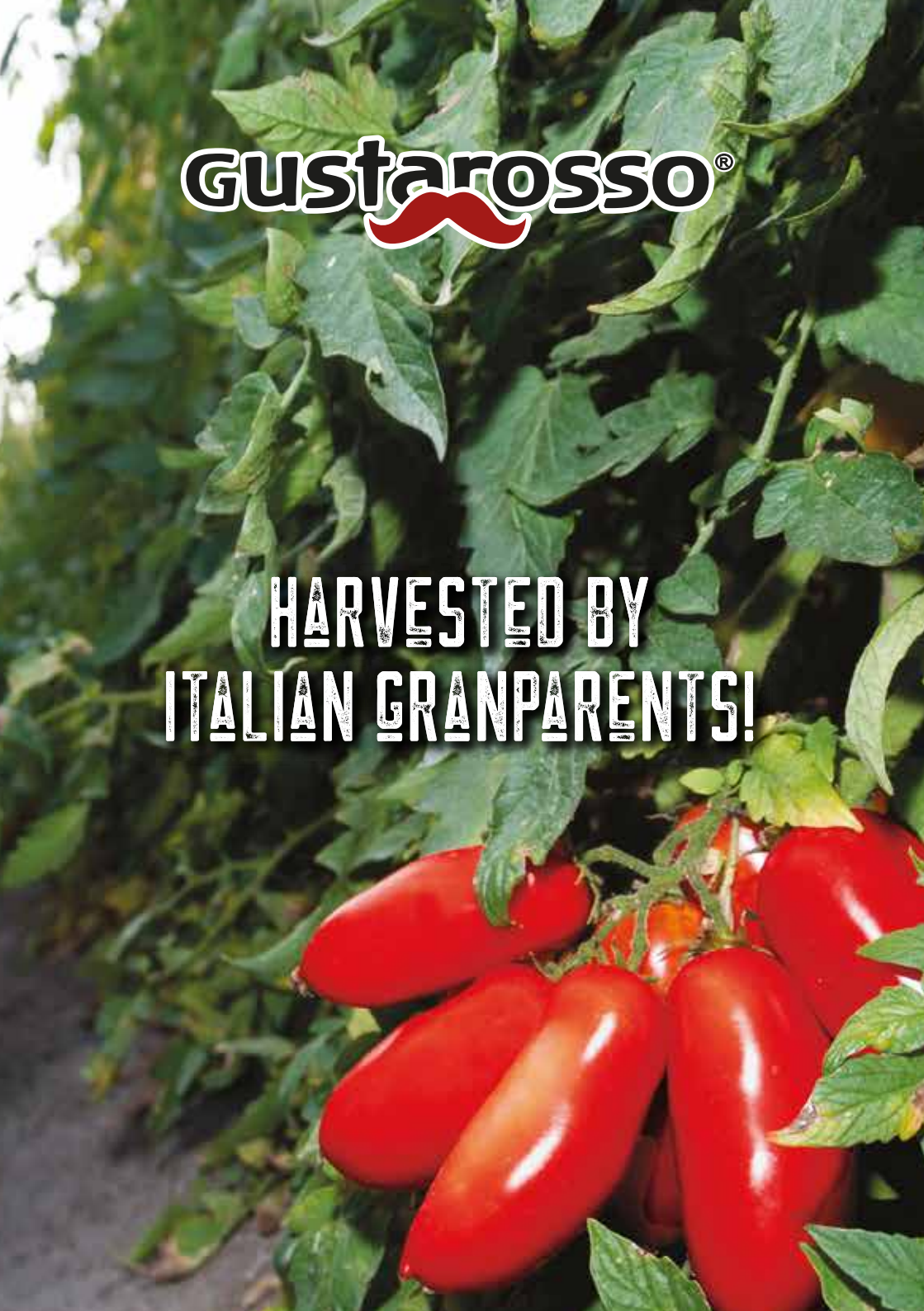

Gustarosso®
HARVESTED BY
ITALIAN GRANPARENTS!

DANICOOP, Agricultural Cooperative Society, was born in Sarno, in the province of Salerno, in 1991 thanks to the will and tenacity of farmers who they feel the need to combine their knowledge and the ability to cultivate the **San Marzano Tomato** following the experiences handed down for four generations.

The Ruggiero family of which Edoardo Angelo, his wife Anna Maria, and their sons Pasquale, Paolo and Danilo pass on their love for the San tomato Marzano Dop since 1910.



OUR GOAL IS THAT OF ENHANCING THE AUTOCTONAL BIODIVERSITY OF OUR TERRITORY, TRADE WITH THE GUSTAROSSO BRAND:

DANICOOP now has 60 members and with one total area of about 200 hectares, which counts among its main activities the cultivation, processing into account manufacturing and marketing of the San Marzano DOP tomato.
It joins to the Slow Food Presidium as far as concerns the San Marzano tomato and is registered in the register of Educational Farms of Campania Region and the Coldiretti of Salerno. DANICOOP carefully follows the whole San Marzano tomato production process and of all other productions, provides the seedlings to producer members and provides them with assistance agronomic technique during transplantation, from the growth of the seedlings to the harvest of the product. Behind each jar of San Marzano tomato marketed from DANICOOP, there is a "supply chain" consisting of farmers, technicians and controls on the raw material, which they bring into the homes of consumers the best of our land.

THE SPUNZILLO TOMATO
The typical pizzutello tomato of the Vesuvian area;

THE LUCARIELLO TOMATO
Yellow tomato, natural graft between the yellow tomato from Agro Sarnese and the piennolo of Vesuvius;

CROVARESE TOMATO
Ancient tomato that was grown in the Sarno Valley;

PACCHETELLE TOMATO
Long tomato fillets in juice, prepared just like so many bottles were made years ago.



THE BRAND GUSTAROSSO

It was born from the desire to give shape to a dream, that of bringing back to life the ancient popular rite of "fare le butteglie" ("to make the bottles"), that is, preparing the tomato sauce, a ritual that was consumed in the Sarnese countryside between August and September. Between a popular song, a chat and some youthful love "se fa juorno" ("morning comes"). "The street was filled with tomatoes" Neruda says in his famous ode to our favorite fruit and so it was: the air was pungent due to the smell, the preparation of the sauce was a real celebration that it involved entire families working and having fun. So it was decided to recover these ancient traditions they held united the families, they strengthened the relations of friendship and good neighborliness, but above all they valued the work that had to be done by our farmers, from sowing to harvesting the "San Marzano".

THE REAL SAN MARZANO DOP

The protected designation of origin refers exclusively to the "peeled" product coming from the processing of fruits belonging to the San Marzano ecotype and improved lines of it.
The product released for consumption must have very specific characteristics: uniform red color with a / b colorimetric ratio of not less than 2.2; elongated and parallelepiped shape, with length from 60 to 80 millimeters; absence of foreign tastes and smells; drained weight not less than 65% of the net weight; refractometric residue not less than 4%; pH between 4.2 and 4.5. The addition of salt (max 3% of the n.w.), basil leaves, semi-concentrated tomato juice (but exclusively from San Marzano) is allowed.
The cultivation technique of the fresh product involves the vertical farming of plants with the use of supports, thus respecting the centuries-old tradition, even if, due to the high number of hours of labor required, this technique strongly affects production costs.



PROCESSING AND TRACEABILITY

Traceability means the possibility of having a documentary trace of the entire production chain, starting from the tomato seedlings up to the goods that are on the sales shelves in order to trace the origin of the tomato to the farm field producer. Traceability is therefore a guarantee of food safety and transparency for the consumer. It can only be implemented through complete monitoring of tomato production, from the cultivation phase of the seedlings to their arrival on the sales counters. DANICOOP implements traceability by meticulously following the entire tomato production process.





RED
LINE



THE KING OF SAN MARZANO TOMATOES

The San Marzano tomato is known and appreciated all over the world for its characteristics, which are enhanced by the transformation into "peeled". The presence of a series of concomitant factors such as: the Mediterranean climate and the extremely fertile and well-structured soil, the skill and experience acquired by the farmers of the production area over the decades, has contributed to its success in the world , crowned in 1996 by the recognition of the European Union as a DOP. The intrinsic characteristics that have exalted the product, thus favoring its own knowledge and its consumption are: typically bittersweet flavor, elongated shape of the berry with parallel longitudinal depressions, bright red color, scarce presence of seeds and placental fibers, bright red skin and easy to peel. These, together with the chemical-physical characteristics make it unmistakable, both fresh and transformed.



SAN MARZANO TOMATO

from Agro Sarnese-Nocerino D.O.P.

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 12 cans of 800 g
- Pack of 6 cans of 2.5 kg

The King of tomatoes: this is how the **San Marzano tomato** has been called by Italian and international cuisine.
As many as 24 farmers members of DANICOOP are dedicated exclusively to the cultivation of San Marzano, in the areas protected by the DOP specification.
It is a very popular tomato in all areas of the cuisine: the pizza masters prefer it for their pizzas (especially the Margherita); the chefs use it for the great Italian specialties, such as the Neapolitan ragù.

LIMITED PRODUCTION

INGREDIENTS
San Marzano whole peeled tomatoes, San Marzano tomato juice.

RECOMMENDED PREPARATIONS
Neapolitan pizza, especially Margherita and Marinara pizza; great traditional sauces peasant and Italian; Neapolitan ragù.



ANCIENT TOMATOES OF NAPLES

Whole Peeled Tomatoes

AVAILABLE IN:
- Pack of 12 jars of 520 g

INGREDIENTS
Whole peeled tomatoes, tomato juice, citric acid.

Long Tomato Puree

AVAILABLE IN:
- Pack of 12 bottles of 680 g

INGREDIENTS
Long tomato.

The **Ancient Tomatoes of Naples** are attributable to the San Marzano ecotype and have been cultivated for centuries in the province of Salerno, especially in the area called Agro Sarnese-Nocerino.

RECOMMENDED PREPARATIONS
Pizza in a wood oven and electric oven, great Italian sauces (Neapolitan or Bolognese ragù).

THE PRODUCTS OF PRESIDIUM

It is possible to find the "Ancient Tomatoes of Naples" also as a Slow Food Presidium precisely because the Presidium has recognized in this variety of tomato characteristics very similar to those of the San Marzano tomato. And it is precisely for this reason that it has become a Slow Food presidium.

The presidia are Slow Food projects that protect small quality productions, made according to traditional techniques.

The Ancient Tomatoes of Naples closely resemble the sauces made by our grandparents: the fruits are grown like the vine and harvested several times in the period from July to September; even 8 times if the climate is the best.

Once harvested, the fruits must be washed carefully and placed in jars. Here, cooking for just 13 minutes, without preservatives or additives, transforms them into those you find on our shelves.

In the dish, these tomatoes reveal all their identity: the sauce obtained remains attached to the pasta and does not transmit acidity.

Slow Food®





'E PACCHETELLE

Long Tomato Fillets

AVAILABLE IN:
- Pack of 12 cans of 400 g

Our beloved **'e Pacchetelle** have ancient origins: every year, in fact, the processing of tomato sauces took place in the courtyards and farms throughout Southern Italy. There were those who washed the tomatoes, others the bottles and those who cut the tomatoes "into pacchetelle", ie from the long side into 4 slices, to facilitate their insertion into the bottle. Then the juice was added, the jars were screwed with new caps and left to boil in large cauldrons for about 15 minutes. Each family had their own way of making bottles: this is Gustarosso's.

INGREDIENTS
Fillet tomato with peel, tomato juice.

RECOMMENDED PREPARATIONS
Spaghetti "sciuè sciuè" (very fast) with Pacchetelle tomato and basil; Apulian focaccia with Pacchetelle tomato; tomato pizza and enriched with Pacchetelle.

PEELED TOMATOES

100% Italian

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 12 cans of 800 g
- Pack of 6 cans of 2.5 kg

The real **100% Italian Peeled Tomato**: the tomatoes are whole and immersed in tomato juice. The seeds of our tomatoes are all Italian: there are no foreign seeds. The tomatoes come from the fields of our farmers in Southern Italy, in Puglia. The tomatoes are harvested at an optimal stage of ripeness. To harvest them in this way, constant monitoring of the soil, plants and climate is required. Nothing is left to chance. Only in this way and by relying on the best machinery, we can keep the freshness of the tomato intact even in the jar.

INGREDIENTS
Whole peeled tomatoes, tomato juice, citric acid.

RECOMMENDED PREPARATIONS
Preferred for first courses based on great Italian sauces, or for pizza.





WHOLE PEELED TOMATOES

100% Italian Superior Quality

AVAILABLE IN:
- Pack of 6 cans of 2.5 kg

Hybrid quality tomato, grown in the regions of Molise and Campania by our best farmers. The cultivation method is called "integrated fight management method" where we safeguard the environment and the product itself, therefore no harmful pesticides are used but only those from plants and animals. The tomatoes are chosen one by one and the juice is made with a very particular method where the continuity of the latter and above all the quality is guaranteed. During the control phase, a machine detects the acidity rate of the tomato by correcting it automatically. The customer will thus always have the same product, without problems of different acidity between one batch and another. The characteristic of this product is its drained weight: 1850g FOR EVERY CAN! About 20% more tomatoes!

INGREDIENTS
Whole peeled tomatoes, tomato juice, citric acid.

RECOMMENDED PREPARATIONS
Favorite to prepare the basic sauce for all red pizzas.

PEELED TOMATOES

Organic

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 6 cans of 2.5 kg

Organic Peeled Tomatoes follow the entire organic farming process.
The fields of our organic tomato are in Southern Italy, mainly in Puglia.
The tomato is harvested, peeled and canned together with organic tomato juice.

INGREDIENTS
Whole organic peeled tomatoes, organic tomato juice.

RECOMMENDED PREPARATIONS
All the great long cooking Italian sauces, like a thick ragù; first courses; dressings for meat and fish, pizza based on organic ingredients.





VERY FINE PULP

100% Italian Long Tomato

AVAILABLE IN:
Pack of 3 cans of 4 kg

Authentic pulp obtained directly from long peeled Italian tomatoes, perfect for catering.

INGREDIENTS
Tomato pulp, tomato juice, citric acid.

RECOMMENDED PREPARATIONS
Sauce with tomato pulp, beans with tomato sauce, amatriciana bucatini.

TOMATO SAUCE

100% Italian

AVAILABLE IN:
- Pack of 12 bottles of 680 g
- Pack of 12 cans of 400 g
- Pack of 6 cans of 2.5 kg

Only the best Italian tomatoes enter the Gustarosso bottles: our sauce is ideal for seasoning pizza or for the great sauces of the Italian tradition.

INGREDIENTS
Sauced tomatoes, salt, citric acid.

RECOMMENDED PREPARATIONS
All the great sauces of the peasant and Italian tradition; Neapolitan and Bolognese ragù; boscaiola sauce.



CROVARESE TOMATOES

DISPONIBILE IN:
- Pack of 12 cans of 400 g

The **Crovarese Tomato** is, together with the San Marzano tomato, a native species of the Agro Sarnese-Nocerino. Small in shape, it is grown in Sarno, in the same way as grapes. Thanks to sun exposure, it has a sweet and sour and very juicy flavor.

INGREDIENTS
Crovarese tomatoes, tomato juice, acidity regulator: citric acid.

RECOMMENDED PREPARATIONS
Spaghetti with Crovarese and San Marzano tomato sauce, pizza with Crovarese tomatoes, pizzaiola-style meat with Crovarese sauce.

DANICOOP, in its continuous search for the recovery of local excellences, has identified the Crovarese tomato, a tomato that is very close to Corbarino tomato for its shape and its color, while the flavor tends to be more acidic.
Its cultivation area is the hilly one of the Municipality of Sarno so it is grown by the same farmers who grow the San Marzano tomato (Zi [uncle] 'Vicienz, Zi' Luigi, Zi [aunt] 'Ninucc and many others) with the same ancient cultivation techniques or without irrigation and with indeterminate growth such as San Marzano, cultivated with support poles and wires and then harvested in two / three phases. Its harvest anticipates that of San Marzano because in the hilly areas there is a precocity of fruit ripening.
Like the lands of the Sarno Valley, even those of the hills are covered with lapilli, coming from the eruptions of Vesuvius and this is what makes our territory more fertile. It is a native, non-hybrid seed, that is reproduced by the same farmers who still reproduce the seedlings in seedbeds today just as they did many years ago and it is from these farmers that DANICOOP has recovered ancient varieties such as the Crovarese tomato.
This tomato is excellent for pizza, but also for preparing first courses such as spaghetti with clams or second courses such as fried cod in sauce or "arrecanato" stockfish, typical dishes of traditional Sarnese cuisine.
Even the Municipality of Sarno has identified it as a local excellence, so much so as to give it the DE.CO (Municipal Denomination), as a quality product with a strong tradition.



DATTERINI TOMATOES

100% Italian

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 6 cans of 2.5 kg

The **Datterini Tomatoes** are small and oval in shape, full of flavor. They are characterized precisely by their shape and particularly pulpy consistency. Their peel is not hard and this makes Datterini tomatoes perfect for creating quick cooking sauces or to accompany crustaceans.

INGREDIENTS
Datterini tomatoes, datterini juice, salt.

RECOMMENDED PREPARATIONS
Spaghetti with Datterini tomatoes and anchovies; Confit Tomato; Datterini tomatoes chutney sauce.



CHERRY TOMATOES

100% Italian

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 6 cans of 2.5 kg

The **Cherry Tomato** is probably the most loved tomato in the world. Very versatile, it is very suitable for any preparation of sauce, dressing or as a side dish. The Gustarosso tomatoes come from the crops of Southern Italy.

INGREDIENTS
Cherry tomatoes, tomato juice, acidity regulator: citric acid.

RECOMMENDED PREPARATIONS
Sauce with cherry tomatoes and basil; sauces for first courses; fish-based preparations, red pizzas.



LONG TOMATO IN SEA WATER

The First Submarine Tomato

AVAILABLE IN:
- Pack of 12 jars of 520 g

The **Long Tomato** is preserved with the peel directly in sterilized sea water so that you can enjoy a fresh and preserved tomato in a completely natural way: that is, without adding artificial salt.

INGREDIENTS
Long tomato, sterilized sea water.

RECOMMENDED PREPARATIONS
This tomato is suitable for the preparation of salads, fresh and quick first courses, or pizzas with fresh tomatoes.

2020 BELLAVITA AWARDS AMSTERDAM

OSCAR GREEN



OSCAR GREEN 2018
OSCAR GREEN TO THE INVENTOR OF SUBMARINE TOMATO

Campania wins one of Coldiretti's Green Oscars thanks to the intuition of Paolo Ruggiero, who with his agricultural cooperative DANICOOP has created a very special San Marzano. It is Ruggiero himself who invented the **"submarine tomato"**, placing the product he grows in the Sarno valley in a jar immersed in purified and sterilized sea water. Today DANICOOP is the healthiest of processed tomatoes as it does not contain preservatives. Coldiretti awarded the award to the Campania producer, as part of the Green Oscars for youth innovation, chosen after a long territorial selection among thousands of young entrepreneurs at the XVII International Forum of Agriculture and Food in Cernobbio. Coldiretti awarded Ruggiero the 'Campania Amica' award recognizing the innovation inherent in Ruggiero's project, a business plan that unites "two apparently distant worlds – says Coldiretti –: the sea and the earth, including the San Marzano, an element that it fully represents the Sarno valley, in the sea water. Both, both the farmer and the fisherman, are united by love and passion for their work but above all for what is offered to them by Mother Nature, in the simplest and most natural way possible ".

www.redattoresociale.it



SEMIDRY TOMATOES 100%

100% Italian Cherry Tomatoes

AVAILABLE IN:
- Pack of 6 cans of 750 grams

INGREDIENTS

Semi-dried cherry tomatoes in sunflower oil, salt and dried oregano.

RECOMMENDED PREPARATIONS

Enriching the flavor and the color of mixed salads, also excellent for seasoning tasty pasta dishes and pizzas.



CHOPPED TOMATOES

100% Italian Tomatoes

AVAILABLE IN:
- Pack of 6 cans of 2.5 kg

INGREDIENTS

100% Italian peeled tomatoes, chopped into cubes, tomato juice, acidity regulator: citric acid.



SPUNZILLO

Whole Natural Tomato

AVAILABLE IN:
- Pack of 12 jars of 520 g

Spunzillo is the ancient name given by the farmers of our area to the typical pizzutello tomato of the Vesuvian area. Oval in shape, slightly elongated and with the characteristic final "edge", the peel of these tomatoes is more resistant than the others and this makes them perfect for the prolonged cooking of some sauces.

INGREDIENTS
Spunzillo tomatoes, water, salt.

RECOMMENDED PREPARATIONS
Fish-based dishes, preparation of sauces, pizzas with Spunzillo tomatoes.



SPUNZILLO

Pacchetelle Tomatoes

AVAILABLE IN:
- Pack of 6 jars of 1 kg

The **Spunzillo** tomato, the typical Pizzutello tomato from the Vesuvian area, is also available "in pacchetelle", that is cut in half and preserved in its own juice that comes out during the cutting of the tomato.

INGREDIENTS
Spunzillo tomatoes.

RECOMMENDED PREPARATIONS
Fish-based dishes, preparation of sauces, pizzas with Spunzillo tomatoes.



SPUNZILLO

Tomato in Sauce

AVAILABLE IN:
- Pack of 12 jars of 520 g

The **Spunzillo** tomato is also available in sauce, ideal for preparing traditional sauces.

INGREDIENTS
Whole Spunzillo tomatoes, tomato juice.

RECOMMENDED PREPARATIONS
Preparation of sauces, red pizzas with Spunzillo tomatoes.



THE DRIED TOMATOES

In the sun

AVAILABLE IN:
- 200 g sachets each.

Grown exclusively in the Agro Sarnese-Nocerino using the famous Kiros as a seed, the same used for the production of the San Marzano DOP tomato. In late spring, the sun is enriched with natural scents and for DANICOOP it is essential to choose the right tomato fields. The tomatoes are harvested at the moment of maximum ripeness. The most beautiful, destined to be dried, are washed and cut in half, placed on large trays and exposed to the sun. Subsequently, the tomatoes are salted (sea salt from Trapani "Slow Food Presidium"), covered with protective nets and left in the sun for four/five days. After drying, they are placed one by one in special food containers. Think that with 10 kg of fresh tomatoes you get about 700-800 grams of sun-dried tomatoes.

Slow Food®



GRAN RISERVA PEELED TOMATOES

AVAILABLE IN:

- Pack of 6 cans of 2.5 kg

100% Italian peeled tomatoes selected by Gustarosso to give you the best of our land. The tomatoes are harvested at an optimal stage of ripeness and worked with the best machinery, in this way we can keep the freshness of the tomato even in the jar.



GUSTAROSSO TRAVELBOX

A gift box with excellence of Gustarosso Tomatoes

AVAILABLE IN:

- Pack of 6 cans of 400 gr

1 can of Lucariello tomatoes

1 can of pacchetelle

2 cans of Crovarese cherry tomatoes

2 cans of San Marzano PDO tomatoes

N.B. The composition of the travelbox can vary according to product availability and can be customized.

Tomato Purées by the Maestro - Men, lands, thoughts.

"Orti della Musica" (The Gardens of Music)

The Orti della Musica is an innovative and one-of-a-kind project located in the natural area of the city of Sarno, just a few kilometers from the cooperative and the fields of Gustarosso's San Marzano tomatoes.
Imagine a place where nature and music come together to create perfect harmony. Here, every plant grows accompanied by musical notes that promote its well-being and development. This "natural harmonic park" is not just a cultivation space, but a true open-air laboratory where the effects of music on crops and human well-being are explored.
The Orti della Musica embodies Gustarosso's philosophy: respect for nature, enhancement of the local territory, and care for people's well-being. During the visit, participants can stroll among rows of plants and vegetables, listen to live concerts, and take part in cultural events that transform this space into a place of gathering and reflection.
The idea behind the Orti is to create a deep connection between the land, people, and culture, showing that agriculture is not only a productive activity, but also an experience of beauty and shared values.

GLI ORTI
DELLA MUSICA



AVAILABLE IN:
- *Pack of 6 bottles of 400 g*

"Piccerillo" refers both to something that appears small in size and to something that is young in age, perhaps in contrast to the already fully formed condition of adulthood. This is how the "Antico Pomodoro di Napoli" appears when it comes onto the harvest scene in the first ripening of late July.
Thanks to a marvelous law that governs the universe and to the interplay of frequencies within a specific polyphony—what I define as Harmonic-Natural Music—the tomato varieties that make up this "ensemble" are able to express a particular harmony. This makes it possible to blanch and pasteurize them at temperatures that preserve their flavor and aromas.
Just like the bottles of tomato preserve that were once made at home.



AVAILABLE IN:
- *Pack of 6 bottles of 680 g*

"Mommò" is the intensifier of "mò," a term that translates the adverb "now" with unparalleled conciseness. Simply doubling the single syllable that makes up this word allows Neapolitans to convincingly emphasize the immediacy of a past action that has just been completed. Conversely, it can also express the urgency of a future action yet to be carried out.
A single sound, therefore, that bridges past and future with the present moment, verbally creating an expansion of the present that affirms the "here and now" upheld by the philosopher Saint Augustine, poet and scientist of the soul. The tone with which "Mommò" is pronounced can enrich the adverb with exquisite warmth, especially when we wish to emphasize our readiness to accomplish something quickly, without encountering obstacles.
We have chosen to dedicate to the purée of this "duet" all the concentration of meaning contained within this two-syllable word, in perfect harmony with the speed our tomato shows, once cooking, in presenting itself as already ready—that is, "Mommò"—in such a brief instant. The right sweetness and the tender assonance with "Mammà," an unbeatable cook for many of us, make this product delightful for adults and little ones alike, just like the two tomatoes that compose it.



AVAILABLE IN:
- Pack of 6 bottles of 680 g

The ancient tomato of Naples, renowned for its organoleptic qualities as well as for its nutraceutical properties, earns the prestigious name "San Marzano" only when presented in its "peeled" version. This variety has always displayed a distinct gastronomic character. It does not tolerate half measures: either it must be cooked very briefly, or it should be left over a low flame for hours on end, as required by the traditional ragù—an indispensable sauce among the dishes of Sunday culinary tradition.
Fofò Ferriere, a friend with an unparalleled passion for this magical fruit, suggests for this purée a slow, steady simmering... almost an "adagio." During this ritual, meditative performance, he enjoys preparing a few slices of rustic bread drizzled with the hot sauce as it cooks.


YELLOW
LINE



LUCARIELLO

Whole Yellow Cherry Tomatoes in Natural

AVAILABLE IN:
- Pack of 12 cans of 400 g
- Pack of 12 jars of 520 g

The **Lucariello** yellow tomato is a natural graft between the tomato varieties of Agro-Sarnese Nocerino and the tomato variety of Vesuvio Piennolo but is grown in the Agro Sarnese-Nocerino area. Yellow like the sun, it has a thick skin and a particularly firm pulp. Also defined as a "traditional food product" by the Ministry of Agriculture and Forestry; the Ministry, together with the Regions, have activated the tools necessary to safeguard these products as an expression of the traditions and culture of our land.



LUCARIELLO

Pacchetelle Yellow Cherry Tomatoes

AVAILABLE IN:
- Pack of 12 cans of 800 g
- Pack of 6 jars of 1 kg

This completely natural graft, as well as a native variety of yellow tomato grown in the Agro Sarnese-Nocerino is also available in its variant "Pacchetelle", or cut in half and placed in a can or glass jar, inside the same juice that comes out after cutting the tomato.



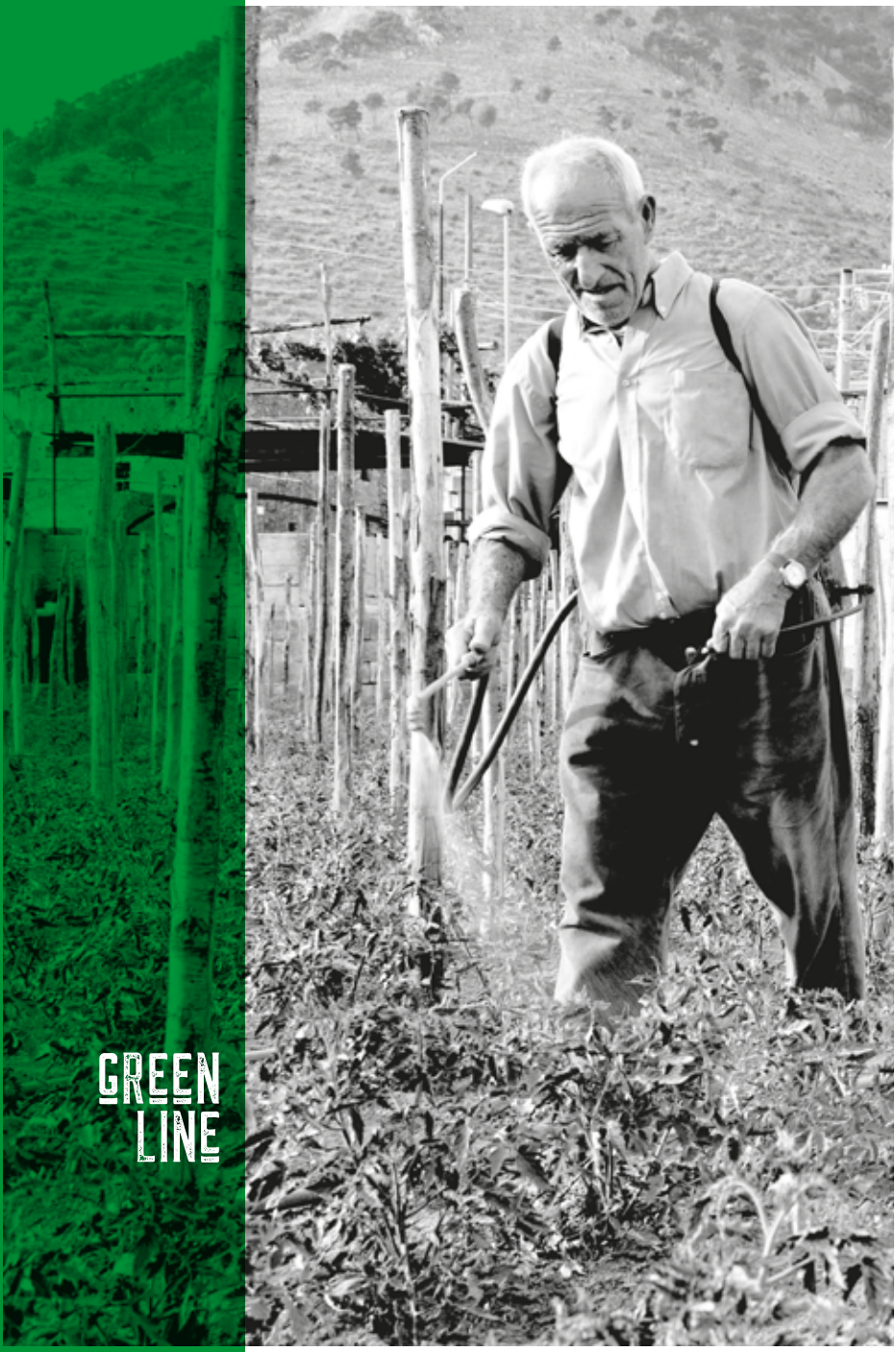
LUCARIELLO

Yellow Tomato Puree

AVAILABLE IN:
- Pack of 6 bottles of 440 g

INGREDIENTI
Lucariello yellow tomato.

Product Details: Autochthonous yellow cherry tomato, grown in the Agro Sarnese Nocerino area, with a delicate taste, ideal for cuisine based on fish and cold cuts.


GREEN
LINE



WEDGES OF ARTICHOKES

Natural

AVAILABLE IN:
- Pack of 6 cans of 2.5 kg

Wedges of artichokes dipped naturally, cleaned with care. Natural artichokes can be used at any time of the year to prepare salads, or as a side dish or to fill savory pizzas. Natural artichokes keep their fresh flavor unaltered.

INGREDIENTS
Artichokes, water, salt, citric and ascorbic acid.

RECOMMENDED PREPARATIONS
Artichokes in a pan, pasta with artichokes, savory artichoke pie, pizza with artichokes.



FRIARIELLI

Natural

AVAILABLE IN:
- Pack of 12 cans of 800 g

Friarielli is the name of Neapolitan broccoli: in fact, in other areas of Italy, they are called this way. They are also widely used in Spanish and Portuguese cuisine, and also in Chinese cuisine. Friarielli are often fried with extra virgin olive oil and garlic. The Gustarosso friarielli are canned naturally to preserve their flavor.

INGREDIENTS
Neapolitan broccoli "friarielli" (turnip greens), water, salt.

RECOMMENDED PREPARATIONS
Pan-fried pork sausage with chilli-flavored friarielli; pizza with buffalo mozzarella, pork sausage and pan-fried friarielli (it is usually called "carrettiera"); savory pie filled with friarielli.



'E PAGNOTELLE

Natural Endives

AVAILABLE IN:
- Pack of 6 cans of 800 g

Endive is the most popular vegetable in Neapolitan cuisine. It is cooked in many different ways: in a pan with anchovies and olives, or as a topping for pizza. The "a pagnottella" endive is a small and very tender endive, particularly widespread in the Agro Sarnese-Nocerino area. It was canned only with the help of water and salt, to keep its organoleptic characteristics intact.

INGREDIENTS
Endives, water, salt.

RECOMMENDED PREPARATIONS
Endives "a pagnottella" with olives, anchovies and capers sautéed in a pan; white pizza with buffalo mozzarella, endives "a pagnottella" and anchovies. Rustic pizza filled with endives.



HILL OREGANO

Naturally dried

AVAILABLE IN:
- Pack of 12 jars of 100 g
- Pack of 2 jars of 500 g

Cultivated on Monte Saro, dried in the sun and worked by hand. Oregano is a typically Mediterranean plant, which lives in full sun and gives off a strong aroma that is appreciated in southern cuisine, and in particular on pizzas. The active ingredients that give rise to the aroma and its health properties are mainly phenols and essential oils. These substances give the plant antiseptic, analgesic, expectorant and tonic properties. Its Mediterranean origin requires that cultivation be carried out in full sun; during growth, oregano is irrigated regularly but without creating conditions of excessive humidity.

INGREDIENTS
Hand-dried and chopped oregano.

RECOMMENDED PREPARATIONS
To flavor pizzas (such as pizza marinara) and summer dishes in general, such as caprese with mozzarella and tomatoes dressed with oil; to dress tomato sauces.



THE MIGLIARINI

Natural Green Chillies

AVAILABLE IN:
- Pack of 12 jars of 520 g

The **Migliarini** are the typical green freshwater chillies, typical of the Agro Sarnese-Nocerino and all the fertile plains near the waterways of Campania. Very sweet, ideal as protagonists of summer recipes or as a side dish.

INGREDIENTS
Green chillies, water, salt.

RECOMMENDED PREPARATIONS
Migliarini and tomato in a pan, pizza with migliarini and buffalo mozzarella, spaghetti with migliarini.



AMMUINA

Pickled Vegetables

AVAILABLE IN:
- Pack of 12 jars of 520 gr

INGREDIENTS
Carrots, cauliflower, red/yellow/green peppers, radishes, spring onions, Fennel, cucumbers, celery, white wine vinegar, water, salt, sugar.

ALLERGENS:
Presence of SULPHITES in the product.

Product Details: Mixed seasonal vegetables preserved in white wine vinegar.

The Product is indicated for appetizers based on aged cheeses, based on vegetables, based on cold cuts, or can be used as a condiment for pasta or rice and for the preparation of second courses based on meat and game.



'E PAPACCELLE
Natural

AVAILABLE IN:
- whole natural in packs of 6 of 1 kg jars

INGREDIENTS
Papaccelle, water, salt, citric acid.



'E PAPACCELLE
A Pacchetelle

AVAILABLE IN:
- fillets in packs of 6 jars of 1 kg

INGREDIENTS
Papaccelle, water, salt, citric acid.



'E PAPACCELLE
Pickle

AVAILABLE IN:
- whole in vinegar in packs of 6 of 1 kg jars

INGREDIENTS
Papaccelle, white wine vinegar, salt.

The Neapolitan papaccella is a pepper, with small berries, a little flattened and ribbed (this is why it is called curly), very fleshy and very tasty: ideal for traditional preserves in vinegar or in oil. The real papaccelle are small, reaching a maximum of 8, 10 centimeters in diameter. The berries have strong colors ranging from intense green to sunny yellow (yellow fruits are generally larger) or from green to red wine. The sweetness of the pulp is the peculiar element that distinguishes the papaccella from other varieties of similar appearance but with a decidedly spicy taste. The scent is particularly intense, with fresh and herbaceous notes.

RECOMMENDED PREPARATIONS
Papaccelle can be eaten fresh, roasted, sautéed, or baked, stuffed with the classic filling of tuna or salted anchovies, olives, breadcrumbs, raisins, pine nuts, cherry tomatoes of piennolo and capers. The berries preserved in wine vinegar, on the other hand, represent the ingredient prince of "rinforzo" salad, a typical dish of the Neapolitan Christmas holidays.


ANYTHING WE OBSERVE
FROM OUR TERRITORY
TO US APPEARS BANAL
AND DISCOUNTED, BUT
YOU KNOW THAT ON
THE OTHER SIDE OF THE
WORLD IT IS SOMETHING
EXTRAORDINARY.



PALLET COMPOSITION DIAGRAM*

PEELED AND TOMATOES in 400 g can

packs of 12 cans

144 packs of 12 cans for pallet - 12 packs for layer - 12 layers for pallet
GROSS WEIGHT: 6 kg for pack

PEELED AND TOMATOES in 2.5 kg can

packs of 6 cans

55 packs of 6 cans for pallet - 5 packs for layer - 11 layers for pallet
GROSS WEIGHT: 18 kg for pack

PEELED in can of 800 g

packs of 12 cans

72 packs of 12 cans for pallet - 6 packs for layer - 12 layers for pallet
GROSS WEIGHT: 12 kg for pack

SAUCE in glass of 680 g

pack of 12 bottles

72 packs of 12 bottles for pallet - 12 packs for layer - 6 layers for pallet
GROSS WEIGHT: 12 kg for pack

VERY FINE PULP in 4 kg can

pack of 3 cans

66 packs of 3 cans for pallet - 11 packs for layer - 6 layers for pallet
GROSS WEIGHT: 15 kg per pack

* The pallets can also be mixed, for the composition you can help yourself with the diagram shown based on the format of the cans.

TOMATO

A NATURAL ANTI-INFLAMMATORY

It is the most famous vegetable in the world; first used only as an ornament, it has become the king of nutrition for the multiplicity of its components: vitamins, potassium, phosphorus, beta-carotene. It also contains lycopene, a pigment considered potentially an anticancer agent. From today, another healthy property is recognized for tomatoes. A group of researchers from the Institute of Biomolecular Chemistry (ICB) of the Cnr of Pozzuoli and from the Department of Experimental Pharmacology, of the Faculty of Biotechnological Sciences of the Federico II University of Naples has, in fact, studied the effects of a polysaccharide, purified from tomato peels, of a cell line of macrophages suitably stimulated to obtain an inflammatory response. Our observations, published in the Journal of Natural Products, explains Barbara Nicolaus of ICBNCR, show how this polysaccharide is able to inhibit the expression of the gene encoding the inducible nitroxide synthetase enzyme, regulated by the transcription factor NF-kB , which plays a key role in the inflammatory process. The activation of the transcription factor NF-kB is significantly reduced by the polysaccharide.





FOOD TRAVEL EXPERIENCE

THE SAN MARZANO TOMATO GARDENS / DANICOOP

DANICOOP offers **Food Travel** to show the world unpublished paths of Taste, with the awareness that much of our tourism is due to our agricultural landscapes and the products they offer us. Our cooperative aims, in accordance with the spirit of Slow Food, to enhance local, sustainable agriculture, based on techniques and native species, which do not abuse chemicals and do not waste water resources, respecting the many consumers who have a heart the authenticity of what they eat. Our **Food Travels** also propose a daring attempt to encourage a return of young people to agriculture, showing them the pride and dignity of agricultural work. Participating in our initiative means educating passive consumers, transforming them into active co-producers, who share the knowledge of food with those who produce it: we reach the common goal of giving food the centrality it deserves! If everyone knows Vesuvius and Pompeii, only a few enter the little secrets of the Sarno Valley and the men who have left their mark on it. It is the latter, capable and experts, who possess a Unique Technique in the World and the environment in which they operate, rich in natural itineraries (small streams, country lanes, springs), taverns and restaurants, astonishing. Our Tour offers an articulated cultural experience, with expert guides and tastings of local specialties in the land where San Marzano is produced: a sort of relaxing gourmet trek through the countryside of the Sarno Valley. A feature of the offer of "I Giardini del Pomodoro San Marzano" is to enhance the hidden, the little known, in a valley that has great resources and a lot to offer.

IN SHORT, A FOOD TOUR NOT TO BE MISSED!

GUSTAROSSO ROOMS AND SHOP AT KMO





GUSTAROSSO ROOMS AND SHOP AT KMO.

It is possible to stay in cozy rooms each dedicated to a native variety of Campania: San Marzano tomato, Crovarese tomato, Lucariello, Spunzillo and Friarielli. This allows you to fully immerse yourself in the #food experience of tomatoes and rediscover local biodiversity and the typical flavors of our tradition, which you can also find and buy in our km0 #shop. Located in Sarno, in a strategic position, #GustarossoRooms allows you to reach places of cultural interest in a short time: it is a few kilometers from Naples, as many from Salerno, it is close to the excavations of Pompeii and in half an hour you can reach our divine Amalfi Coast. In addition, from here it is also possible to reach the major work centers, for a business or leisure trip.

#GustarossoRooms: live your experience, book your room now!

POMODORÌA

THE FIRST AGRICULTURAL PIZZERIA

The first agricultural pizzeria is born in Sarno: the company space has been enriched with the "Pomodorìa, School of Tomatoes and tasting room for agricultural products" project. The concept is closely linked to the business life of the DANICOOP cooperative and its shop. The Pomodorìa, therefore, is the natural continuation of a "food education" operation: you can see and buy what you can eat comfortably seated there.

Pomodorìa is open from Wednesday to Saturday, from 19.30 to 23.00.





THE LINEAGE OF RED GOLD



It was the year 1900, when Michele Ruggiero, born in 1881, a tall and large young man with an turned-up mustache, decided to leave mother earth to go in search of fortune in the United States of America, like many other young people of the time. He boarded a ship from the port of Naples, bound for New York to look for work together with other fellow villagers from the hamlet of Lavorate, in Sarno. Michele, who was a farmer by profession, returned to Sarno after a few years, where he became the keeper of public lighting (hence the name of the Ruggiero family, known as "I Guardiani") and where he began to work as an agricultural broker. In 1919, Michele decided to start trading a tomato still little appreciated and known in the world: the "San Marzano". It is said that the first seed of this fruit, after traveling in some galleons from the Americas, arrived in Campania in 1770 as a gift from the viceroy of Peru to the king of Naples, and was planted in the Sarno Valley in a land that at that time was contiguous to the Municipality of San Marzano Sul Sarno, from which it took its name. It could be said, according to local accounts, that the San Marzano tomato variety, now as it is known today, it was cultivated for the first time on the banks of the Rio San Marino, a tributary of the Sarno river, thanks to the crossing of two ecotypes: the Fiaschello and the Fiascona.

Later, at the dawn of the 1930s, in Naples, in the San Giovanni a Teduccio plant in Naples, there was a meeting between Michele Ruggiero and the Cirio canning company, in the person of the director Paolo Signorini, who delegated the trader to identify farmers willing to implement experimental crops. For this work collaboration, Michele used to go to the Naples plant at least twice a year, to close the accounts of the various tomato supplies. In 1947, after Michele's death, his sons Domenico, Ciro, Angelo and Pasquale set to work to set up a family business called "Ditta F.lli Ruggiero". But, a few years later, the youngest of the brothers, Pasquale, decided to emigrate to Argentina where he met his future wife Elena Luzi. In 1959, the latter returned to Sarno and decided to set up his own business by undertaking the activity of agricultural broker and starting a ten-year relationship with the Cirio canning company which had delegated him to take care of a factory in via Sarno Striano. In 1965 only in Lavorate, about 35,000 quintals of San Marzano tomatoes were given to Cirio by the Ruggiero brothers, without considering the other areas of the district. The conferment of the tomato took place by area. That of the Lavorate hamlet and the Municipality of San Valentino was entrusted to Domenico and Ciro, that of the Sarno-Striano axis entrusted to Pasquale; while the area of Nocera Inferiore was followed by Angelo.







In 1991, the agricultural cooperative DANICOOP was born from Pasquale Ruggiero and his son Edoardo Angelo Ruggiero, made up of over 100 farming members who gave San Marzano tomatoes to the plant in Via Sarno Striano. At the beginning of the 2000s, the headquarters of DANICOOP were moved to via Ingegno, a factory where today there is a real "temple" of the San Marzano Dop tomato and the headquarters of the "Gustarosso" brand.



GLI ORTI
DELLA MUSICA

MEMBER OF

Slow Food®

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