



The #EuropeanTaste experience at Market Hall Foods

San Francisco, November 12th - The French Food and Drink Federation and Business France are partnering with Market Hall Foods to bring a selection of European specialties to Californian consumers as part of the #EuropeanTaste Experience campaign.

Landing on Market Hall Foods' shelves from December 4 to January, the European Taste Experience will highlight the availability of French food products & drinks on the supermarket's website and in its aisles. The campaign will offer Market Hall Foods customers giveaways both on Instagram and in the online store.

This holiday season, both Berkeley and Oakland locations will showcase the #EuropeanTaste experience in dedicated shelves. A range of exciting, traditional and innovative products will be available for customers to purchase, including pasta & lentils, condiments & gourmet products, cookies, candy and jams. Enjoy, it's from Europe!



Throughout the campaign, Market Hall Foods' online store will also feature the participating brands for consumers to select. The products will be featured in dedicated giveaways: on December 19th & 20th, the e-store will offer a free gift with every \$100+ purchase. In the meantime, and throughout the campaign, the store's Instagram account will organize a weekly giveaway on Tuesdays. Another one will be organized for New Year's Eve. All products offered in these giveaways will be chosen among the participating French brands. Visit markethallfoods.com to fill your basket, and follow them on Instagram [@markethallfoods!](https://www.instagram.com/markethallfoods/)

Orchestrated by The French Food and Drink Federation and co-financed by the European Union, the **European Taste Experience** Campaign was set up to create awareness for the variety of European products available on the U.S. market and to suggest ways that American consumers can incorporate them 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 included in-store tastings, BtoB forums and tastings where professionals were able to discover new products, delegations of French companies traveling to the US to showcase their products and discovery boxes prepared for the press.

Here are the products showcased by participating French companies at Market Hall Foods:



Gourmet products - With products positioned on the high-end segment of delicatessen ranges, Albert Ménès offers a catalog of 400 references, particularly focused on their collection of fine jams and spices. The company also offers organic spices and jams.



Cookies - For more than 60 years, La Trinitaine has thrived to perpetuate the precious gastronomic heritage of Britain, by producing thin and thick butter biscuits, madeleines and butter sponge cake in the purest tradition.



Egg-based Pasta - A fully-fledged culinary specialty, Valfleuri's "Pâtes d'Alsace" are made with 7 fresh free-range eggs per kilo and durum wheat semolina. The result: a delightful egg taste, delicate and tasty texture, golden color, and excellent consistency once cooked.



Jams - With ingredients sourced from producers who practice sustainable, organic or zero-waste agriculture, Alain Milliat juices and jams are available in fine-dining restaurants, luxury hotels and delicatessens.



French Lentils & lentil flour - The Lentillon of Champagne is a fine and small pink lentil, much appreciated by gourmets for its refined taste, inherited from the limestone soil of Champagne. A well-known gourmet specialty, it is exclusively grown in Champagne.



French mustard - The recipe of the Meaux® Pommery® mustard dates back to 1632 and was passed down from generation to generation. Today, the company has developed a large line of fine and crushed mustards (Dijon style) and a grainy mustard in the same quality.



Candy & candied fruit - Cruzilles produces high-quality fruits jellies, citrus peels and candied fruits, marrons glacés and jams. All their products are natural, preservative-free and created with artisanal know-how.



Canned sardines - Working throughout the year, Conserverie Gonidec has built his reputation on premium fish cans, combining taste and tradition by betting on a primary criterion: quality. Sardine, tuna, mackerel and anchovies are processed in the traditional way and canned by hand.



Bayonne Ham - Bayonne Ham is the most known and loved dry-cured ham in France. It is produced the same way it was a thousand years ago. A slice of Jambon de Bayonne is soft and delicately-fragranced. It has a fine red-pink colour and provides a softness and remarkable lasting flavour.

Have a nice visit and please keep in touch - [visit our website](#) for more information.

Follow the hashtags #EnjoyItsFromEurope and #EuropeanTaste!

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About Market Hall Foods

Market Hall Foods has been sourcing and sharing the world's best flavors for 30 years. Our family of businesses include Market Hall Foods in Oakland and Berkeley, California, and the shops at Rockridge Market Hall in Oakland, where we are dedicated to finding ever more reasons to eat great food. From our local foodshed to gastronomic destinations abroad, we forage tirelessly, taste with gusto and build relationships with artisan producers to bring food lovers the finest specialty ingredients. markethallfoods.com

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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