



The #EuropeanTaste experience at igourmet.com

New York, December 7th - The French Food and Drink Federation and Business France are partnering with igourmet.com to bring a selection of European specialties to American consumers as part of the #EuropeanTaste Experience campaign.

At a time when lockdowns are either being enforced or looming around the corner in an increasing number of cities across America, **a wine & cheese evening sounds more and more like a convenient and low-stress way to improvise a romantic night out... at home.**

Starting January 1st and until January 22, igourmet will highlight the availability of French food products on its website through a #europeanTaste Experience page. Their e-aisle will showcase a range of exciting and traditional products, including various cheeses and jams, but also crackers, condiments and canned fish. Enjoy, it's from Europe!



Throughout the campaign, igourmet will also offer a series of dedicated European taste Experience gourmet baskets composed of the products available in the promotional campaign. And to celebrate French art de vivre, these baskets will see their delivery fees lifted!

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 in 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, B2B 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 igourmet.com:



Brie cheese - Brie cheeses are known world-wide for their downy white rind and cream-colored, soft interior that oozes when at the peak of ripeness and temperature. Brie's taste is sweet and buttery with a hint of almond flavor. At 60% cream, Henri Hutin Brie has higher than average fat in dry matter for a double cream, as well as a moisture content of 50%. With its ultra-milky interior and tender rind that is not overly pungent, this Brie is a true French delicacy ([see online](#) – the campaign will also include a pepper & chive brie)



Saint Nectaire & Fourme d'Ambert blue cheese – Saint Nectaire is an ancient, natural-rinded, soft-textured monastery cheese with a mild and fruity flavor. Its smooth, buttery texture and pungent aroma are characteristic. Fourme d'Ambert is high in moisture and compact in texture, so the blue mould does not spread in veins like other Blues. Compared to Blue Stilton, it is much creamier and, therefore, less crumbly. Both cheeses are still made using traditional methods and aged in an underground cellar for at least two months ([see online here](#) and [here](#))



Double cream cheese - Fromager d'Affinois is unique in the world of double cremes in that even as it progresses in age it still maintains a firm paste in the center. This double-cream soft cheese is made using "ultrafiltration", removing water from the pasteurized cow's milk. Concentrating all other components, it allows for a more luscious texture and a higher protein and calcium content. Fromager d'Affinois is a must-try for fans of Saint Andre, Boursaut, or Brie de Meaux ([see online here](#), [here](#) and [here](#))



Fruit Spreads for Cheese – Les Folies Fromage (The Cheese Follies) by Guillaume et Lesgards has created four wonderful fruit spreads specifically designed for certain types of cheese. Made in the French Pyrénées, these spreads are tailor-made with an assortment of fruit that complement each cheese with which they are designed to be paired ([see online here](#) and [here](#))



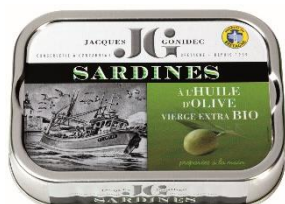
Gourmet Jams - With ingredients sourced from producers who practice sustainable, organic or zero-waste agriculture, Alain Milliat juices and jams are produced in a traditional Homestyle manner and available in fine-dining restaurants, luxury hotels and delicatessens. ([see online here](#) and [here](#))



Waffle-style crackers - These little bite-sized waffle crackers might be the perfect cracker! Light enough to not overpower your topping, but just the right thickness to not fall apart while you dress it with your favorite spread. For 16 years, Trésors Gourmands has been producing Northern France's distinctive waffle-style crackers. ([see online](#))



French mustard - Meaux mustard has been served at the table of the kings of France since 1632. The Pommery family has carefully guarded the secret of this recipe. The mustard is made of natural products only, which lend to its exquisite flavor and subtle aroma. It enhances the culinary art and excites the appetite. Brillat Savarin called it the mustard for gourmets and said: "if it isn't Meaux, it isn't mustard". (see online [here](#) and [here](#))



Canned sardines - Discover the treasures of delicacies that the Cannery Gonidec selects and prepares the finest sardines with the same care and techniques of more than two generations. Combining tradition and innovation, each sardine is lightly fried and then preserved in quality oil and other natural ingredients. The lack of artificial additives allows the rich flavor of these gourmet sardines to shine. ([see online](#))

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

Contact:

Geoffroy Thauamin, Business France on behalf of the French Food and Drink Federation
geoffroy.thauamin@businessfrance.fr / +1 (437) 361-4997

About igourmet

Founded in 1997 as the first online gourmet food retailer, igourmet.com has evolved into the #1 international specialty food e-commerce destination. [igourmet](http://igourmet.com) offers 400 French products including cheese, chocolate, baked goods, oil, vinegar, salt, spices, preserved fruit and condiments. igourmet.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

The European Taste Experience is a program executed for ANIA by Business France. The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.