



EU launches ‘More Than Only Food and Drink’ campaign press kit and website

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The EU has launched a dedicated press kit and [campaign website](#) to amplify the key messages of its ‘More Than Only Food and Drink’ campaign.

Launched earlier this year, the three-year communications campaign has been developed to champion the outstanding qualities of European food and beverage products to UK food industry professionals – highlighting the regions’ food safety, quality, authenticity and sustainability credentials. It focuses on six product categories including processed meat: charcuterie, salami, hams, sausages; fresh meat: poultry including duck/goose beef, pork, lamb; dairy and cheese; fresh and frozen fruits and vegetables; bakery products and confectionery and wine, spirits and beers.

Now UK media, businesses and trade associations can gain deeper insights, data and information on the EU’s robust food and drink offering via the comprehensive 40-page press kit.

The press kit has been developed to provide a toolkit for media and stakeholders. It includes sections on each of the six EU product categories, as well as background and insight into EU agriculture and trade; its Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and EU Organic label quality schemes and its sustainability commitments.

The new campaign website - <https://enjoy-its-from-europe.campaign.europa.eu/united-kingdom/en> - further supports the campaign, with a dedicated resource section featuring press material, handbooks and fact sheets. The site also hosts wider information about the campaign’s objectives, events and initiatives.

Alongside these materials, a panel of UK industry experts are working as specialist advisors to provide industry insights and help to communicate the key messages to the UK industry. The panel is available for media comment and interview and includes the following spokespeople:

- Dairy and cheese – Patrick McGuigan
- Wine – Neil McAndrew
- Spirits – Nick Worthington
- Fruits and vegetables – Veryan Bliss
- Confectionery – Katharine Shipley
- Bakery – Simon Atkins
- Meat – Rupert Claxton
- Policy – Andrew Crumpton

For more information about the More Than Only Food and Drink campaign please [visit the website](#) or email morethanfood_UK@agripromotion.eu.



