



PRESS KIT

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IT'S FROM
EUROPE



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS





WELCOME TO THE #EUROPEANTASTE EXPERIENCE

The French Food and Drink Federation (ANIA) is proud to introduce the European Taste Experience, a campaign financed with aid from the European Union.

The food processing industry is the #1 industrial sector in France, generating a turnover of € 180 Billion, and the #1 French industrial employer. Our federation represents the French food processing sector, of over 17 000 companies, 98% of which are SMEs. We support these companies daily in developing healthy, safe and sustainable products for local and export markets.

The “European Taste Experience” program, which aims at improving the visibility and sales of European products in the American food and beverage market, is running from 2018 to 2020.

Enjoy, it's from Europe !

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WHAT IS THE EUROPEAN TASTE EXPERIENCE?



Orchestrated by ANIA (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 on 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 curated for the press.

The European Taste Experience campaign is also present on social media: follow the hashtags #EnjoyItsFrom Europe and #EuropeanTaste on twitter to get insights, facts and news about the campaign!



CAMPAIGN ACTIONS

The campaign is divided into 4 main categories:



1

Trade Shows



2

Communication campaign



3

Buyers trips & B2B Roadshows



4

In-store Promotional Actions

to support existing brands and referenced products

Schedule of Actions

2018

European pavilion at the NRA show (May)

Buyers trip

PR & communication campaign

2019

European pavilions at Natural Product Expo West (March) & the NRA show (May)

BtoB roadshow New York, Washington (June), Miami & Orlando (Sept)

Buyers trip

In-Store Promotion : Morton Williams (June) & French Wink (Dec)

PR & communication campaign

2020

European pavilion at Natural Product Expo West (March)

BtoB roadshow Los Angeles & San Francisco (March)

Buyers trip

In-Store Promotion : TBD (May)

PR & communication campaign



SEALS OF QUALITY

The European Union has set in place 4 quality labels to help companies export their food products while highlighting their uniqueness.



The **PDO LABEL (PROTECTED DESIGNATION OF ORIGIN)** promises that a product's quality or characteristics depend essentially on particular geographic area and its culture. As an example, a Bordeaux wine is produced exclusively in the Bordeaux area. Its gets its final taste from both its terroir (the ground) and the methods that have always been used in the area to produce wine.



The **PGI LABEL (PROTECTED GEOGRAPHIC INDICATION)** only guarantees that one or more production phases were localized in the designed area. An IGP product would still be made entirely in the country where its ingredients were sourced, but could include ingredients coming from a different area. As an example, French IGP Collioure anchovies are prepared in Collioure following traditional methods, but the anchovies might come from a different French area.



The **TSG LABEL (TRADITIONAL SPECIALTY GUARANTEED)** does not limit production to a specific geographic area but highlights the fact that a product was made following recognized, traditional methods, using a limited and recipe-specific list of ingredients. A pizza napoletana can be offered in any Italian restaurant outside of Napoli, as long as it bears the right ingredients and is baked in a specific type of oven.



The EU ensured in 2002 that all countries would standardize their organic certifications following the same guidelines. As such, any product bearing a country-specific label also abides by the requirements of the EU certification. When applied directly on a prepackaged food product, **THE EU ORGANIC LOGO** is followed by information about the origin of all raw materials used in the product and a code number of the control authorities.

EUROPEAN FOOD TRENDS

And how they answer American market trends

Healthy Alternatives: the NO-s and the -FREEs

Consumers have been craving healthier foods on both sides of the Atlantic for two decades, yet it didn't stem from the same concerns on both sides. Whereas in the US, veganism and celiac disease awareness led the march, in Europe GMO became a big concern 20 years ago, triggering a GMO-free movement that invited other healthy food trends into the conversation. **Several years later, it is just as easy to find GMO-free, gluten-free or no-additive products in Europe as it is in the US –if not easier.**

Organic labels in Europe are very recognizable and used widely in marketing campaigns and fueled the success of each country's own chains of organic-only grocery stores. **This contributed in turn to the popularity of all types of healthier trends along the years, driving non-specialized supermarkets to follow suit and invest in organic and free-from products.** Today, it is quite easy to turn a jar or a package in a grocery store and read the words "no colorings, no additives, no conservatives, and GMO-free" on the same label, from par-baked bread to chocolate bars.

With the gluten-free trend gaining traction in the past 10 years, products are now also easier to find, especially with companies like *ABCD nutrition* producing under its own brand or private label ranges of cookies, madeleines and soft cakes. Next to non-traditional flours, elected by people with celiac disease, some brands also offer gluten-free alternatives to baking powder, like *La Patelière*.

The recent popularity of the keto diet throughout Europe helped the no-sugar-added and sugar-free markets explode far beyond consumers with diabetes in the past few years, and several companies now offer various ranges of sugar-free chocolate products. *Bovetti* has developed sugar-free chocolate Easter bunnies for instance, and *Biscuiterie de Chambord* offers sugar-free chocolate chip cookies.



SANS
SUCRE



EUROPEAN FOOD TRENDS

And how they answer American market trends

Healthier Ingredients for a Healthier Cooking

Concerns over chemicals and carcinogenic ingredients have raised tremendously in Europe. **That's another reason that explains the success of organic supermarkets, but also why natural products are doing so well.** Niche brands in Europe even offer 100% natural, vegetal recipes when creating ready meals, such as *Karine & Jeff's* lentil & kale minestrone. *Quinola* offers organic, ready-to-go quinoa meals in convenient pouches for kids.

In the meantime, essentials and unprocessed ingredients have become more and more accessible; a number of century-old companies have known a second youth, when producing ingredients as essential as sea salt. *Les Salines de Guerande* have recently developed an extensive range of natural & flavored sea salt. Algae also became more of a common ingredient for cooks in search of an edge, and *Globexplore's* range is a good example of that.

Other companies have developed ranges of natural ingredients for cooking. Among them, *La Patelière* and their extensive range of baking ingredients and preparations, from powdered preparations for cakes to coloring agents formulated using only natural ingredients.

The concerns raised over sweeteners also met a new type of alternative to sugars, and along with stevia, agave syrup has become easier to find – *Famille Michaud* offers the latter in different flavors.



EUROPEAN FOOD TRENDS

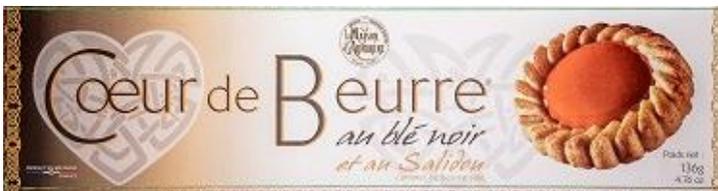
And how they answer American market trends

Back to the Roots: Artisanal & Cleaner Products

Consumer desire for cleaner, more natural products gave way to a renewed appetite for artisanal recipes. As gastronomy constantly expands beyond borders, and home cooks try more exotic recipes, European countries have been rediscovering their roots when it comes to traditional food, be it with forgotten vegetables such as rutabaga or parsnip root, or with resurrected and rejuvenated recipes. **Since the mid-2000's and the emergence of European labels recognizing the value of traditional methods and recipes (PGI, PDO, etc), consumers have become more educated and often seek tradition when their parents would have only gone for innovation a few decades ago.**

Traditional honey (made from one flower species' pollen only, or packaged with a honeycomb) made a comeback, with companies focused on honoring traditions and heritage recipes, such as *Apidis*. **Century-old companies are rebranding to take advantage of their experience, renowned recipes and history, all while rejuvenating their packaging.** Long seen as just another industrial beverage, *Elixia* was able to bring back its artisanal lemonade with a fancy new look. *La Maison D'Armorine* has recently been getting traction with the multiple ranges of caramel-based sweets they always produced with artisanal recipes and traditional ingredients.

Thriving on quality and transparency, many brands have deepened their social and ecological commitments. Fair-trade labels were already used in coffee and chocolate marketing in Europe in the mid-nineties. Today, brands are not afraid to change their industrial process, sourcing circuits or simply get labels proving their values and commitments. Some companies, like fish cannery *Chancerelle* push transparency to extremes, offering a tool on their website to ensure anybody can track the can they bought in their local store back to its very origin! *Sabarot* also communicates widely on the quality stamps they can show for their ranges of snails, grains and mushrooms, from fairtrade to organic labels.



EUROPEAN FOOD TRENDS

And how they answer American market trends

Experimenting with Taste & Ingredients

Adventurous with bold flavors and surprising recipes, Europeans love to create unique specialties, in particular when it comes to sweets. In European grocery stores, jam & honey aisles are more generous and diverse, offering uncommon mixes and daring fruit associations. Next to your run-of-the-mill strawberry or apricot preserves, it won't be a surprise to find cranberry-black current or strawberry-pomegranate jams. Honey or preserves can also be found infused with nuts, such as *Apidis'* almond honey. Apricot jam with almond slices is an absolute classic!

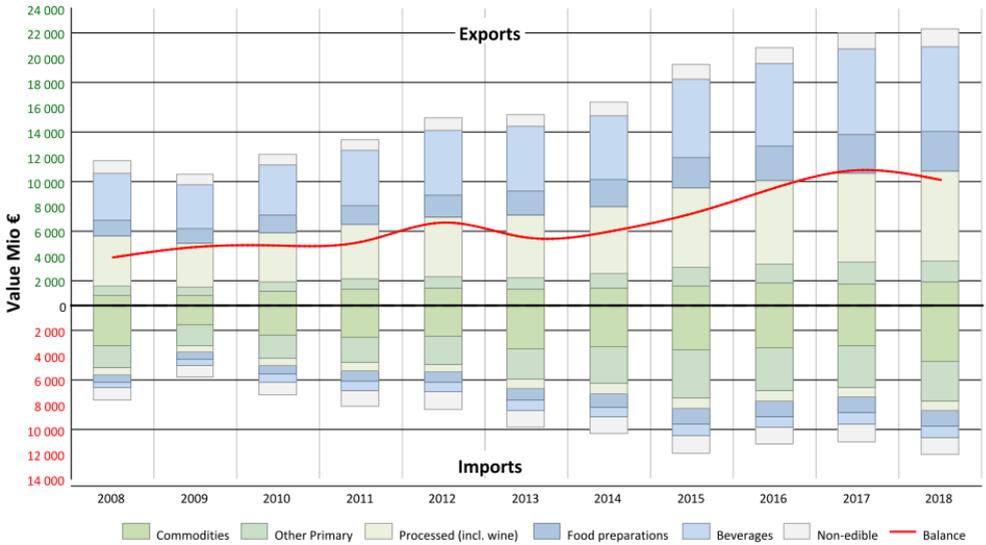
Where American consumers have gotten used to seeing fresh chocolate-covered fruit pieces in the most high-end grocery stores, brands in Europe have been experimenting with fruity recipes for years; high-end chocolate brands and stores are legions, and some of them, like *Yves Thuriès*, have designed products as exotic as chocolate covered fig bites. *La Panacée des plantes* offers chocolate-covered goji berries, ramping up the appeal of a superfruit that is still quite exotic to some.

Americans have grown used to nutraceuticals or healthy berries in the past decade. Smoothie venues offer them on the regular as an add-on to any beverage, but they remain underused. In Europe, a developing taste for new fruit and healthy trends drove markets to innovate and offer products flavored with yuzu. *Agro'Novae* even recently introduced an entire range of organic jams made with superfruit such as açai berries.



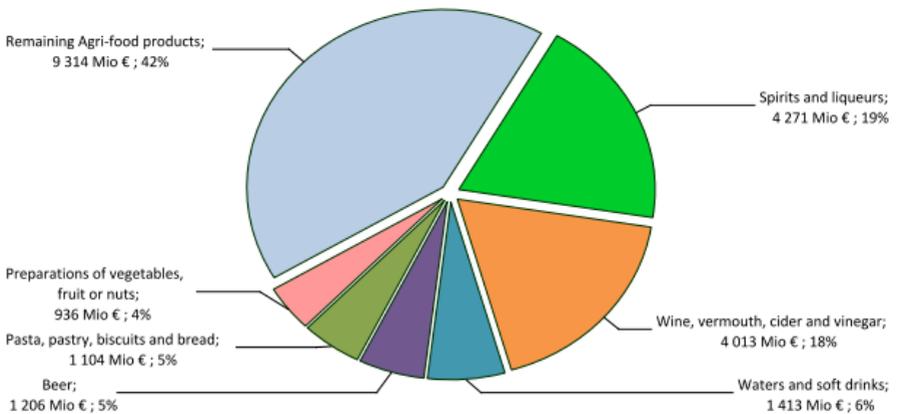
TRADE DATA

Structure of EU Agri-food trade with USA, 2008 - 2018



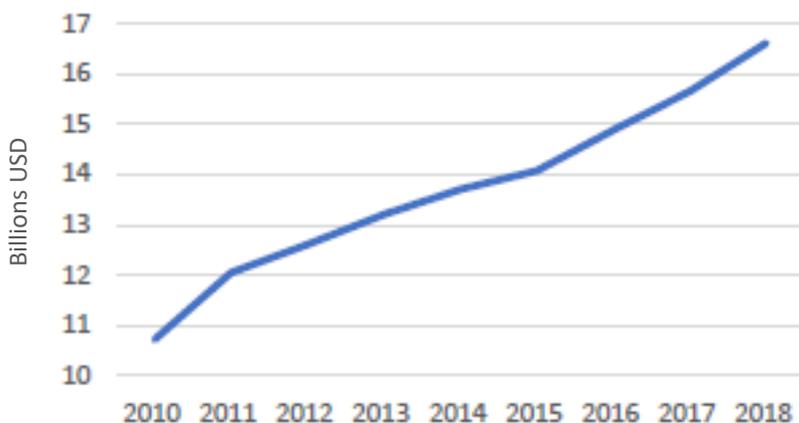
Source: European Commission - DG Agri based on Comext-Eurostat

Top EU Agri-food exports to USA in 2018



Source: European Commission - DG Agri based on Comext-Eurostat

Evolution of the US imports from EU (28 countries) Food products covered by the European campaign



Source: Business France based on Global Trade Atlas

Top European suppliers to the United States in 2018

RK	COUNTRY	% SHARE	MAIN IMPORTED PRODUCT
1	FRANCE	5,7 %	SPIRITS & LIQUEURS (BRANDY)
2	ITALY	4,5 %	OLIVE OIL
3	UNITED KINGDOM	3,9 %	SPIRITS & LIQUEURS (WHISKY)
4	NETHERLANDS	2,5 %	BEERS
5	SPAIN	2,2 %	OLIVE OIL
6	IRELAND	2,0 %	SPIRITS & LIQUEURS (WHISKY)
7	AUSTRIA	1,7 %	SODAS
8	GERMANY	1,7 %	BAKERY AND PASTRY
9	BELGIUM	1,1 %	BEERS
10	POLAND	0,6 %	CHOCOLATE

Source: Business France based on Global Trade Atlas

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