

'More Than Food', exploring the wonders of European cuisine with the European Union and Chef Ajay Chopra

With a specially curated food experiential, the More Than Food series brought alive the authenticity, quality, safety and sustainability of European food and beverages.

New Delhi, 25th February, 2022: The European Union and one of India's most renowned chefs **Chef Ajay Chopra** together decoded the wonders of European gastronomy as they hosted a one-of-a-kind tasting event. Anchored by the **EU Delegation to India** and Chef Ajay Chopra, Ambassador for the More Than Food campaign in India, the exclusive event marked the launch of European Union's More Than Food India campaign. The experiential was created to bring to life and give the audience an opportunity to explore the diverse range and vast variety of ingredients and agricultural products of the European Union.

The session began with a brief introduction by the EU Delegation to India, which walked the attendees through European food's heritage, the rich culture of Europe, and the great stories behind every ingredient and highlighted the authenticity, quality, safety and sustainability of European food and beverages. Following the introduction, renowned Chef Ajay Chopra, ambassador for the More Than Food campaign in India, hosted a LIVE 'Do-It-Yourself' grazing board session. The participants were sent a DIY preparation kit including some amazing food products from the EU prior to the event. The kit was curated by the Chef who introduced each ingredient, its origin and the best way to consume it which made this session a complete, immersive experience.

Talking about the campaign, H.E. Mr. Ugo Astuto, Ambassador of the EU to India and Bhutan, claims, *"With a partnership of over 60 years, both India and the EU have maintained robust strategic relations. The More Than Food campaign is a step towards strengthening this alliance by increasing awareness about EU's agricultural produce. All European produce is reinforced by vigorous food safety regulations, guaranteeing authentic, high quality, sustainable and safe products being exported all over the world. We want to bring the best of European food & beverages to India, and we hope the Indian market will enjoy the rich ingredients from Europe."*

Speaking about the event, Chef Ajay Chopra, Ambassador for the More Than Food campaign in India said, *"I am extremely honoured and delighted to be a part of European Union's More Than Food India campaign. The European ingredients truly embody the richness and diversity of the European culture. The More Than Food India series will give the audience a chance to explore this richness and vast variety of European ingredients. This unique virtual tasting that we hosted with importers, distributors and our audience from the HORECA sector allowed us to showcase how they can enjoy these products, knowing that they are truly authentic, of excellent quality, sustainable and safe to consume. We had an exciting ensemble of products from the European Union, which truly highlighted and brought alive the authentic heritage of the European food culture. It was good to see how the audience created beautiful grazing boards with some of these amazing European ingredients."*

About 'More Than Food'

The European Union has launched its communication journey in India with the 'More Than Food' campaign to create awareness about 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.

The campaign aims to increase awareness of the EU agricultural products in India by promoting the safety, quality, authenticity, sustainability, and diversity of EU agri-food and beverage products from the 27 EU Member States through a series of social media, B2B activities, and promotions.

For more information, please visit the website [More than food India \(europa.eu\)](https://europa.eu), Follow More Than Food on [Instagram](#), [Twitter](#)

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