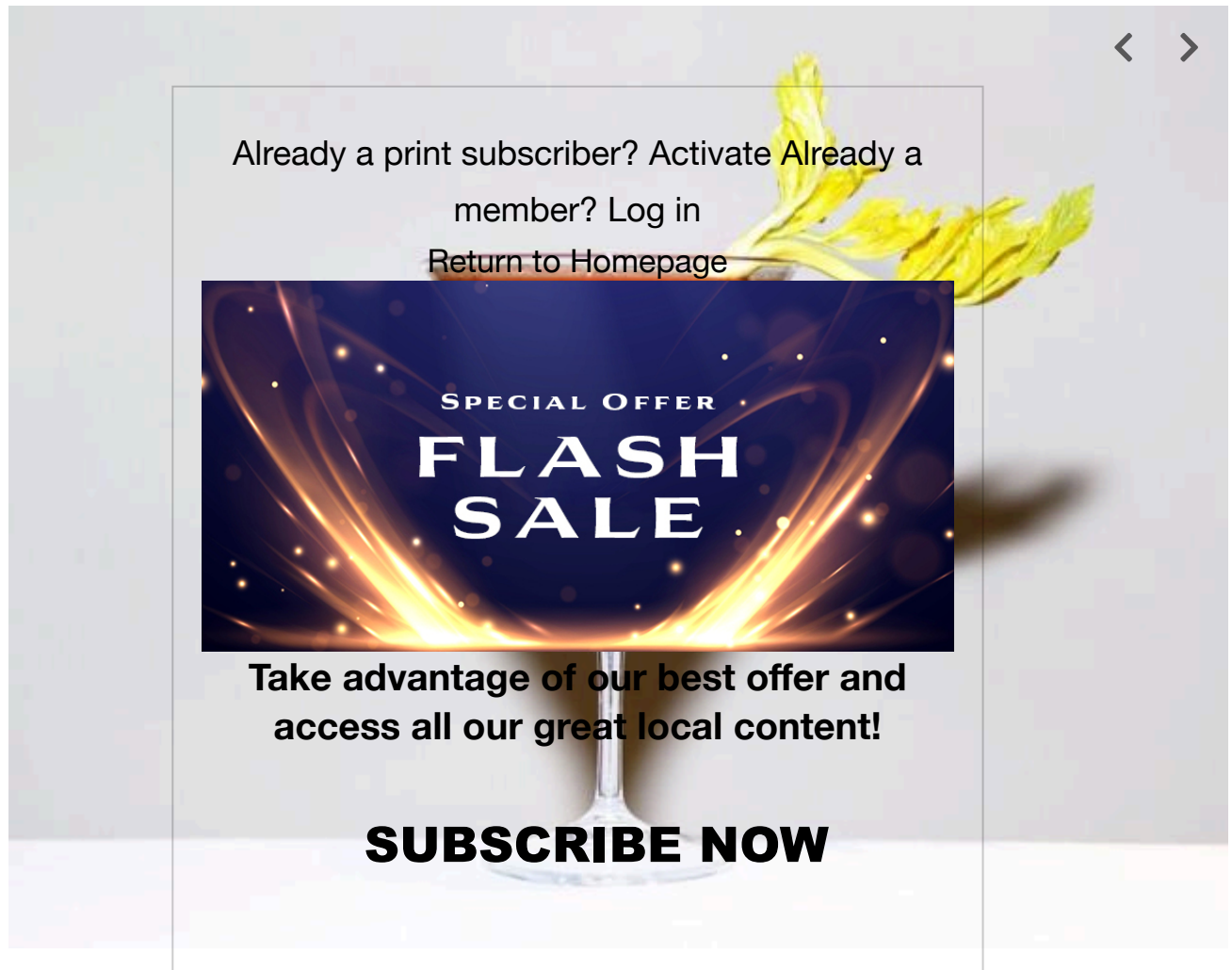


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With the project "Red Gold Tomatoes from Europe" Swedes can sip an iconic drink: the Bloody Mary.

By Red Gold from Europe
Dec 14, 2024

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RED_GOLD_From_EU_BloodyMassimo

By Red Gold from Europe

The most invigorating cocktail there is, served here as a Bloody Massimo thanks to a new version courtesy of chef Massimo Riccioli, patron of Trattoria La Rosetta in Rome.

NAPLES, Italy, Dec. 14, 2024 /PRNewswire/ -- Tomato juice, vodka, spices, and a legendary 'splatter' name: the Bloody Mary is served in this reinterpretation by the "Red Gold Tomatoes from Europe" project, promoted by ANICAV (the Italian Association of Canned Vegetables Industries).

The international project, co-funded by the European Union, which promotes and enhances the export and consumption of Italian organic preserved tomatoes to Sweden, presents the **"Bloody Massimo"**, inspired by one of the most iconic and "bloody" drinks, on the official list of the IBA's (International Bartenders Association) international alcoholic cocktails.

The history of the Blood Mary. The origins of the cocktail date back to the early 1900s, when according to some, Fernand Petiot, bartender of the legendary Harry's Bar in Paris, was inspired by Ernest Hemingway, one of many Americans who frequented the bar. The first recipe was simple, but ingenious: half vodka, half tomato juice and spices. It seems that Petiot perfected it in New York, at the St. Regis Hotel bar, making it even spicier. In 1939 the cocktail became a success, thanks to Lucius Beebe, who praised the new drink in his gossip column in the New York Herald Tribune.

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Petiot reiterated 6cl of tomato juice, 6cl of vodka, 1/2 tsp Tabasco, salt, black pepper. And what about the admirer: the Hollander after her which was a tribute to Mary I, the first with which she was executing traitors to the king.



4: 6 cl of vodka, 6cl of tomato juice, 1/2 tsp Tabasco, salt, black pepper and crushed ice. It was a famous drink named after her which was a tribute to Mary I, the first with which she was executing traitors to the king.

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Now, to the bar to make this version, courtesy of the Red Gold Tomatoes from Europe project: the "Bloody Massimo"

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