



PRESS RELEASE

2 October, 2023

**Choose carefully selected European products for the Japanese table
and earn up to 30% off at the European Food Fair!**

Choose European products for your Japanese table and earn up to 30% off at the European Food Fair!



The European Food Fair makes it easy to purchase EU food products online; enjoy up to 30% off with Rakuten Ichiba coupons from 2 October to 1 December, 2023

The “Perfect Match!” is teaming up with Rakuten Ichiba for an online **European Food Fair** to be held from 2 October to 1 December, 2023. Promoting European food and drink to Japanese consumers, this special digital campaign will offer up to 30% off coupons on a limited first-come, first-served basis until 1 December. Rakuten Ichiba shoppers will also be able to take a quiz on EU food and drink for the chance to receive Rakuten points, with a total of 50,000 points allocated equally among participants.

EU food products have become easier to purchase in Japan since the Economic Partnership Agreement (EPA) between the EU and Japan came into effect in 2019. Besides European and Japanese ingredients being perfectly suited for accompanying each other, the EU shares values with Japanese customers when it comes to food, especially regarding product quality and safety and commitment to traditional methods. Encompassing a wide variety of product categories, including meat, dairy products, fruits and vegetables, sweets, olive oil, and alcoholic beverages, this online European Food Fair is the perfect opportunity for Japanese shoppers to purchase EU products and experience adding them to their dining table.





Key EU product categories available on Rakuten Ichiba

Meat (beef, pork, processed meats, etc.)

A wide variety of meats appear in various regional cuisines across Europe. Generations of farmers have used breeding and farming techniques based on a respect for the livestock and their surroundings dating back to ancient Europe. Traceability is ensured for all EU meat products - from farm to fork - thanks to strict control and certification standards.



Dairy

Cheese and dairy products from the EU are popular choices that go with every meal, from yoghurt at breakfast to cheese plates at dinner. Cheeses come in a variety of textures and flavours, ranging from soft cheeses to semi-soft, hard, blue, and fresh cheeses. The expertise of local producers blends traditional and innovative methods to ensure freshness and safety at every stage.



Fruits & vegetables

All European fruits and vegetables are harvested under ideal seasonal climate, soil, and growing conditions. A commitment to quality means these tantalising fruits and vegetables can also be enjoyed with peace of mind. Different preservation techniques are used depending on the origin, such as pickling, fermentation, and drying. The EU also regulates the use of pesticides, herbicides, antibiotics, and other chemicals to ensure safe and organic cultivation.



Sweets & other food products

Europe is home to a wide variety of baked goods and sweets that are perfectly suited to different tastes and occasions. Thanks to the EU's strictly-mandated labelling standards, all chocolates, pastries, and biscuits produced in the EU are made using the safest and highest quality ingredients.





Olive oil

The EU is the leading producer, consumer, and exporter of olive oil. It produces around 70% of the world's olive oil. Extra virgin olive oil offers the highest quality, with a fruity flavour and no drawbacks from an organoleptic perspective. The safety of olives and olive oil is ensured by health protection measures for trees and olives, with strict regulations in place to maintain traceability.



Alcoholic beverages

An astonishing number of high-quality wines, beers, and spirits are produced across Europe and loved by many in Japan. Quality is ensured through their raw materials, regulated by strict safety standards and traditional production methods. Their excellence is upheld not only due to traditions, but also a keen focus on research and innovation, with European producers and processors investing in latest technologies to solve production challenges and meet emerging consumer expectations.



Campaign overview

- Promotional campaign name: European Food Fair
- Official website: www.foodmatcheu.jp
- Duration: 10:00 JST, Monday 2 October – 09:59 JST, Friday 1 December, 2023
- Benefits: Up to 30% off coupons will be available on a limited first-come, first-served basis for use on eligible products

Official site www.foodmatcheu.jp

 [@FoodMatchEU](https://www.instagram.com/FoodMatchEU)

[For inquiries concerning regarding the European Food Fair]

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