

MORE THAN FOOD

Dear Readers,

We are excited to revive and relaunch the 'More Than Food' campaign and newsletter!

Last year, the European Union launched a campaign that showcased the diverse stories and flavours of the EU's 27 member states. This year, it's even bigger and better. 'More Than Food' commemorates the culinary heritage of the EU, which is a living legacy rooted in stories, traditions, and flavours with deep, historical origins. It aims to provide insights into the quality and authenticity of European produce.

You can also stay in the loop, gain insider access, and unlock boundless opportunities to elevate your business. More Than Food is not just a newsletter; it's your passport to the untapped potential of the EU-India market.

Cheers to a delicious adventure with 'More Than Food'!

BEYOND BORDERS: A SNAPSHOT OF EU-INDIA TRADE RELATIONS

In the global trade landscape, the EU is India's third-largest trading partner, contributing €88 billion to Indian goods trade in 2021. Conversely, India ranks 10th in EU's trade, accounting for 2.1% of total EU goods trade in 2021.

However, bilateral ties have grown significantly over the past decade, with F&B trade amounting to €30.4 billion in 2020. Today, some 6,000 European companies are present in India, creating 1.7 million direct job opportunities and indirectly creating 5 million jobs in a broad range of sectors.

Building on this momentum, the European Commission is organising a High-Level Mission to New Delhi and Mumbai from December 6 to 12. Led by **European Commissioner for Agriculture and Rural Development Janusz Wojciechowski**, this mission will feature up to 60 European agri-food sector delegates to facilitate business networking with their Indian counterparts. Come and interact with these delegates at SIAL and VinExpo (more information below).

EU CULINARY OFFERINGS IN INDIA

Explore the plethora of EU food and beverages available in India and discover why these products are the perfect additions to your inventory.



Fruit and Vegetables

EU fruit and vegetable products are traceable from farm to fork meaning any product posing a potential risk to consumers can be quickly identified and withdrawn from the market. As of 2022, about 90 million Euros worth of edible fruit and nuts were being imported into India from the EU. With over 400 products holding PDO and PGI labels, fruit and vegetables from the EU are produced sustainably and in line with EU's stringent policy on minimum pesticide use.



Olive Oil

Responsible for 69% of the world's output, the EU is the largest producer of olive oil. Thanks to EU safeguards, each batch of olives produced can be traced back to exactly where they were grown, and the health of each olive tree is carefully monitored for consumer safety. The EU classifies olive oil according to its quality and method of extraction, and is home to a wide range of olive oil varieties, including extra virgin, virgin, and various flavoured olive oils, each with its own unique characteristics and uses.



Pork

Every European food business, from individual farms and factories to shops and restaurants, must meet strict hygiene standards in terms of equipment, procedures, and training. These regulations also cover contaminants in meat and animal feed, as well as hormones and antibiotics. Pork has a rich history in European cuisine in the form of sausages, dry-cured hams, wet-cured hams, and several other cold cuts and charcuterie recipes that can find space in Indian kitchens as well.



Poultry

The origins of some European Union poultry are legally protected by its quality label schemes, PDO and PGI, which set strict rules about where and how specific products can be made. There are currently 185 types of meat and poultry under the PGI and the even stricter PDO; as well as 210 hams, sausages, and other meat products. These premium poultry breeds offer exceptional taste and texture, enhancing any dish they are added to.



Dairy and Cheese

The EU produced 172.2 million tonnes of milk in 2018. What isn't consumed fresh becomes wonderful yoghurts, butters and more than a third of it is turned into cheese. European dairy producers follow strict safety standards for animal feed, milking, stall size and grazing pastures and control the presence of hormones.

The EU is famous for the diversity of its cheeses and the expertise of its artisanal cheesemakers. There are over 1,000 European cheeses, each distinguished by different textures and tastes, including soft, semi-soft, blue-veined, and more.



Chocolates and Confectioneries

The European Union boasts a well-earned reputation for its remarkable diversity in the realm of chocolate, sugar, and confectionery. The European chocolate industry is carefully regulated to ensure its quality, and even small producers are supported by industry associations and get access to the latest findings in safety research. Today, over 12,000 European companies are active in the chocolates, biscuits, and confectionery sector.



Wines, Beers, and Spirits

EU's famed vineyards produce some of the world's finest wines – red, white, rosé, or sparkling, steeped in centuries-old traditions. European beer is a result of careful selection of quality raw materials – various malted cereals, converted into alcohol by yeast and flavoured by hops. From Lithuanian lagers, Pilsners, ales, porters, and Hefeweizens to the timeless German wheat beer, there are several unique beers for guzzlers to delight in. Likewise, the selection of spirits the EU has to offer are a connoisseur's delight.

In 2022 alone, the EU exported 75 million euros worth of beer, 60 million euros worth of spirits, and 14 million euros worth of wines to India.

DID YOU KNOW?

- There are many varieties of vegetables grown and around 2,600 varieties of tomatoes in different regions and climates.
- Over 300 varieties of European cheese and dairy products are PDO or PGI registered guaranteeing their authenticity.
- The EU is the largest producer of sugar beet. European sugar is the key ingredient in producing some of the finest chocolates, confectionery, and baked goods.
- The EU has 45% of the world's wine-growing areas, 65% of wine production, 57% of global wine consumption and 70% of exports.
- About EUR 3.5 billion worth of myriad styles of beer from EU is exported every year.

COOKING UP A STORM!



Banter over Brunch with Chef Ajay Chopra (4 October)

More Than Food campaign ambassador Chef Ajay Chopra took guests (members from the HORECA and importers' community, influencers, and media) on a journey through the flavours of Europe over brunch. From refreshing smoothies to mouthwatering brioches, every dish was crafted using premium EU ingredients. Read all about the first official B2B event of the campaign [here](#).

Masterclass with Chef Guntas Sethi at IHM Mumbai (2 November)

Coming next is an exciting masterclass with Chef Guntas Sethi who will host an Indo-European fusion cooking workshop at IHM Mumbai. Through this masterclass students will have the chance to explore European ingredients, interact with the chef, and even take on a challenge to pair EU and Indian ingredients. Read all about the first masterclass of the campaign [here](#).

EU Pavilion at India Food Forum (30 November to 1 December)

Get ready for a spectacular showcase of European food and beverages at the India Food Forum at stall number A1. More Than Food Ambassador Chef Guntas Sethi, renowned for her expertise in patisserie and Western cuisine, will conduct live cooking demonstrations, engage with the audience and will also be a part of a panel discussion providing insights into the richness of European culinary offerings. Keep an eye out for the upcoming announcement with more details on our [website](#).

EU Pavilion at SIAL and VinExpo (7 to 9 December)

The European Union Pavilion at SIAL India (Booth C10, Hall 1B) will offer an immersive experience into this diversity and around the quality, safety, authenticity, and sustainability of European food, informing and inspiring Indian buyers, retailers, and distributors. Over three days, the EU Pavilion will host a series of cooking demonstrations, information sessions and tastings.

At the same date and time, the wide range of excellent quality wines, beers, and spirits that the EU produces will be on show at VinExpo (Booth F50, Hall 1B). Visit the EU VinExpo stand to discover the exquisite flavours of beverages from the EU. Stay tuned on our [website](#) to learn more about the animation programme and SIAL and VinExpo.

These events promise to be a feast for the senses, offering a unique opportunity to delve into the world of European cuisine!



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