

Tastes of Europe

Quality guaranteed

ヨーロッパの本物の美味しさ、確かな品質



The European Union's Tastes of Europe Restaurant Week
One full week to discover a variety of dishes prepared with high-quality products from all over Europe at various Tokyo restaurants

Tastes of Europe. Quality Guaranteed.

Brussels / Tokyo, October 29 2013:

In the context of the two-day official visit next month of European Commissioner for Agriculture and Rural Development Dacian Cioloş and a mission of 31 business delegates representing high-quality products from all over Europe, the European Union (EU) will host several activities in Japan as part of its Tastes of Europe campaign.

The campaign aims to raise awareness among Japanese consumers of a variety of high-quality European foods and beverages that carry the European quality labels, encouraging them to experience delicacies in their daily cuisine. There are four quality labels that can easily be identified on the product packaging and which identify products linked to their geographical origin, as well as organic products.



The labels guarantee that the product is of genuine quality and produced according to rigorous specifications.

Consumers can already find some quality products in Japanese supermarkets, but this upcoming official visit and campaign will provide them with the opportunity to learn more about and to sample a range of sweet and savoury delights. From Monday, 11 November until Sunday, 17 November 2013, 10 restaurants in Tokyo will host the Tastes of Europe Restaurant Week. In cooperation with Gurnavi (<http://www.gnavi.co.jp>), the EU will collaborate with Japanese restaurants to give Japanese consumers the opportunity to try dishes using very special and unique European products carrying the quality labels in their own city. Also participating, is the prestigious Crown restaurant, located at the Palace Hotel Tokyo. At Crown, consumers can enjoy the special menus until 20 November 2013.

Japanese television personality Kaori Manabe will participate in a dedicated programme on the Tastes of Europe aired on Foodies TV. The public will be able to discover quality European



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food, learn how to prepare recipes with a European twist and understand how to make the best use of high-quality European agricultural food products and beverages.

As part of the campaign, the EU has initiated a partnership with the world-famous Culinary Institute Le Cordon Blue Tokyo, with the aim of educating the next generations of chefs. The students will be encouraged to participate in various activities to explore these unique and authentic products, including recipe competitions and lectures.

On a more business-oriented note, Japanese food professionals are invited to attend a seminar where European speakers will present the EU's quality schemes for foodstuffs, wines and spirits and discuss the added value these labels can give to a product upon its commercialisation. The seminar will take place on 11 November in Tokyo.

For further information on the official visit and campaign activities, please contact:
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LIST OF EUROPEAN PRODUCERS VISITING JAPAN

| Company or Association | Country | Products |
|---|----------------|--|
| Rupp AG | Austria | PDO Vorarlberger Bergkäse and PDO Vorarlberger Alpkäse (Austrian cheeses) |
| Geroskipou Traditional Foods Association | Cyprus | Lokoumi Geroskipou PGI (traditional soft chewy candy) |
| Hop Growers Union of the Czech Republic | Czech Republic | Žatecký chmel (PDO hops for beer production) |
| Bureau Interprofessionnel du Cognac | France | Cognac |
| Conseil Interprofessionnel du Vin de Champagne (CIVC) | France | Champagne |
| CNIEL (Centre national interprofessionnel de l'économie laitière) | France | PDO and PGI dairy products (French cheeses) |
| Conseil Interprofessionnel du Vin de Bordeaux (CIVB) | France | Bordeaux wines |
| INAPORC | France | Different PGI pork products |
| INPAQ-Consortium du Jambon de Bayonne | France | Jambon de Bayonne PGI |
| Primland SA | France | Kiwi de l'Adour PGI (kiwi fruit) |
| Synabio | France | Different organic products: jams and fruitspreads, agave syrup, organic products ranges |
| Viticulture AB | France | Organic wines |
| Peter Mertes winery, Mosel | Germany | Mosel region PDO/PGI wines |
| Chios Mastiha Association | Greece | Masticha Chiou PDO, Masticheleo Chiou PDO, Tsikla Chiou PDO (Chios Mastiha, Mastiha Oil, Mastiha capsules) |
| Viannos Village | Greece | Viannos Irakliou Kritis PDO extravirgin olive oil from Crete |
| Bord Bia | Ireland | Imokilly Regato cheese PDO, Connemara Hill Lamb PGI |
| Amico bio | Italy | Organic fresh vegetables (baby spinach, oriental salad, rucola) |



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|--|----------------|---|
| EOS | Italy | Speck Alto Adige PGI, Wine Alto Adige, Mela Alto Adige PGI |
| MGM-Mondo del vino | Italy | Different Italian PDO and PGI wines |
| Monini | Italy | Extra virgin olive oil, table olives, Aceto balsamico di Modena PGI |
| Oranfrizer | Italy | PGI citrus fruit, organic citrus fruit and juice (Blood orange juice, arcania rossa and others) |
| Van Drie Group | Netherlands | Veal products (different types) |
| Polish Vodka Association | Poland | Polish vodka |
| IVBAM - Instituto do Vinho do Bordado e do Artesanato da Madeira | Portugal | Madeira wine |
| Murfatlar Romania SA | Romania | Different Romanian PDO and PGI wines |
| FIAB (Spanish Food and Drink Industry Federation) | Spain | PDO/PGI food, wine and spirits; olives and olive oil, organic products, meat products |
| Agriculture and Horticulture Development Board EBLEX- BPEX | United Kingdom | Organic and high welfare pork products (sausages, pork pies and other products) |
| Giffords Hall Vineyard | United Kingdom | England and Wales PDO and PGI wines |
| Hybu Cig Cymru - Meat Promotion Wales | United Kingdom | Welsh Lamb PGI and Welsh Beef PGI |
| Lye Cross Farm | United Kingdom | West Country Farmhouse Cheddar PDO, organic cheddar |
| WSTA (Wine&Spirit Trade Association) | United Kingdom | Scotch Whisky, Irish Whiskey, Polish Vodka, Brandy de Jerez and others |

DRAFT PROGRAMME – Tastes of Europe Campaign

Seminar on European Union quality schemes for foodstuffs, wines and spirits

Date: Monday, 11 November 2013

Time: 16h00 – 18h30 (seminar and tastings) + 18h30 – 20h30 (dinner featuring EU quality products)

Place: Palace Hotel, 1-1-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005 (Room Yamabuki West, 4F)

Organised by: European Commission, Directorate-General for Agriculture and Rural Development

With support of: *The Delegation of the European Union to Japan, Japanese Chamber of Commerce*

Participation: Free (registration required)

Tastes of Europe Restaurant Week

Date: Monday, 11 November 2013 until Sunday, 17 November 2013

Place: 10 restaurants in Tokyo

Organised by: European Commission, Directorate-General for Agriculture and Rural Development

With the support of: Gurunavi (<http://www.gnavi.co.jp>)

Please refer to the website for the participating restaurants

Tastes of Europe TV programme

Date: Early December 2013

TV channel: Foodies TV (<http://www.foodiestv.jp/>)

Organised by: European Commission, Directorate-General for Agriculture and Rural Development

With the special participation of: Kaori Manabe

