

HOMEPAGE

Page title: More than ~~feed-Food~~ India

Page description: EU agricultural food and beverage products in India

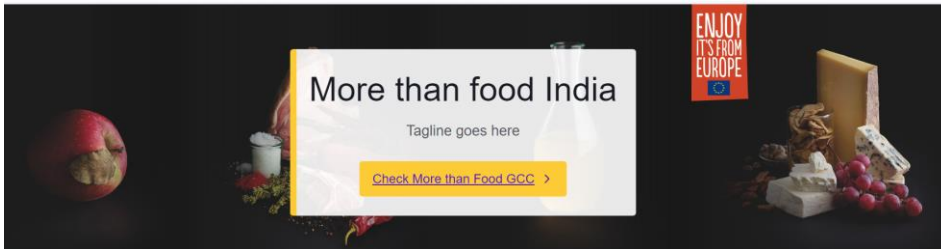
Commented [BGC1]: Where is this bit displayed?

BANNER:

Banner title: More than ~~feed-Food~~ India

Banner tagline: European food is more than food

Commented [BGC2]: @Kamelia: Is there a campaign tagline?



Main picture – GC to provide 2 options using the approved visuals provided by Edelman. HP main picture to depict all the food categories promoted in India in a collage mode/basket with products + Enjoy it's from Europe label.

Image title: EU ~~agricultural~~-food

Image description: EU ~~agricultural~~-food

Image name: EU ~~agricultural~~-food

Copyright (optional only if Edelman requires it): Copyright

Commented [BGC3]: This will be replaced by a GIF to enable some motion and simulate and carousel.

BLOCK 1: INTRODUCTION:

This should be a summary of the content on the page that tells the user what information they will find on this page.

Text: European food is about more than taste. There are strict health and safety standards in place all along the supply chain – from the field to the market – covering everything from pesticides to packaging. This means that consumers are protected and can enjoy European food products with peace of mind.

BLOCK 2: VIDEO: please provide the file or the link to the AV portal

Title (optional): Watch our video teaser!

BLOCK 4: LIST BLOCK OF 4 ELEMENTS

Block title (optional): **EU values**

Item 1:

- Title of the item: **Authenticity**
- Description: In the European Union, centuries of traditional production and know-how have been passed down through generations of farmers and manufacturers. The result? An incredible variety of unique products and tastes, which that reflects the diversity of soils, climates and cultures in Europe. Food and drink products that you might recognise by name are even tied to these origins by special labels, and cannot be reproduced elsewhere.
- Image:
 - o File: Please provide the file or the link to the AV portal
 - o Link: Internal or external link the list item links to.
 - o Image name: Provide name
 - o Alt text: Provide alt text

Item 2:

- Title of the item: **Safety**
- Description: Quality products are about more than just taste. In the European Union, food safety is an unwavering priority – from the farmer’s fields to your table. Strict health and safety standards are in place all along the production and supply chain – monitoring everything from pesticides to packaging, disease prevention to hygiene and more. Labels clearly indicate the contents of all food and drink products, so you can trust and enjoy European foodstuffs without any surprises.
- Image:
 - o File: Please provide the file or the link to the AV portal
 - o Link: Internal or external link the list item links to.
 - o Image name: Provide name
 - o Alt text: Provide alt text

Item 3:

- Title of the item: **Quality**
- Description: European food and beverage products are produced by skilled farmers and manufacturers, combining local traditions with cutting-edge methods. Quality controls are in place at every stage of European agricultural production – from farm to fork. Whether fruit, nut, grain, meat or dairy – each agri-food product is labelled, so you are aware of the nutritional value and can trace the ingredients and nutritional value back to its their origins anywhere in the EU.
- Image:
 - o File: Please provide the file or the link to the AV portal
 - o Link: Internal or external link the list item links to.
 - o Image name: Provide name

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- Alt text: Provide alt text

Item 4: Sustainability

Description: The food system, from production to consumption and waste, has a significant impact on the environment. With its Farm to Fork Strategy, the European Commission aims to create a sustainable EU food system that safeguards food security and protects people and the natural world. The strategy provides a framework for legislation targeting pesticides, animal welfare, food waste, a carbon farming initiative, the reform of the EU farm system, and more. The strategy will complement existing EU legislation and build a comprehensive framework that covers the whole food supply chain, guaranteeing the sustainability of EU food. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eget ipsum at sem maximus faucibus. In hac habitasse platea dictumst. Ut fermentum ex odio, quis blandit mi sollicitudin sed. Proin elementum vel quam eu faucibus. Vestibulum feugiat mollis urna, sit amet tempus sapien dignissim eget. Donec ullamcorper facilisis neque sed porttitor. Sed porttitor eget dolor id semper. Phasellus ullamcorper magna vel dictum sollicitudin.

Commented [BGC4]: @Kamelia: please confirm if this section will eventually be needed.

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- Image:

- File: Please provide the file or the link to the AV portal
- Link: Internal or external link the list item links to.
- Image name: Provide name
- Alt text: Provide alt text

BLOCK 5: ONGOING ENVENTS

Title (optional): Check ~~the~~for upcoming events!

BLOCK 6: INSTAGRAM FEED

Title (optional): Follow us ~~out~~ on Instagram!

Commented [BGC5]: @Nelly: to display you feed on the web, we would need you to create an account on Walls.io with preferably a functional email.

Disclaimer text: You must be at least 18 years old to access this site. If you are under 18 years ~~old~~, you are not permitted to use this site for any reason.

Commented [BGC6]: This will be turned into a disclaimer banner in case we end up promoting spirits