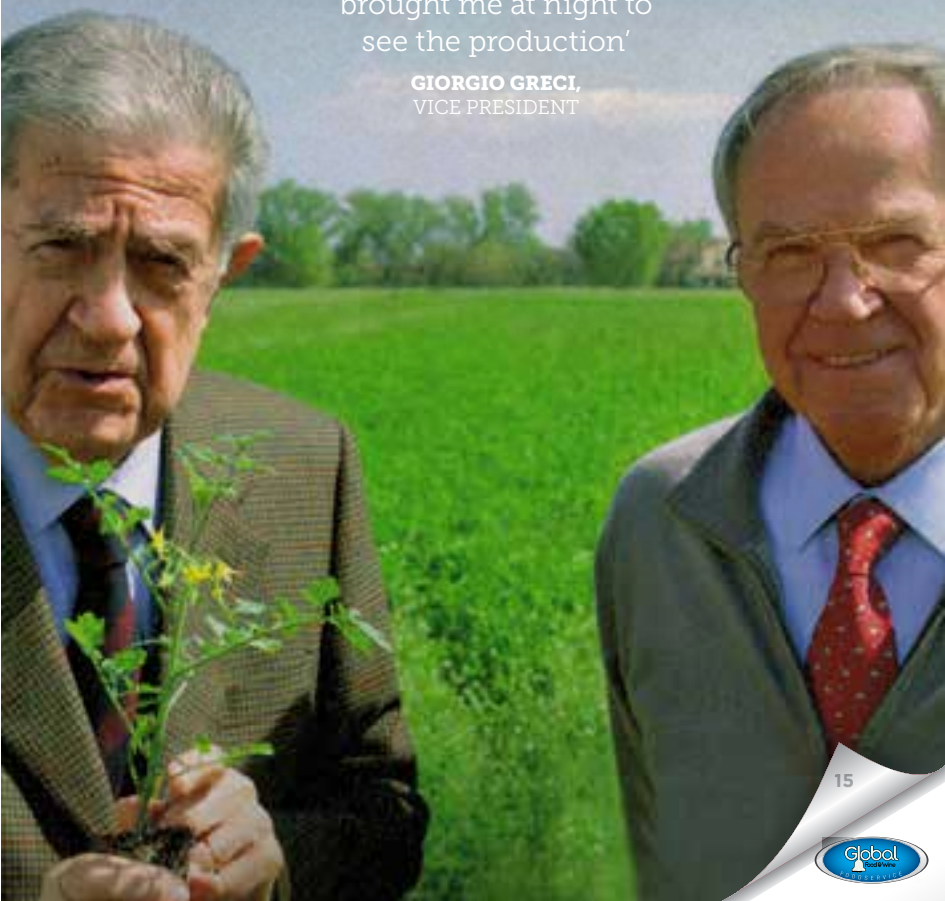




## THE SWEET SMELL OF TOMATOES

‘Tomato crop  
takes place in summer.  
It’s really hot, but during the  
night the streets cool down,  
dew arrives and nature  
exhales all its perfumes.  
The perfume of the tomato  
crop stops time and brings me  
back to fifty years ago, when  
I was a child and my dad  
brought me at night to  
see the production’

**GIORGIO GRECI,**  
VICE PRESIDENT





**fiamma**  
vesuviana



# Fiamma Vesuviana

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**A name inspired by the 'Vesuvius Flame', the volcano Vesuvio towering above the town of Ottaviano, Fiamma Vesuviana Srl is based near Naples.**

Founded in 1924 originally as Conserve Ambrosio, the Ambrosio family has held a passion that has expanded 3 generations and lead to the reputation of Fiamma Vesuviana Srl as one of the most experienced and financially stable suppliers in the field of preserved food.

Through the large variety of its products, typical of the Mediterranean diet, Fiamma Vesuviana Srl meets the needs of the most demanding customers, as well as the high standards of emerging markets where the presence of Italian food of quality is growing stronger day by day.

Products follow a proven system of selection of raw materials and are processed according to the rules of ISO 9001 and HAACP certification.







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## **POMODORI CILIEGINI** **CHERRY TOMATOES 2.5KG**

Whole Italian cherry tomatoes  
in tomato juice.



## **PASSATA DI POMODORO** **TOMATO PUREE 680G**

Italian tomatoes pureed into a smooth  
rich consistency.



**POLPA DI POMODORO**  
**DICED TOMATOES 2.55KG**

Diced Tomatoes obtained through the processing of fresh tomatoes which are diced and infused in tomato juice.

**POLPA DI POMODORO**  
**DICED TOMATOES 400G**

Diced Tomatoes obtained through the processing of fresh tomatoes which are diced and infused in tomato juice.





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## **CONCENTRATO** **TOMATO PASTE 2.2KG**

Tomato Paste is made by crushing the tomatoes, subjecting them to a cold-break process, subsequently refining and concentrating them into the end product.

## **SALSA PER PIZZA** **PIZZA SAUCE 4KG**

Fiamma Pizza Sauce is created through the processing of fresh, round tomatoes which are peeled, crushed and infused to make a thick pizza sauce.



**POLPA DI POMODORO**  
**CRUSHED TOMATOES 2.5KG**

Peeled, diced and drained select tomatoes, finely crushed into uniformly sized pieces and mixed with semi-concentrated juice.

**POMODORI PELATI**  
**WHOLE PEELED TOMATOES 2.55KG**

Whole Peeled Tomatoes obtained through the processing of fresh tomatoes which are peeled and infused in tomato juice.






# At a glance...

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		ORIGIN	CONSISTENCY	BRIX	pH	PRESERVATIVES
PEELED	GRECI	Northern Italy	Good	6.5-8	4.15-4.35	No
	FIAMMA	San Marzano Italy	High	7-7.5	< 4.4	No
	FIAMMA	Southern Italy	High	7-7.5	< 4.4	No
CRUSHED	GRECI	Northern Italy	Good	6.5-8	4.15-4.35	No
	FIAMMA	Southern Italy	High	7-8	< 4.4	No
DICED	GRECI	Northern Italy	Good	6.5-8	4.15-4.35	No
	FIAMMA	Southern Italy	Good	5.5-6.5	4.1-4.3	No
PUREE	GRECI	Northern Italy	Thick	5-9	4.3-4.35	No
	FIAMMA	Southern Italy	Good	5.5-6.5	4.1-4.3	No
CHERRY	FIAMMA	Southern Italy	Whole	5.5-6.5	4.1-4.3	No



The tomatoes we use at Greci Industria Alimentare are only ITALIAN, actually, only from Emilia Romagna!!

We transform them into Polpachef as soon as they are harvested from the field, within 24 hours. They are cultivated respecting the health of our consumers and the environment according to rigorous Regional requirements; because we care and are proud to hold the Certification "QC (Quality Controlled)" which guarantees the highest quality from cultivation to finished product.

# More in our range of



*pasta*

**FACT:** According to the International Pasta Organization, there are more than 600 different shapes of pasta produced throughout the world.



*olives*

**FACT:** The oldest certified olive tree is more than 2000 years old - Olive Tree of Vouves Crete, Greece. It is probably one of the oldest olive trees in the world and still produces olives today.



*cheese*

**FACT:** Larger Roman houses even had a special kitchen, called a careale, just for making cheese. After developing new techniques for smoking and adding other flavours into cheeses, the Romans spread this knowledge slowly across their Empire.



*flour*

**FACT:** Thicker based Northern Italian pizzas use '0' flour. For the Southern Italian thinner style pizzas, a '00' flour is recommended.

# Mini Food Bibles



## seafood

**FACT:** The oldest fishhook ever found, dates back to about 42,000 years ago.



## meat & game

**FACT:** There are only two ways to cook any piece of meat. Hot and fast, or low and slow. Anything in between is liable to end in toughness.



## smallgoods

**FACT:** Meat curing can be traced back as far as 3000BC, when cooked meats and fish were preserved in sesame oil and dried.



## olive oil

**FACT:** Because oil flows from the olives naturally when they are crushed, the vitamins and natural ingredients are not destroyed with chemicals and preservatives.

**Sharing our Knowledge can grow your business**





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