



# EDITORIAL

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**Dear Readers,**

**Welcome to the fifth edition of the  
“More Than Food” newsletter.**

A bond made over food is an eternal one. We believe that connecting with India, a diverse country that has a penchant for varied cuisines, has truly been a fascinating experience for us. The EU's focus on maintaining the authentic foundation of its agri-products and India's unique ability of adapting to flavorful new cuisines is a great match. With the More than Food

campaign in India, we helped food connoisseurs embark on an exploration journey about the wonders of European cuisine, in the comfort of their homes.

Enjoy, it's from Europe!



EUROPEAN UNION

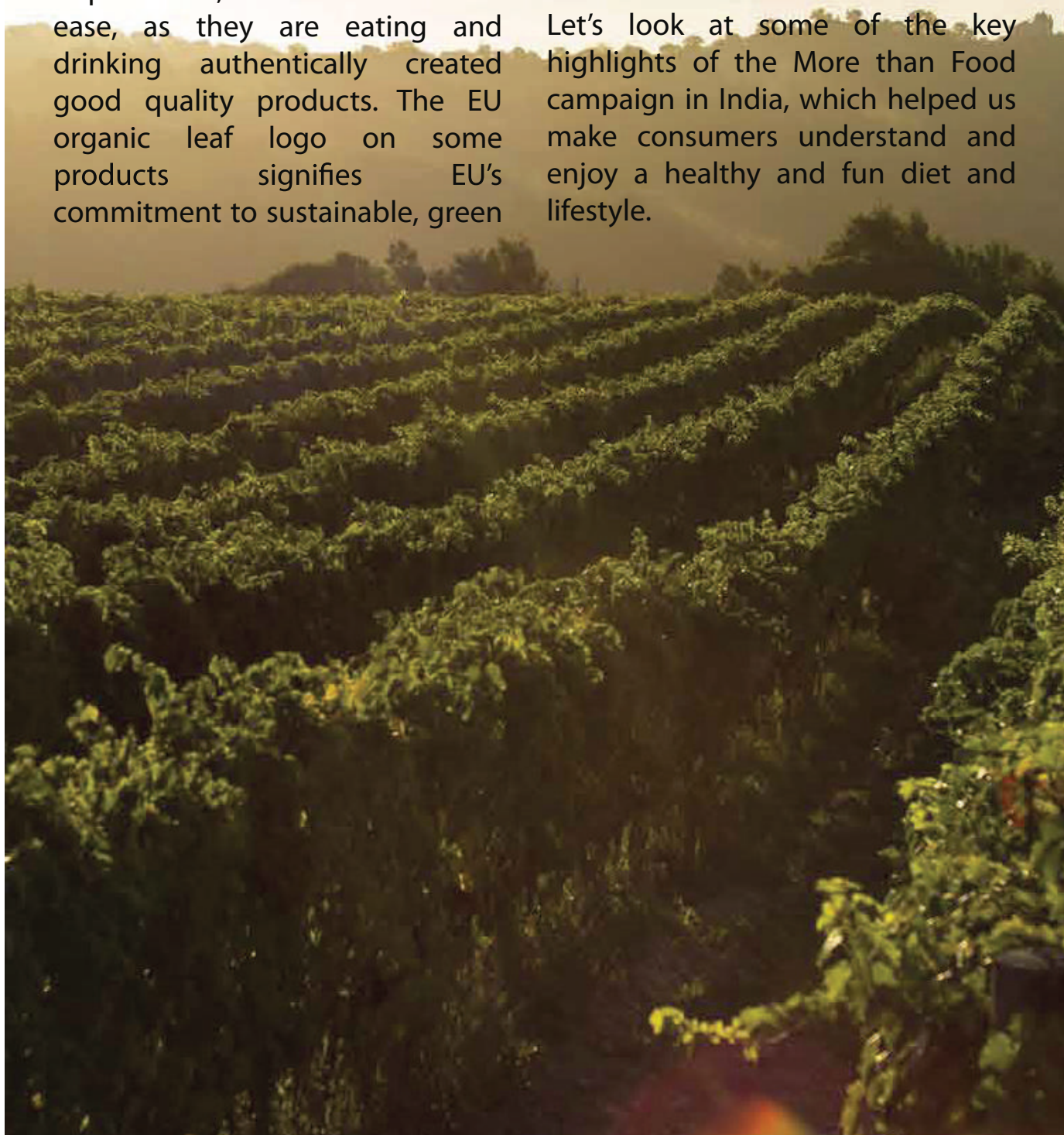


# EU PRODUCTS IN INDIA

EU products have a versatile taste and have an ability to blend easily with indigenous dishes. Since they are produced with the minimal use of pesticides, consumers can be at ease, as they are eating and drinking authentically created good quality products. The EU organic leaf logo on some products signifies EU's commitment to sustainable, green

production methods. This further guarantees the quality and safety of food and beverages from the European Union.

Let's look at some of the key highlights of the More than Food campaign in India, which helped us make consumers understand and enjoy a healthy and fun diet and lifestyle.



# POPULAR FOOD PRODUCTS THAT INDIA LOVES TO EAT



India's strong cultural preference for fresh food along with an increased health consciousness is increasing the demand for organic foods. Fruit and vegetables account for around half of all fresh-food organic sales at present. European fruit and vegetables are a healthy source of vitamins and minerals and are used as ingredients in many of the authentic recipes waiting to be recreated in India.

To build familiarity with EU's genuine approach to production, we hosted an Olive Oil Food Lab with the More Than Food Campaign Ambassador Chef Ajay Chopra. Based on the concept 'A Trip to Europe in Every Bite', the food lab treated the audiences to the goodness of extra virgin olive oil from Italy, Spain, Greece, and Portugal. The guests were also introduced to unique production techniques of olive oil from different member states of the European Union. Whether it was the extra virgin PDO

olive oil from Slovenia, where constant quality and traceability of the oil is guaranteed, or the olive oil from Cyprus which are made with olives that are cold pressed with millstones, which helps in retaining their true flavor. Each of the olive oils present or spoken about during the Olive Oil Food Lab had unique characteristics and had gone through a distinct production process. To know more olive oils from different member states of the European Union click [here](#).

*"The EU is the leading global producer of olive oil, and the Mediterranean region of Europe has a rich history of creating high-quality olive oil. Both the warm climate and geography provide ideal conditions for growing olives that are rich in flavour, making the region a well-known and trusted producer of olive oil - a real elixir in the kitchen."* - More Than Food Campaign Ambassador Chef Ajay Chopra.



# POPULAR DRINKS THAT KEEP INDIA IN HIGH SPIRITS

To deepen the knowledge of Indian audiences about popular EU wines, beers, and spirits we set up a platform called A Glassful of Europe. A Wine Masterclass with Master of Wine Sonal Holland took them on a journey through Europe's finest vineyards. Red, white, rosé or sparkling wines were paired with sumptuous cheeses and appetizers for the real experience. Guests were also familiarized with production and labelling practices, wherein the rule states that at least 85% of the grapes used must come exclusively from the geographical area where the wine is made.

A Beers and Spirits Masterclass with Vikram

Achanta, Founder & CEO, Tulleeho, and sommelier Magandeep Singh, presented the versatility of EU beverages. Spirit connoisseurs were in for a real treat at this sit-down tasting event as they had the opportunity to sample some of the best beers and spirits from the European Union. Vodka from Sweden and Poland, Beer from Belgium and Whiskey from Ireland are just some of the options from the wide range of beverages available to the guests that evening. They were acquainted with the fact that the EU has around 8,500 breweries and is widely agreed to be the birthplace of modern brewing.

## FROM FARM TO FORK - A GOURMET SERIES

As part of our endeavor to help Indian audiences explore the diverse and rich nature of EU ingredients and agricultural products, we're proud to introduce an interactive video series (available across all social media platforms) called 'Europe On My Plate' where you can hear EU food producers from different member states talk on olive oil, fruit & vegetables, cheese and pork & poultry and get a deeper knowledge about the production process they follow.

Guided by Food, lifestyle and travel blogger, Sarah Hussain, with More Than Food Campaign Ambassadors, Chef Guntas and Chef Ajay Chopra, you will go through an expansive culinary journey. You will have the chance to understand why a Feta 'PDO' from Greece is perfect for their salads or Salami Milano, produced in the heart of Italy, is PGI certified. Also get acquainted with the Pinata

apples from Germany – one of the tastiest and the most colorful apples and with over 2000 different varieties of tomatoes produced in Europe! The Europe on My Plate video series is available on the social media channels of [More Than Food](#)

*"Ingredients from the European Union truly embody the richness and diversity of European culture. The entire More Than Food campaign has given the audience a chance to explore this richness and vast variety of European ingredients. Take European Meat for example. It is a lot more than just meat. With its highest standards covering every aspect of handling, they are a high-quality and healthy introduction to Europe's gastronomic heritage. The ensemble of products from the European truly highlights and brings alive the authentic heritage of the European food culture."* – More Than Food Campaign Ambassador Chef Guntas

To learn more about EU-agri food products  
and understand characteristics of each product and ingredient better,

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