



For immediate release

## FIRST EUROPEAN PAVILION AT THE NATURAL PRODUCT EXPO WEST

*For the first time, Ania and Business France are taking the #EuropeanTaste experience to the show in a dedicated pavilion. From March 6-8, the pavilion will bring together condiments, ready meals, honey and jam, pastries and confections.*



New York, February 2019 - Part of the #EuropeanTaste campaign, the pavilion aims to showcase the best that Europe has to offer when it comes to traditional and artisanal foods, innovation and free-from recipes. Just like in North America, Europe has been keen on creating alternatives to classic recipes containing lactose or gluten in the past few years. The pavilion will offer a number of gluten-free soft cakes and lactose-free, plant-based cheeses, as well as organic mayonnaise and mustard



Alternatively, European packaging has also evolved dramatically in the past few decades to offer the best ingredients in the most convenient formats. Among our exhibitors, 3 companies offer microwavable gourmet meals packaged in individual formats.



Europe remains the cradle of gourmet foods, and the pavilion will not be an exception. Artisanal chocolate, brioche croissants, organic calissons and nougat, fruit coulis and confit... The pavilion will offer a vast array of treats for the most demanding palates.



Curious about these products?

Taste them all in the #europeanTaste experience pavilion; you will find it in the North Hall, level 100, booths 401-429 ([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](http://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](http://www.businessfrance.fr)