



Second European Pavilion at the National Restaurant Association Show

New York, May 8th - For the second year in a row, The French Food and Drink Federation and Business France are bringing a selection of European companies to the NRA show as part of the #EuropeanTaste Experience campaign, launched last year on the show.

The French Food and Drink Federation (ANIA) and Business France are proud to showcase their second European Pavilion at the National Restaurant Association Show in Chicago from May 18-21, 2019.

The #EuropeanTaste experience pavilion will showcase products by 5 French companies. A range of exciting, traditional and innovative products, including bread, pastries, cookies, brioches, madeleines, canned vegetables, jams and fruit sauces. Enjoy, it's from Europe!

Orchestrated by The French Food and Drink Federation and cofinanced by the European Union, the **European Taste Experience** Campaign was set up to create awareness for the variety of European products available in the U.S. market and to suggest ways that American consumers can incorporate those into their diets, recipes and lifestyles.



The campaign's goal is to increase the appeal of European products and strengthen their competitive position in the market through various marketing actions. From 2018 to 2020, the campaign will include tastings in stores, BtoB forums and tastings where professionals will be able to discover new products, delegations of French companies traveling to the US to showcase their products and discovery boxes prepared for the press.

With a focus on ingredients, fruit and pastry specialties, here are the 5 companies that will represent Europe at the National Restaurant Association Show this year:



Creating the first ever quick-frozen par-baked baguette in the 1980's, **Delifrance** has never stopped developing bakery, patisserie, viennoiserie and savory products for food service providers, retailers and bakers.



An Independent, family-owned French company since 1905, **Saint Michel** makes deliciously satisfying cookies and pastries with an artisan approach and consistent high quality.



Le Chic Pâtissier offers the very best, most authentic French foods. Crepes, brioches, cookies... Their recipes are designed in the respect of ancestral traditions by traditionally trained French baking chefs. Their pastries are made with fresh eggs, flour and only natural flavors.



A French pastry specialist since 1979, **Brover** is a professional brand of premium canned ingredients and dried fruits for the bakery and pastry industries.



For over 100 years, **Andros** has been tirelessly committed to sourcing the best fruit on earth. From their famous line of Bonne Maman preserves, to their all new Andros Chef line of Purees, compotes, bake-stable fillings, and IQF fruits, all their products are non-GMO and do not include additives of any kind.

Have a nice visit and please keep in touch, [visit our website](#) for more information.
Follow the hashtags #EnjoyItsFromEurope and #EuropeanTaste!

Contact:

Geoffroy Thauvin, Business France on behalf of the French Food and Drink Federation
Geoffroy.thauvin@businessfrance.fr / +1 416 977 1257 ext 211

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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