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VARIETY OF AGRICULTURAL PRODUCTS



For immediate release

## The European Taste Experience at Sunset Foods

*The French Food and Drink Federation and Business France are showcasing 11 gourmet brands at 7 Sunset Food locations, March 15-29<sup>th</sup>, 2023, aiming to highlight the best France has to offer.*



*Chicago, March 3<sup>rd</sup>, 2023-* The European Delegation is launching a pop-up brand initiative in collaboration **with Sunset Food stores from March 15<sup>th</sup> to 29<sup>th</sup>**. With a range of both traditional and innovative products, spanning from cheeses, chocolates and candies to spreads and gluten-free treats, this activation intends to bring the *savoir-faire* of France to the US, and present products tailored to the needs of the American consumer.

*"The food processing industry is the #1 industrial sector in France, generating a turnover of €200 Billion USD, and is the #1 French industrial employer,"* says Xander Egal, International

Affairs and Innovation Manager at ANIA, the French Food and Drink Federation “ *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 and quality of the French food sector, covering classic French staples such as macarons from Traiteur de Paris, who draw inspiration from historic French recipes, traditional Bonne Maman and St. Dalfour jams, and grassfed butter from Laiterie Le Gall, while also following the latest consumer trends, including authentic french baked goods from EuroPastry. With both sweet and savory options, customers will be able to choose from a varied palette of fine French foods.

**Running for two weeks**, the in-store promotional experience will feature these gourmet French brands at **7 Sunset Food locations in the Chicago area**, allowing customers to taste European quality first-hand. These locations will highlight the selected products via in-store tastings on Sundays and Mondays, along with aisle displays and additional promotion on store channels.

*“ We are excited to be partnering with the French Food and Drink Federation to bring these high-quality French products to our customers,”* says Brooke Edwards, Bakery Director at Sunset Foods. *“ With jams, cheeses and baked goods, the brands really represent the diversity of French food, and will certainly be a welcome addition to our Chicago customers’ tables!”*

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. This in-store activation is the culmination of a series of events starting in 2020.

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

**Contact:**

Katrina Perito, Business France on behalf of the French Food and Drink Federation  
[katrina.perito@businessfrance.fr](mailto:katrina.perito@businessfrance.fr) | +1 (347) 209-8994

## About the [#EuropeanTaste experience](#) campaign

### **Campaign Organized by ANIA**

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires) gathers 32 national sectoral federations and 17 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)

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