



For immediate release

The European Taste Experience at Private Label Manufacturers Association Show

The French Food and Drink Federation and Business France are bringing a delegation of 11 gourmet delicacies to the PLMA show to showcase the best Europe has to offer.



Chicago, October 11th- The European Delegation will be present at the 2022 Private Label Manufacturing Show from November 11-13th, featuring 11 French brands looking for American partners. With a range of both traditional and innovative products, spanning from madeleines and pastries to gluten-free treats and meat alternatives, the delegation has a product to meet every manufacturer's private label production needs.

"The food processing industry is the #1 industrial sector in France, generating a turnover of €180 Billion USD, and is the #1 French industrial employer", says Xander Egal, International Affairs and Innovation Manager at the French Food and Drink Federation (ANIA) "The French Food and Drink 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 such as the United States".

The delegation highlights the diversity of the French food sector, covering classic French staples such as grassfed butter from Loyez Woessen and butter cookies from Biscuits Bouvard, while also following the latest consumer trends, including gluten-free baked goods from ABCD Nutrition and chicken alternatives from Ensemble. The companies are also capable of fulfilling professional food service needs, with custom cake creations from La Charlotte and a variety of prepped entrées and sides from Le Traiter de Paris.

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: in-store promotions, BtoB forums and tastings allowing professionals to meet delegations of French companies traveling to the US to showcase their products.

Discover our exhibitors at PLMA 2022 :



The French pioneer and leader of gluten-free products, [ABCD Nutrition](#) offers a full range of gluten-free cakes, biscuits, cookies, breads, mixes and flours- all produced in their 100% gluten-free facility

[Biscuits Bouvard](#) is an independent family-run company and the market leader in private label cookie manufacturing in France with 28+ years of sustainable growth.



[D'Aucy](#), a Eureden cooperative brand, is committed to offering the best, high-quality frozen and canned vegetables thanks to its 20,000 member farmers.



[Global Baby USA](#) is a baby food company, with over 25 years of worldwide expertise in babies' nutrition. They work to adjust adjusting ingredients and textures according to age, starting from single fruit or vegetable smooth purees to real toddlers' meals with chunky pieces.



A manufacturer of premium pastries from Northern France, [La Charlotte](#) specializes in producing unique and beautiful cakes, free from GMOs and artificial coloring or flavoring.



[Loyez Woessen](#) is an independent producer of premium European butter for the retail and food service market. They have a range of spreadable Grassfed butter with a unique taste as well as Organic and Prairie milk butters, and have a strong US presence



[Pâtisseries Gourmandes](#) is an authentic French bakery company that offers a delicious range of high-quality products. Their madeleines, cakes and biscuits made with traditional French recipes are well known in the retail, foodservice & vending markets both in France and worldwide.



[Presty Yabon](#) is a manufacturer specialized in ready-to-eat meals (pasta, rice, quinoa, grains) in microwavable pouches. Their second production facility is specialized in puddings including single serve on-the-go puddings, plant-based puddings and more.



[Ensemble Foods'](#) mission is to make affordable plant-based food products to help feed the world. Their products are made of 5 main ingredients, are a good source of protein and fiber and are low in saturated fat (only 7g of total fat per serving).



[Traiteur de Paris](#), a food service expert and manufacturer of pastries, cakes, sweet treats and accompaniments, aims to offer the best of traditional craftsmanship, all 100% made in France. Their lines of Food Service Premium frozen products are exclusively reserved for catering professionals.



YUMEALS is a French company specialized in ready-to-eat microwaveable pouches. YUMEALS is able to offer a large range of products with conventional, non-GMO and/or organic raw materials : rice, grains, pasta ,lentils and more.

[Visit our website](#) for more information about the campaign and follow the hashtags [#EnjoyItsFromEurope](#) and [#EuropeanTaste!](#)

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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.

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