



PRESS RELEASE

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Add EU products to your shopping basket to win European delicacies!



'EU FOOD FAIR' comes to The Garden Jiyugaoka from 22-27 November 2023

The European Union (EU) is excited to announce a fresh opportunity for Tokyoites to experience, purchase and win European food and drink products with the launch of the 'EU FOOD FAIR,' which will be taking over The Garden Jiyugaoka from 22-27 November 2023. Under the EU's 'Perfect Match!' campaign, this special event will showcase the exciting possibilities of combining quality European products with local Japanese ingredients. Held in collaboration with 16 participating stores at The Garden Jiyugaoka, customers who purchase JPY 1,000 (incl. tax) or more of eligible EU products will be entered into a draw for the chance to win exciting prizes.

European food and drink are becoming more accessible in Japan since the conclusion of EU-Japan Economic Partnership Agreement (EPA) in 2019, with more Japanese consumers discovering the quality, safety, authenticity and sustainability of European products, tied to traditional techniques and food values shared by both Europe and Japan.

The EU FOOD FAIR seeks to give further opportunity to satisfy this curiosity, with an unmissable diverse array of product categories, including meat, dairy products, fruits and vegetables, sweets, olive oil, and alcoholic beverages available for shoppers to experience the unique benefits of European food and drink.

Quality

The EU upholds stringent standards and rigorous quality control measures throughout the entire production chain, from 'farm to fork.' Its adoption of advanced farming techniques and cutting-edge production and





processing methods ensures the high quality of the food and beverages delivered to Japan. Product labels provide consumers with the ability to verify ingredients and place of origin.

Authenticity

Europe’s distinctive food and beverages are the culmination of its diverse soils, climates, and centuries-old traditions. Crafted by skilled artisans, many of these products reflect a rich cultural heritage. Despite their diversity, they consistently maintain a high standard of quality, seamlessly complementing traditional Japanese dishes. We encourage you to experiment with different combinations.

EU food products are easily identified thanks to clear labelling that offers details about their origins, empowering consumers to make informed choices.

EU Quality Schemes

Protected Designation of Origin (PDO)

Each product category protected under this scheme is intimately tied to its place of origin – a designated region where it is produced, processed, and/or prepared. Some examples include Roquefort PDO (France), Gouda Holland PDO (the Netherlands), and Bovski-Sir PDO (Slovenia).



Protected Geographical Indication (PGI)

This label certifies a specific link between a region and a product, indicating that at least one of its production processes has occurred in the region. Some examples include Salami Piemonte PGI (Italy), Thüringer liver sausage PGI (Germany), and Gornooryakhovsky Sujuk PGI (Bulgaria).



The European Union Organic Logo

Commonly known as the "Euro Leaf," this label certifies that the product complies with EU regulations on organic production, ensuring that the certified organic product has been produced, processed, transported, and stored in strict compliance with the rules. It guarantees the use of energy and limited resources in an environmentally responsible manner while respecting biodiversity, animal welfare, and other related concerns.



Safety

The EU adheres to rigorous health and safety standards that encompass the entirety of food production and processing, assuring safety from farm to shopping cart. Every aspect of these processes, including the use of agricultural chemicals and packaging materials, is monitored to ensure safety. Japanese consumers can enjoy EU-standard-compliant food products with complete peace of mind.





Sustainability

The EU is dedicated to cultivating a food production system that emphasizes enhanced efficiency and sustainability, as outlined in its ambitious 2030 environmental goals for the agricultural and food production sectors. These objectives aim to elevate its food production standards to the highest global level, paralleling its stringent food safety standards.

2030 Targets:

- Achieve at least 25% of the EU's agricultural land under organic farming.
- Reduce the overall use and risk of agricultural chemicals and hazardous pesticides by 50%.
- Restore biodiversity loss.
- Minimize nutrient losses while ensuring no deterioration in soil fertility.

EU membership (27 Member States)

Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, and Sweden.

Key info: EU FOOD FAIR

- Official website: www.foodmatcheu.jp
- Duration: November 22 (Wednesday) – November 27 (Monday), 2023
- Participating stores: 16 stores (13 of which will conclude the campaign on November 26)
- Each customer who purchases JPY1,000 (including tax) or more of EU products at any of the participating stores will be eligible to enter an in-store draw for the chance to win one of four prizes: Prize A (EU products worth JPY1,200 - JPY1,500), Prize B (worth JPY700), Prize C (worth JPY500), and Prize D (worth JPY350).

Official Site www.foodmatcheu.jp

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