

PRESS RELEASE

POMI D'ORO E LA TRADIZIONE ROSSA

Yellow polpa, beloved salsa and pasta new to LaSelva Bio-Feinkost

For the first time, “gold apples” in honor of the tomato and a country salsa in full-bodied symbiosis with mezze penne.



Gräfelfing & Albinia - Orbetello (Toscana), December 2020: LaSelva Bio-Feinkost is introducing yellow tomatoes for the first time under the name “Pomi d’oro” (in English “gold apples”) in the traditional red tomato range. *“The introduction of the golden yellow polpa with the Italian name for tomatoes from the 16th century is in honor of LaSelva’s original product. LaSelva loves tomatoes. Our organic cultivation began with them over 40 years ago. We owe our passion for new recipes to their natural, fruity taste.”* reports Caroline Egger from Italian Marketing. Yellow tomatoes were the predecessors of the red ones. In this way, LaSelva brings a piece of tomato history and a fruity trend into its fine food range, which the chef of an Italian ristorante uses for colourful cooking. The “Polpa di pomodoro giallo” and the new edition of the country “Salsa contadina” from last year’s anniversary edition form a full-bodied symbiosis of new products with the bright “Mezze Penne”.

In 1544, the Italian botanist Pietro Andrea Mattioli described the yellow crop as „gold apples“ („pomi d’oro“). LaSelva now offers the aromatic, fruity, yellow tomato as a colourful change for fans of its Italian organic fine-foods: finely chopped in a natural and original “Polpa di pomodoro giallo”, as a natural basis for many dishes. For the time being, no gold apples are growing on the Tuscan estate where the red type are grown on 35 hectares. The red tomato is the main and traditional crop among a total of 80 other vegetables, herbs and fruit crops on the farm. LaSelva activated its Italian organic farmers’ network to introduce the new crop.

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The quickly sold out edition of the “Salsa contadina” in the reusable storage jar produced for the 40th birthday is being reissued. The recipe with basil and field vegetables in a country salsa with extra virgin olive oil is now available as a favorite tomato sauce in the larger, classic LaSelva format. The reintroduced „Mezze Penne“ are traditionally Italian made from durum wheat semolina without egg and formed by pressing through bronze dies, the „Trafilatura al bronzo“. Ribbed and hollow, they absorb salsa and pesto. Yellow polpa and pasta are equally suitable for special and everyday cooking. The large-format salsa in a 520g glass is quickly prepared for hungry diners. Parents of little gourmets will appreciate the shorter pasta format. Buon appetito a tutti!

The “Salsa contadina” (520g, RRP 3.25 €/pack) and the “Mezze Penne” (500g, RRP 1.80 €/pack) are now available from specialist retailers. The polpa made from yellow tomatoes „Pomi d’oro“ (425g, RRP 2.45 €/pack) is launched on the market from February 2021.



For product information on the individual innovations and images see at www.laselva.bio/presseinfo-und-bilder

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Publication free of charge

PRESS RELEASE

Press service:  www.laselva.bio/presseservice

Press information & images, films, interviews, press visits, cooperation. Online shop with product details, prices and lists of ingredients.

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Short portrait: LaSelva organic fine-foods.

The Tuscan organic estate of LaSelva has grown since 1980 from 7 ha to 831 ha. LaSelva società bioagricola s.a r.l.u. in Albinia - Orbetello (GR) comprises a farm that is certified through the Naturland Association. It is managed using a largely closed circular economy on 707 ha, complemented by Mediterranean forest with sanctuaries for wildlife and uncultivated land on 124 ha. A farm factory, LaSelva's winery, and the processing plants of La Dispensa di Campagna s.r.l on 12,000 m² in Donoratico have been developed.

More than 250 organic items for the retail, wholesale and gastronomy sectors are distributed internationally today from the southern Maremma region of Tuscany and the Munich-based LaSelva Toskana Feinkost Vertriebs GmbH.

A medium-sized, international enterprise has developed from the founder Karl Egger's original idea for organic farming and understanding of pleasure in food. It is embedded in a tight network of Italian raw material and product suppliers as well as international partners set up in the last three decades.

About 286 LaSelva employees work in Italy and Germany in sales, cultivation and production. The employees in cultivation and processing come from the locality and are paid according to national tariff. LaSelva offers holidays in agriturismo, tours of the farm and wine tastings.

International: LaSelva in specialist retailers.

LaSelva Toskana Bio-Feinkost serves the home market (Italy), Germany, Switzerland, Austria, Scandinavia, France, Poland, Czech Republic, Romania, Japan and the USA. LaSelva products are in specialist organic food stores, in health food shops, delicatessens, and wine stores.

Diverse organic range: Italian fine food and Marammanic wines.

Whether vegan, gluten or lactose-free: a large part of the approximately 200 organic fine-food specialties, the 15 organic wines, and the Spumanti meet the current consumer preferences. LaSelva's varied range of natural foods and delicacies ranges from the tomato all-rounder to olives, antipasti, bottled vegetables, fine pastes, pesto, pasta and jams, as well as vinegar and olive oil.

International award-winning wines, produced by the cantina LaSelva in the Morellino di Scansano D.O.C.G., Prosecco and Spumante, Caffè espresso, Passito and Grappa, and pizza pastries and Cantucci all refine the offer of Italian delicacies.

Organic awareness: organic identity, control and certification.

The environmental awareness and responsibility in LaSelva is rooted in the co-founding of the Naturland Association by Karl Egger in the early 1980s. LaSelva was also the first Naturland certified business outside Germany. Since not all suppliers have Naturland certification, but produce very good organic foods, LaSelva products are also certified by ICEA (Istituto per la Certificazione Etica e Ambientale), partly by Naturland, and according to the EC regulation 834/2007, depending on the share of their own and supplied raw materials.

LaSelva, through its many years of experience in organic farming, places special demands on its partners, offers its customers transparency and guarantees additional personal control. The network is locally, regionally and nationally manageable and proven over many years. The purchase of raw materials from abroad is restricted to organic ingredients that are difficult to source or are not available in Italy, such as dried fruit, spices and capers.

Employees: LaSelva organic fine-foods.

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At a glance: LaSelva società bioagricola a r.l.u., Albinia – Orbetello, Toscana (GR), Italia.

831 ha total area: 85 % farmed, 15 % Mediterranean forest and uncultivated land.

Crops: 150 ha total vegetables, e.g. 35 ha tomatoes, 9 ha basil, 28 ha artichokes, 30 ha other vegetables (onions, paprika, aubergine, zucchini, asparagus, potatoes etc.), 48 ha pulse crops (beans and peas); 7 ha fruit crops, 49 ha sunflower, 174 ha cereals, 212 ha grassland/lucerne, 35 ha vineyard, 27 ha olive groves.

Livestock: 130 Chianina cattle (cows and calves, young animals) and 80 Apennin sheep.

Winery: 180,000 bottles of red wine, 30,000 bottles white wine and 5,000 bottles of spumante per year. In addition: prosecco, passito and grappa.

Own processing: Manufacturing on the farm, processing plant on a 12,000 m² site in Donoratico.

Organic certification: according to EC Directive 834/2007, certified through ICEA (Istituto per la Certificazione Etica e Ambientale) and the LaSelva Estate is certified by the Naturland Association and is additional certified according to the Naturland "Fair" guideline.

Agiturismo: Renting of rooms and apartments, also suitable for groups. Farm tours and wine tastings: On request.

