



The #EuropeanTaste experience at Morton Williams

New York, June 4th – For the first time in the US, The French Food and Drink Federation and Business France partner with Morton Williams to bring a selection of European specialties to New York consumers as part of the #EuropeanTaste Experience campaign.

The French Food and Drink Federation (ANIA) and Business France have partnered with Morton Williams to highlight the availability of French products on their shelves and the many ways to include them into all New Yorkers' diets. The European Taste Experience will offer Morton Williams customers demonstrations in store in the next 6 months, designed to let them try and enjoy a variety of French products.

In both September and December, all participating stores will showcase the #EuropeanTaste experience in dedicated shelves (look for the logo below!). A range of exciting, traditional and innovative products, including prepared dishes and sauces, condiments, canned fish and pâtés, cookies & madeleines, jams and chocolates will be available for customers to purchase. Enjoy, it's from Europe!

During these months, most weekends will also be the occasion for visiting customers to sample the products, as is, or incorporated into delicious recipes. See Annex for list of participating stores and dates.



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 will include in-store tastings, 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 prepared for the press.

Here are the products showcased by participating French companies at Morton Williams:



French mustard - The recipe of the Meaux® Pommery® mustard dates back to 1632 and was passed down from generation to generation. Today the company has developed a large line of fine and crushed mustards (Dijon style) and a grainy mustard in the same quality.



Sandwich Cookies - The BN story started in 1886 with the foundation of the "Biscuiterie Nantaise". Since its inception, BN has been baking one of the most popular cookie ranges in France. Created in 1933, The famous BN sandwich cookies have fed generations of French kids.



Natural Salt - Les Salines de Guérande offers a wide range of Guérande Sea Salts produced within the European PGI (Protected Geographical Indication) Certification: Coarse Salt, Fine Salt and Fleur de Sel. They also offer a range of flavored salts. Their products are 100 % natural and free from additives.



Canned Fish - Conserverie Gonidec has been producing canned sardines, tuna, mackerel and anchovies for 55 years. Working throughout the year, Conserverie Gonidec has built his reputation on premium canned fish, combining taste and tradition by betting on a primary criterion: quality.



Paté & Rillettes - Henaff is n°1 in France in the preserved pâtés & rillettes category. They offer a large range of products in cans or glass jars, produced under high quality and safety procedures.



Fruit Preserves - For over 100 years, Andros has been tirelessly committed to sourcing the best fruit on earth. From their famous line of Bonne Maman preserves, to their all new Andros Chef line of Purees, compotes, bake-stable fillings, and IQF fruits, all their products are non-GMO and do not include additives of any kind.



Prepared Dishes - Karine&Jeff offers a wide range of organic soups and prepared dishes, including exotic recipes, such as vegetable-pesto soup, coconut/ginger Thai soup, French tofu recipes, Moroccan tajines, etc. All these recipes are made with organic products sourced from regional producers and constitute balanced meals without additives, thickening agents, stabilizing agents, preservatives, flavoring agents or added sugar.



Cookies - An Independent, family-owned French company since 1905, Saint Michel makes deliciously satisfying cookies and pastries with an artisan approach and consistent high quality.



Fruit Preserves - Since 1966, FAVOLS has been creating, producing and exporting jams, 100% fruit spreads, and sweet condiments. Its specific vacuum bag-cooking method under a low temperature and use of natural or organic ingredients is a guaranty for the consumer to taste unique recipes.



Chocolates - Yves Thuriès produces their own raw material with cocoa from Guayaquil and hazelnuts from France. In addition of their technical expertise, they guarantee full control of the process and traceability of the product. Yves Thuries received a *Best chef in France* award for his innovative recipes.



Gourmet Sauces - Christian Potier has practiced the art of small batch sauces cooked in kettles since its inception and still does today – in a world class production facility that enables them to produce sauces with the freshest ingredients.

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

Code de champ modifié

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About the [#EuropeanTaste experience](#) campaign

Code de champ modifié

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

Code de champ modifié

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

Code de champ modifié

The European Taste Experience is a program executed for Ania by Business France. The content of this promotion campaign "European taste experience" represents the views of the author only and is his/her sole responsibility. The European Commission does not accept any responsibility for any use that may be made of the information it contains.



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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



Annex: participating stores

MWS Navy & White #739

105 River Drive
Jersey City, NJ 07310
Hudson
201-626-6565
navy@mortonwilliams.com

MWS Orange & White #731

1565 First Avenue
New York, NY 10028
New York
212-249-2851
orange@mortonwilliams.com

MWS Tan & White #746

130 Bleeker Street
New York, NY 10012
New York
212-358-9597
tan@mortonwilliams.com

MWS Brown & White #785

311 East 23rd Street
New York, NY 10010
New York
212-689-6192
brown@mortonwilliams.com

MWS Silver & White #786

278 Park Avenue South
New York, NY 10010
New York
212-982-7326
silver@mortonwilliams.com

MWS Gray & White #788

908 2nd Avenue
New York, NY 10017
New York
212-308-6922
gray@mortonwilliams.com

MWS Crimson & White #777

140 West 57th Street
New York, NY 10019
New York
212-586-7750
crimson@mortonwilliams.com

MWS Burgundy & White #778

1211 Madison Ave
New York, NY 10128
New York
212-722-0229
burgundy@mortonwilliams.com

MWS Scarlet & White #779

1031 First Ave
New York, NY 10022
New York
212-486-0340
scarlet@mortonwilliams.com

MWS Emerald & White #780

1331 1st Avenue
New York, NY 10021
New York
212-439-0636
emerald@mortonwilliams.com

MWS Amber & White #781

1066 3rd Avenue
New York, NY 10065
New York
212-935-9551
amber@mortonwilliams.com

MWS Bronze & White #822

917 Ninth Avenue
New York, NY 10019
New York
212-586-8784
bronze@mortonwilliams.com

MWS Ivory & White #793

15 West End Ave
New York, NY 10023
New York
917-388-3310
ivory@mortonwilliams.com

MWS Platinum & White #792

1251 Third Ave
New York, NY 10021
New York
917-472-7611
platinum@mortonwilliams.com