



EDITORIAL

Dear Readers,

**Welcome to the first feature of the
More Than Food newsletter.**

They say, 'Good food is the foundation of genuine happiness'. We say, 'Good Food with genuine ingredients is the true foundation of genuine happiness'.

In an age where consumers are evolving, are better informed about their choices, and aim to bring wellness into their lives, it becomes imperative for suppliers to provide them with a range of food and drinks that not only look appetizing, but speak loud about

the genuine quality and authenticity they bring to their table.

And what an age to be living in when a huge variety of authentic ingredients boasting their excellent quality from the farms in Europe, is available in India!

We say, **Enjoy It's From Europe!**

The Editorial Board.



EUROPEAN UNION



MORE THAN FOOD



The Big Picture

The European Union has kick started its communication journey in India with the 'More Than Food' campaign to help you explore the diverse and rich nature of ingredients and agricultural products from the European Union. The campaign aims to create a range of culinary experiences, bringing alive applications of European food and beverages in Indian cuisine and promises to transport you to the picturesque and culturally abundant landscape of the European Union.

With our 'More Than Food' series we wish you explore the variety and richness of European ingredients. The campaign will showcase how you can enjoy these products with peace of mind knowing that they are truly authentic, of excellent quality and safe to consume.

On the table

European food is about more than one ingredient, one flavour or one delicacy. Each ingredient has a story to tell behind its origin, each flavour involves passion and know-how that spans across countries and generations, even languages, all over the European Union.

They are also the products of the European Union's food culture that is built around quality and tradition, with an emphasis on genuine and unique ingredients being subject to rigorous regulations at every stage of their production, processing and packaging. All European Union Member States share food and farming standards, reinforced by robust food safety regulations, guaranteeing authentic, high quality, sustainable and safe products being exported all over the world.

DISCOVER

The authenticity, safety and quality of European food and drinks.



Beyond just food and drinks, agricultural products from the EU have innumerable **stories of heritage** passed on for generations. They are collections of flavours, bursting with character that one can trace back to rich origins. The range of foods that result bear testament to the varied climates and local growing conditions of the European Union's 27 Member States. This is what makes them real, what makes them authentic.

Each country or region in the European Union has employed ancient techniques to produce food and drinks that reflect local weather, cultures, and values. The **tradition** behind the production of olive oil, drinks such as

wine and spirits, fruits and vegetables, dairy, and meat of the European Union gives products a unique flavour.

The traditional knowledge of local producers is combined with the most advanced technology to meet the high expectations of consumers. The European Union's esteemed product reputation is based on years of knowledge, industry standards as well as a clear legal framework that guarantees their origin. The diversified geography, weather, and history of European countries have produced unique food and drinks resulting in a variety of colours, tastes, smells, and textures.



The EU has deployed numerous quality schemes to ensure that the products are genuine and safely reach the consumers' households. These include:



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 a particular area. Food, wines and agricultural products can be labelled PDO.



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. Geographical Indications support local economies by giving added value and better prices to registered names.



The Organic Logo

The organic logo ensures additional quality, as it guarantees that production, transformation, transport, and storage of a product respects nature, featuring elevated animal welfare standards, organic feed for farm animals, absolute prohibition of GMOs,

and strict limitations to the use of chemical fertilisers, 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.

KEY HIGHLIGHTS



The European Union hosted an exciting Virtual Tasting with the European Union Delegation to India and Chef Ajay Chopra, Campaign Ambassador, More Than Food in India on 25th Feb 2022.

With this session, various participants from the industry including importers, distributors, retailers and members of

the HORECA sector were able to have an online view into the European Union through a live session where the chef shared juicy details on some of the European Union's most amazing products. The audience enjoyed as the chef created an exotic cheese and charcuterie board displaying the best European ingredients and shared some tips on how to create their own!

WHAT'S COOKING?



Stay tuned for more exciting dinners, workshops, videos and more that share a sneak-peek into the unique farming, production and inspection methods of fresh foods and beverages that come straight from the EU to You. We hope our products can transport you and your consumers to Europe's rich food heritage, as they get more and more...

**European Foods.
More than Just Food.
Great Stories to Share.**

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