



For immediate release

Natural Product Expo West: 19 gourmet food producers in the second European Pavilion

In 2020, ANIA and Business France are taking the #EuropeanTaste experience to the show for the second time! From March 5-7, the European pavilion will bring together vegan cheese and meat, ready meals, jam, pastries and confections.



New York, February 2020 - Part of the #EuropeanTaste campaign, the European pavilion aims to showcase the best that Europe has to offer when it comes to traditional and artisanal foods, innovation and free-from recipes.

Highlights:

Just like in North America, Europe has been keen on creating lactose- or gluten-free alternatives to classic recipes in the past few years.

The pavilion will offer a number of **gluten-free cookies and soft cakes**





Vegan products will also have a place of choice, with a collection of lactose-free, gluten-free, soy-free, plant-based cheeses (slices, blocks and shredded) and a complete range of plant-based meat alternatives (meatballs, chicken slices, burgers, etc).



Social responsibility is also a priority in Europe, and many brands are a good representation of this trend, from a chocolate producer who supports reforestation, to an aloe beverage company whose priority is to respect both its employees' wellbeing and the environment.



Europe remains the cradle of **gourmet foods and century-old recipes**, and the pavilion will not be an exception. Jams, candy, herbs, lemonade, bread and ready-made grain recipes... The pavilion will offer a vast array of treats for the most demanding palates, **with many organic options**.



Curious about these products? Taste them all in the #EuropeanTaste experience pavilion; you will find it in the Main Hall (E), booths 5521-5242 ([floor map](#))



In the meantime, prepare your visit to the show by browsing [our dedicated website](#)



About the [#EuropeanTaste experience](#) campaign

Campaign Organized by ANIA

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires) gathers 19 national sectoral federations and 20 regional associations. The federation represents the French food processing sector, of over 17 000 companies, 98% of which are SMEs. ANIA supports these companies daily in developing healthy, safe and sustainable products for local and export markets. www.ania.net

Executive Agency: Business France

Business France is the French national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. www.businessfrance.fr

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