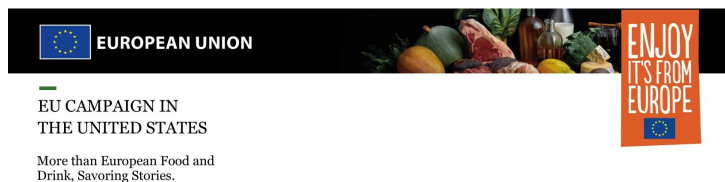


EU launches campaign in US to promote food products through storytelling

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EU CAMPAIGN IN
THE UNITED STATES

More than European Food and
Drink, Savoring Stories.

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The European Union (EU) launched its initiative to promote the excellence of European agri-food and beverage products in the US and calls upon storytellers to reach its audiences. The campaign will showcase some of the EU's finest products to inform and inspire American consumers and professionals.

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

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

The campaign will be launched with a presence of the EU during the 2024 Winter Fancy Food Show offering a unique Food & Beverage experience to journalists. To embody the European flair, a Market pop-up will offer sampling, pairings, entertainment, and more at Texpom, Vinexpo America, Bar Convent, StarChefs, SXSW, & CIA.