



PRESS RELEASE

June 3, 2024

**‘European Food Fair’ makes a popular return to ‘Rakuten Ichiba’,
bringing carefully selected European ingredients to the Japanese dining table!**
European & Japanese Foods Recipe Contest to be held from 3 June to 2 July, 2024



The European Union (EU) is teaming up again with Rakuten Ichiba to celebrate "The Perfect Match!" of European and Japanese ingredients with an online **European Food Fair** to be held from 3 June to 2 July 2024. Creating more chances for Japanese consumers to experience European food and drink, this special digital campaign will offer up to 25% off coupons on a limited first-come, first-served basis.

This year’s European Food Fair will also feature a ‘European & Japanese Foods Recipe Contest’, with a call for creative confectionery recipes that make use of European and Japanese ingredients. During the campaign period, 50,000 Rakuten points will be shared among all entrants, while 5 entries will be selected as winners to receive 2000 points.

During the fair, more than 4000 EU products are available, from all 27 EU member states. Besides European products being well suited for accompanying Japanese ingredients, the EU shares values with Japanese customers when it comes to food, especially regarding product quality and safety and commitment to traditional production 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.

Campaign overview

- Campaign name: European Food Fair
- Campaign page: <https://event.rakuten.co.jp/area/global/eu/>
- Official homepage: <https://food-match-japan.campaign.europa.eu/ja>
- Duration: 10:00 JST, Monday 3 June – 09:59 JST, Tuesday 2 July 2024
- Special offers: Up to 25% off coupons will be available on a limited first-come, first-served basis for use on eligible products

Recipe contest

- Recipe contest entry page: **ULR (TBD)**
- Official homepage: <https://food-match-japan.campaign.europa.eu/ja>
- Duration: 10:00 JST, Monday 3 June – 09:59 JST, Tuesday 2 July 2024
- Recipe contest theme: Confectionery using European & Japanese ingredients
- Special offers: 50,000 Rakuten points to be shared among all entrants; 2000 points each awarded to 5 selected winners
- Results: To be announced around the end of August 2024

The Perfect Match!

With Japanese consumers becoming increasingly familiar with European products since the signing of the EU-Japan EPA in 2019, the European Union (EU) is promoting the excellence of European agricultural food products to audiences through its 'European & Japanese Food: The Perfect Match!' campaign, which seeks to engage businesses and consumers across Japan. Visit www.foodmatcheu.jp to learn more about the campaign and to stay up to date with latest news and events.

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