

# More than Food and Drinks, Savoring Stories.



**EUROPEAN UNION**

**ENJOY  
IT'S FROM  
EUROPE**



# More than Food and Drinks, Savoring Stories in the US.

---

## **The European Union launches a communication campaign in the US to promote agricultural food & beverage products through Storytelling:**

Agricultural products from the European Union are more than just food and drink, they are stories shared, heritage passed on through generations. They are collections of flavors, bursting with character that is traceable through history that echoes the origins. The product categories promoted in the campaign will include olive oil, fruits and vegetables, dairy and cheese, chocolate and confectionery, wine, spirits and beer, pasta and meat.

---

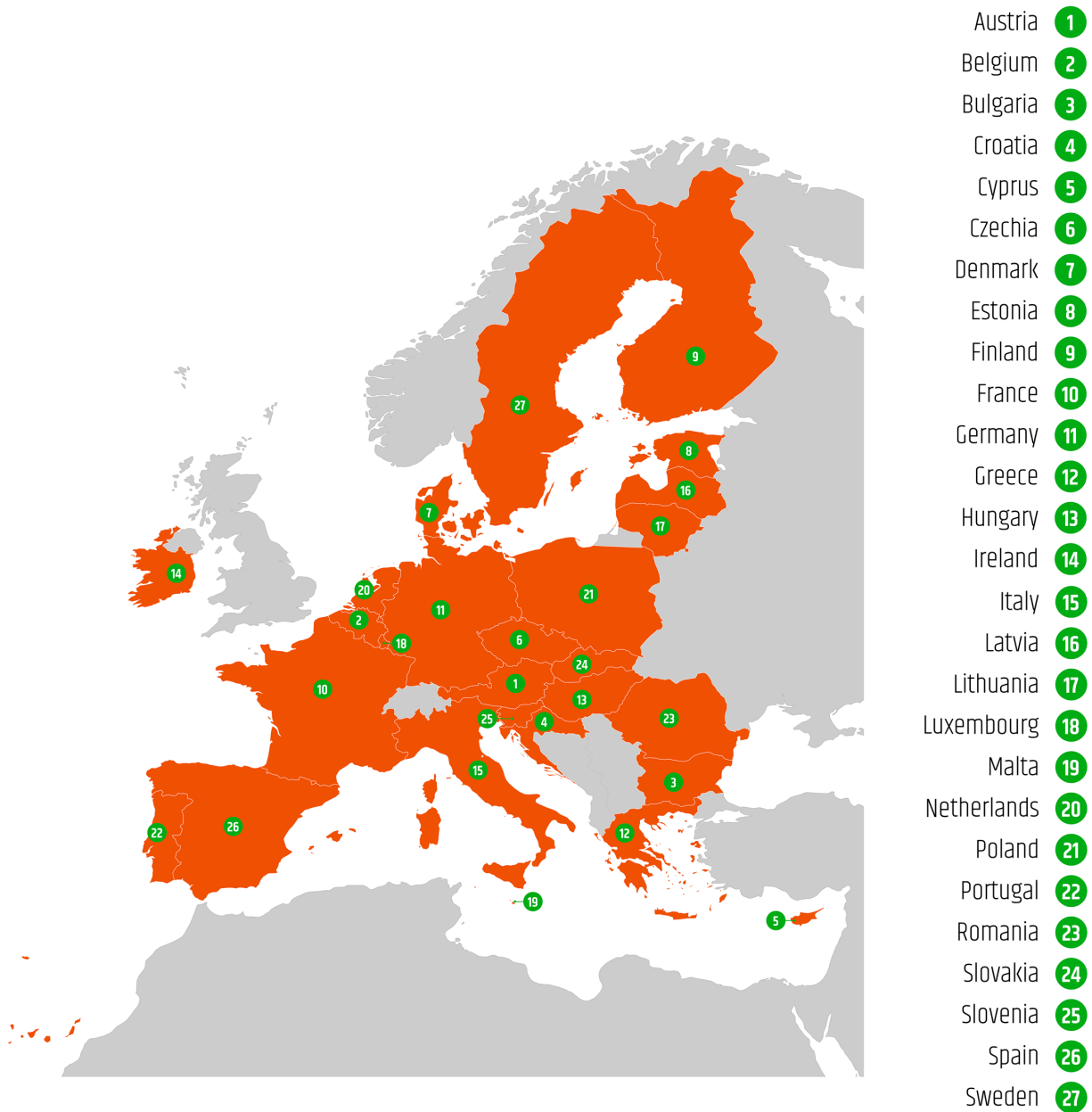
## **What is the European Union?**

The European Union (EU) is a political and economic union of 27 Member States united in their commitment to peace, democracy, the rule of law, and respect for human rights. The EU's member states share some of their powers with EU institutions, and certain decisions are now made at the European level. The European Union has built a single market based on 'four freedoms', enabling people, goods, services and capital to move freely between all EU Member States.

The EU is the 3rd largest supplier of agricultural and agri-food products to the US (15%) after Mexico (20.2%) and Canada (18.7%). This campaign is a step towards strengthening this alliance by increasing awareness about its agricultural and beverage products.

27 Member States – 24 Official Languages

446 Million People – Over 1.5 Million Square Miles



# European food is more than food

The “More than Food and Drinks, Savoring Stories” campaign is a journey crafted to help you explore the diverse and rich nature of ingredients and agricultural products from the European Union. Its immense variety is based on a diverse array of soils, climatic conditions and raw materials of the EU’s 27 Member States. All EU Member States nevertheless share common food and farming standards, reinforced by robust and uniform food safety regulations, guaranteeing authentic, high quality, sustainable and safe products all over the world.

---

## **Authenticity:**

Centuries of tradition and know-how, handed down from generation to generation, give European food its own authentic flavor. These tastes can be traced back to the wide variety of soils, climates, and cultures in Europe. Everyday products are tied to these origins and cannot be reproduced elsewhere. The EU created several quality schemes (including Protected Designation of Origin and Protected Geographical Indication) to protect the names of specific products and to promote their unique features as well as the traditional know-how involved in their manufacture.

---

## **Quality:**

European gastronomy has been perfected by farmers and producers over centuries, founded on cutting-edge methods and standards of food production. The use of pesticides, herbicides, additives, flavorings, or enzymes is also highly regulated in Europe to ensure the best quality food and drinks. The EU holds its products to the highest standard.

---

## **Safety:**

Quality products are more than just taste. In Europe, there are strict health and safety standards in place all along the supply chain – from the field to the consumer – surveying everything from pesticides to packaging, disease prevention to hygiene measures. Labels clearly indicate the contents of all food and drink products.

---

## **Sustainability:**

The EU Farm to Fork Strategy aims to make food systems fair, healthy, and environmentally friendly. Sustainably produced EU products are the output of sustainable farming practices and leading innovations in agriculture and food science. They help preserve the ecosystems and thus are a step forward in ensuring the planet’s health for us all. The Farm to Fork strategy contains several key objectives such as reducing fertilizer, pesticides use, tackling antimicrobial resistance and converting 25% of EU farmland to organic farming by 2030. To meet these goals, the EU particularly supports research and innovation to modernize agriculture through fostering and sharing knowledge with digitalization and new technologies.



# EU QUALITY SCHEMES

## The excellence of European agricultural food production.

The EU protects product names from misuse and imitation and helps consumers by giving them information concerning the specific character of the products. Recognized as intellectual property, geographical indications play an increasingly important role in commercial relations between the EU and other countries.

---

### Protected Designation of Origin (PDO)



Products registered in this category have clear and undisputed links to the place where they are produced. This means that every part of the production process, including preparation and processing, must take place in the specific region to which the protection applies. For example, more than 30 Italian extra virgin olive oils carry the PDO label, which guarantees that the oils' entire production cycle has been carried out within the particular area. Food, wine, and agricultural products can be labelled PDO, offering a range of delectable selections. For instance, there's Roquefort, the famous French cheese crafted from unpasteurized sheep's milk. Its signature blue veins, cultivated by Penicillium mold, infuses it with intricate and bold flavors. Another example is that of Pêra Rocha do Oeste PDO, which stemmed from trees in the Sintra region of Portugal over 150 years ago. The yellow-green skin of these pears is lightly freckled on top and blushed on the sunny side, while its flesh is juicy, sweet, and distinctively aromatic.

---

### Protected Geographical Indication (PGI)



This label explains the relationship between a particular region and the name of the product. Unlike a PDO, it requires at least one part of the production, processing, or preparation of the product to take place in the region to which the indication applies. For instance, where wine is concerned, the rule states that at least 85% of the grapes used must come exclusively from the geographical area where the wine is actually made. PGI-protected products showcase a diverse range of culinary treasures. For instance, Italy's Salame Piemonte stands out with its tender texture, delicate flavor, and a pronounced aroma of garlic and wine. Germany offers Thüringer Leberwurst, a premium liver sausage that proudly carries the PGI designation. Kraški pršut PGI comes from the Kras region of Slovenia, where the cold dry winds made it possible to dry whole hind legs of pork. Additional PGI-protected gems include Českobudějovické pivo, a beer brewed in the Czech city of Ceské Budejovice for centuries, and Kaimiškas Jovarų alus, a naturally fermented Lithuanian beer.

---

## EU organic label



The organic logo ensures additional quality, as it guarantees that production, transformation, transport, and storage respects nature, featuring elevated animal welfare standards, organic feed for farm animals, absolute prohibition of GMOs, and strict limitations to the use of chemical fertilizers, pesticides, and antibiotics. A product can only carry this label if its ingredients are at least 95% organically farmed and if the other 5% meet additional strict conditions. The European Union boasts an extensive array of organic products, showcasing both variety and diversity. Spain proudly presents organic Hojiblanca extra virgin olive oil, a top-tier oil produced from organically farmed olives. Belgium caters to those who seek convenience and sustainability with its selection of organic frozen fruits, ensuring that consumers can enjoy frozen produce while staying true to organic principles. Additionally, Romania's organic wines have gained renown, offering a wide range of red, white, and rosé wines crafted from organic grapes, providing a flavorful alternative for wine enthusiasts with a preference for organic options.



# Olive Oil

European olive oil stands as more than a mere culinary ingredient—it embodies the authentic flavors resonating from the Mediterranean essence of Europe. Thanks to stringent production standards, Olive Oil has garnered appreciation across Europe and beyond for its nutritional, health, and sensorial attributes.

## **European Production and Quality**

Within the EU, production surpasses 70% of the world’s olive oil output, offering an array of oils, vinegars, and sauces teeming with delightful flavors, beneficial fats, and antioxidants. Embraced for their genuine composition, richness in beneficial fats and antioxidants, and adherence to the most rigorous safety benchmarks globally, European olive oils are hailed as a staple in any wholesome diet. Their superior quality has made them a beloved choice among cooks, whether budding enthusiasts or seasoned professionals.

A remarkable 120+ European olive oils boast the prestigious Protected Designation of Origin (PDO) label, signifying their deep-rooted connection to traditional production methods. Originating from Greece, Italy, Portugal, Spain, and extending to other EU countries like France, Slovenia, Croatia, Cyprus, and Malta, these oils present a diverse tapestry of flavors. For instance, the Kalamata Olive oil PDO stands out for its exclusivity, being solely cultivated in Greece’s Kalamata region, using olives native to the area. Similarly, the Azeite do Ribatejo olive oil PDO hails from Portugal’s Santarém region, and Terre di Siena sources its olives from Tuscany, each bearing the subtle nuances of their unique climates.

## **Organic Commitment Elevating Quality Standards**

In sync with the EU’s diverse quality standards, olive groves constitute more than a third of all organic crops in Europe. This commitment ensures that consumers are offered the pinnacle of quality oils, providing an expansive choice to cater to discerning tastes.





# Fruits and Vegetables

Europe has a long-standing tradition of producing exceptional fruit and vegetables. The region takes immense pride in its diverse culinary heritage and is renowned for its high-quality agricultural products. When selecting EU fruits, you can be sure that they have been harvested under favorable climate and soil. Today, one-third of all fruit orchards in the EU specialize in fruit and citrus cultivation. From the Arctic coast to the Mediterranean, from valleys to mountains, Europe's landscape is populated with a rainbow of red, green, yellow, orange, and pink fruit and vegetables.

## **More than Fruits**

The high quality of European fruits and fruit juices makes them a source of inspiration for all those who love to cook – professional or not. The main fruit in terms of volume harvested in Europe are apples and oranges. These crops are only a small part of the range of fruits that Europe produces, which includes, but is not limited to, peaches, pears, limes, lemons, watermelons, and berries of all kinds.

## **More than Vegetables**

The majority of vegetables produced in the EU include peppers, eggplants, zucchini, cucumbers, gherkins, and tomatoes (which in Europe are considered vegetables). Cherry, grape, round, and Coeur de Boeuf are some of the 2,600 varieties of tomatoes grown in different regions and climates of Europe. There are also root, tuber, and bulb vegetables such as carrots, radishes, onions, shallots, garlic, and leafy stalked vegetables such as lettuce, spinach, chicory, endives, asparagus, and artichokes, among others.

In the EU, even plants have their own travel documents. For each plant meant for cultivation/planting, a 'plant passport' records safety checks during growing and harvest seasons. Crop rotation also plays an important role in EU Organic farming and maintaining soil and plant health. The EU incentivizes farmers to use non-chemical methods to get rid of pests in their production. For all fruit and vegetables grown in Europe, the EU has set maximum residue levels for pesticides to protect consumer health.

EU quality schemes, such as PDO and PGI, further show that the fruits and vegetables from Europe are grown with love and care. So, whether you fancy sampling a Danish jam for breakfast, adding frozen berries from Poland to your dessert or topping your bruschetta with sweet cherry tomatoes from Spain, you can bask in the knowledge that their consumption is filling your body with something healthy.



# Dairy and Cheese

EU cheese and dairy products embody tradition, authenticity, diversity, traceability, and innovation. From the first spoonful of creamy yogurt at breakfast to a delectable cheese plate at dinner, European dairy products are a staple on tables worldwide.

## **Transparency, Tradition, and Taste**

With robust regulations and utmost transparency, each batch of milk or dairy product produced in the EU is fully traceable at any stage of production or distribution making it easy to identify where exactly the milk came from. Well-looked-after cows produce better milk, which is why European dairy producers follow strict safety standards for animal feed, milking, stall size and grazing pastures and control the presence of hormones, contamination and more. EU labels on dairy products let authorities find clear information about the farms they were produced on. These mandatory food labels do not just tell where in Europe your cheese comes from, but also provide insights into the producers and their commitment to quality.

## **Craftsmanship and Innovation**

The expertise of local cheese and dairy producers blend traditional and innovative practices for freshness and safety. There are over 1,000 European cheeses, each distinguished by different textures and tastes, including soft, semi-soft, blue-veined, and more. Spain contributes to the tapestry of flavors with its Queso Ibores (PDO), a goat cheese infused with papaya, offering a unique blend of sweet and savory. Smoked cheese from Lithuania tantalises taste buds with its rich, smoky notes. Slovenia presents Bovški sir, another PDO-protected gem, showcasing the region's time-honored cheese-making traditions. These examples illustrate the incredible diversity and innovation found within the EU's cheese and dairy industry, providing an endless array of options to satisfy every cheese lover.

## **Welfare-Driven Farming and Environmental Consciousness**

The organic label when granted to dairy and cheese products means prohibiting the use of hormones and restricting the use of antibiotics to only when necessary for animal health. Organic milk comes from cows, sheep and goats living in a welfare-oriented animal farming: outdoors in summer with access to pasture and indoors in winter when the climate is rough, with organic forage and enough space for regular exercise. European cheese producers also use much less energy for their production than those in other countries, leading to fewer energy related GHG emissions.



# Chocolate and Confectionery

When it comes to chocolate, sugar and confectionery, Europe is renowned for its tradition, authenticity, quality, and remarkable diversity. Mandatory EU labelling on the wide spectrum of popular baked goods and sweets guarantees the best and safest ingredients for chocolates, pastries, and biscuits that are perfect for varied tastes and occasions.

## **Europe's Leading Role in Beet Sugar Production**

Almost two centuries ago, the European Union introduced sugar beet as a cultivated crop and, through decades of dedicated effort, has honed and perfected the techniques for its cultivation. Now, the European Union holds the global top position in beet sugar production, with the majority of its sugar beet cultivated in the northern half of Europe. This region benefits from its cold, humid winters, which create an optimal environment for sugar beet cultivation. Today, European sugar is used as the key ingredient in producing some of the world's finest chocolates, confectionery, and baked goods.

## **European Craftsmanship and Safety Standards**

Chocolate is one of the most popular flavors in the world, and it is no exception in Europe. European chocolate follows strict safety standards, even if it is chocolate produced by a small family-run chocolate atelier. Notable examples of European chocolate craftsmanship are found in the dark chocolates from Belgium and Denmark. Renowned for their exceptional quality, these chocolates offer an intense eating experience.

## **Culinary Heritage and Iconic European Confections**

Europe's unique history and diversity has led to the creation of some of the world's most iconic and well-known confectionery including the delicious Italian tiramisu, German apple strudels, Swedish Spettekaka and more. Behind many confectionery products there is a long history of culinary traditions passed on from one generation to the next. The quality is also related to the way they are produced, which results in a consistent final product. For example, cookies undergo quality and security checks, right from the ingredients to the visual checks on the final product.

## **Regulation and Support for Quality Assurance**

The European confectionery industry is carefully regulated to ensure its quality. Even small producers are supported by industry associations and get access to the latest findings in safety research. EU regulations, codes of practice and guidance govern the production, processing, packaging, labelling, distribution, and retail of confectionery products. Today, over 12,000 European companies are active in the chocolate, biscuits, and confectionery sector.



# Wines, Beers, and Spirits

European wines, beers and spirits are more than alcoholic beverages, thanks to exceptional raw materials, timeless craftsmanship and unwavering safety standards.

## **More Than Wine: A Journey Through Europe's Vineyards**

Europe is the birthplace of the world's wine industry, and traditions of winemaking are proudly passed from generation to generation; they have defined European rural landscapes for centuries. Nowadays, the EU accounts for 45% of the world's wine-growing areas, 65% of wine production, 57% of global wine consumption and 70% of exports, making it the world leader in each of these categories. More than 1,700 European wines have PDO and PGI protections, whatever your preference, you will find something to delight you among the wines of Europe. Red, white, rosé or sparkling wines from Europe can help make any occasion special.

## **Europe – A Beer Lover's Paradise**

The EU is universally recognized as the birthplace of modern brewing and has around 8,500 breweries today. The European beer is a result of careful selection of quality raw materials – various malted cereals, converted into alcohol by yeast and flavored by hops. From Lithuanian lagers, Pilsners, ales, porters, and Hefeweizens to the timeless German wheat beer with countless varieties to choose from, options to enjoy EU beers are endless.

## **Spirits: The Distilled Essence of Europe**

Just like wines and beers – Europe has a wide selection to offer the spirit connoisseur. From Swedish aquavit (PGI) to Irish whiskey (PGI) or Trejos Devynerios Vodka (PGI) from Lithuania, spirits represent the diverse tastes of Europe, distilled in a bottle. As an aperitif before a meal, a 'digestif' afterwards or just a drink to sip and enjoy on its own or in a cocktail, the varied subtle flavors of Europe's spirits and liqueurs are a treasure trove just waiting to be discovered.

## **A Tradition Of Quality and Excellence**

Many EU wines, beers, and spirits are protected by PDO and PGI labels, serving as a guarantee of their authenticity and quality. The EU provides a common legislative framework for production, labelling and the protection of geographical indications, so that consumers can enjoy them knowing that they have been produced to the highest quality and safety standards.





# Pasta

While Italy holds the spotlight as Europe's primary pasta region, it's crucial to recognize that many European countries and regions have their own pasta production, backed up by centuries of production know-how.

## **Quality Ingredients, Timeless Tradition**

A shared aspect of pasta production across Europe is the exceptional quality of cereals and flours utilized. Fields of wheat, barley, rye, oat, and rice have been integral to the European diet for centuries. These age-old ingredients have been reincarnated from generation to generation to satisfy new tastes and food trends, without sacrificing vitamins, carbohydrates, oils, proteins and fats.

## **Stringent Quality Control for Culinary Excellence**

Quality control at each stage is fundamental for the production of a diverse and rich offering of European pasta. By standardized inspections, from soil preparation to harvesting and storage, through to the making of cereal-based products, the process prevents food-borne diseases or contamination, while guarantees a delicious variety of pasta.

## **A Versatile Ingredient**

Pasta can easily be incorporated into many recipes. Tasty, convenient and quick to prepare, Europe's wide range of pastas and noodles are an essential ingredient in any kitchen cupboard. Typically made from wheat, there is fresh pasta, dried pasta, egg pasta and colored pasta. From penne, fusilli, and tagliatelle to farfalle (butterfly pasta), angel hair, gnocchi to spätzle European pasta has an almost infinite number of shapes and textures.

Whether you seek a comforting classic or an adventurous bite, European pasta offers a blank canvas for culinary creativity.



# Meat and Meat Products

Meat plays an important role in our kitchen. The raising of livestock involves various techniques and breeds that can be traced back to ancient times in Europe. Whether it's poultry, beef, pork... meat from the European Union is very safe and of high quality, thanks to safety measures and controls covering every aspect of the production and handling, from the farmyard to the butchers.

## **Safety First: Regulations For Quality Assurance**

Within the European Union, stringent regulations are in place to ensure the traceability of farm animals, enabling the tracking of meat back to individual farms and farmers. These measures not only bolster effective disease prevention but also establish legal mandates for maintaining optimal conditions for farm animals. At various levels, comprehensive sanitary controls are implemented to scrutinize meat for potential contaminants.

## **Preserving Tradition: PDO and PGI Labels For Regional Meats**

The protection of specific labels, such as Protected Designation of Origin (PDO) and Protected Geographical Indications (PGI), extends to regional meats like Irish Connemara Hill or Greek Elassonas lamb. These labels serve as guardians of traditional production methods, ensuring authenticity intertwined with the unique climate and geography of the respective regions. For example, the distinctive flavor of Danish Vadehavslam (Wadden Sea lamb) is a direct outcome of the climate along the Danish coast and the saline-rich farmland.

## **Art of Preservation: Salting and Smoking Techniques**

Preservation techniques within the EU commonly involve salting or smoking. Whether through dry salt or brine, salting is a traditional method deeply ingrained in many PDO and PGI meat products, acting to inhibit microbial growth by extracting water from cells. Smoking, employing dehydration and exposure to smoke, not only enhances aroma but also imparts a mature taste. This is evident in Spanish Cecina and the PDO-labeled Cârnați de Pleșcoi sausage from Romania, crafted with goat or mutton, spiced with chili and garlic, then subjected to a process of drying and smoking.



