



Perfect Match

Japanese and EU food and drinks are the Perfect Match

When it comes to food and drinks, Japan and the European Union (EU) are the **'Perfect Match'**. Both Japan and the EU pride themselves on the **quality, authenticity and safety** of their food and drinks. They share high standards of food production, strict controls on health, safety and nutrition labelling, and a passion for their national and regional cuisines.

Food and drinks from the EU are now easier to buy in Japan thanks to an extensive trade deal that came into force in 2019. The Economic Partnership Agreement (EPA) slashed tariffs on all EU fine wines, while many other favourite EU agri food products, such as French cheeses, Belgian chocolates and Italian pasta will see their tariffs eliminated over time. It also opened up the Japanese market to more diverse ingredients and lesser-known EU products and cuisines.

With food and drinks from the EU, Japanese consumers can make new recipes, swap Japanese ingredients with EU ones in everyday dishes, and try some fabulous 'fusions'.



Sharing the same values

Quality


EU food and drinks are popular across the world, and famous for their diversity. There is lots to discover, from fine wines and fiery vodkas, to cheeses of every strength from mild and creamy to salty and blue, plus herby salamis, virgin pressed olive oils, traditionally produced 'bronze die' pasta, and pure, fresh organic butter.

Food and drinks from the EU are of the highest quality – produced and processed to the same standards as the best Japanese foods. They are healthy, nutritious, tasty, and made with pride and care. There is also an increasing range of organic food and drinks available.

EU cuisine has developed as a result of the continent's rich cultural diversity. Every region in every country of the EU has special ingredients, dishes and products that tell a story about the landscape, its soil, the weather, the people and their history.



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Authenticity

There are recipes and production techniques in the EU that have been around for centuries. Many of these traditions are protected with quality schemes that guarantee authenticity, such as the Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) labels.

These labels indicate that the food or drink is unique to a region and made to exacting standards by local producers. The EU-Japan agreement recognises the special status of more than **200 EU-agricultural** products from a specific geographical origin, including wines, beers, cheeses, hams, sausages, olives and olive oils, balsamic vinegars and spices.

These products are part of the history, culture and heritage of their area. The PDO and PGI symbols on EU foodstuffs show that you are buying something genuine and unique.

While the EU respects and protects its food cultures and traditions, it is also committed to making its food systems fit for today – which means more sustainable, healthy and consumer-friendly food and farming. The EU encourages innovation and entrepreneurship in the food sector and supports SMEs trying to make a difference.

Safety

The EU has strict controls to ensure food safety, which includes a strong emphasis on traceability from Farm to Fork. From producer to consumer, regulation on production, processing, storage, transport and retail sale ensures that food is produced safely.

There are also strict sanitary controls and regulations for pets, farmed animals and wildlife, and the movement of all farm animals is monitored and traced. Measures are in place to prevent pests at the earliest stage and ensure healthy seeds.

EPA

The 2019 Economic Partnership Agreement (EPA) between Japan and the EU made it easier for businesses in Japan to import top-quality food and drinks from the EU.

Previously high tariffs on favourite EU products such as cheese, wine, pasta, chocolate and beef have been, or will be, slashed, and red tape has been cut, making it easier and better value to source and consume quality food and drinks from the EU.

Find out more at <https://www.eu-japan.eu/ja/tags/epa>

A variety of EU food and drinks to discover

The EU offers an enormous diversity of food and drinks, many of which are protected under the EU quality schemes. The EU-Japan Economic Partnership Agreement (EPA) includes 69 food products and 144 drinks that have PDO or PGI status. The logos are a guarantee of authenticity and exceptional quality.



Cheese and dairy

The EU produced 172.2 million tones of milk in 2018. While most of it is cow's milk, some comes from ewes, goats and buffalo. What isn't consumed fresh becomes wonderful yoghurts, butters and more than a third of it is turned into cheese.

The EU is famous for the diversity of its cheeses and the expertise of its artisanal cheesemakers. Thousands of different types of cheese are made in the EU.

EU-Geographical indications included in the EPA:

- Belgian Beurre d'Ardenne
- Danish Danablu
- French Brie de Meaux, Camembert de Normandie, Comté, Emmental de Savoie, Reblochon de Savoie, Roquefort
- Greek Feta
- Italian Asiago, Fontina, Gorgonzola, Grana Padano,
- Mozzarella di Bufala, Campana, Parmigiano, Reggiano, Pecorino Romano, Pecorino Toscano, Provolone, Valpadana, Taleggio
- Dutch Edam Holland and Gouda Holland
- Portuguese Queijo S. Jorge
- Spanish Idiazabal, Mahón-Menorca, Queso Manchego

In addition to the protected products, the EU offers many more delicious dairy foods that complement Japanese ingredients perfectly, for example, thick, rich Greek yoghurt or Irish cheddar to name just two.



In the first 10 months that the EPA was in force, dairy exports from the EU to Japan went up by 10.4%, including a 47% increase in butter exports.



Pasta and cereal products

The EU produces thousands of varieties of pasta, bread and other cereal-based products.

Pasta is usually made from durum wheat, although it can be made from other grains such as barley, rice or buckwheat. It's not just the Italians in Europe who love pasta – it is also common in traditional dishes from Greece, Croatia, Malta, Hungary and Austria, although the Italians probably consume the biggest variety, with about 55 different pasta shapes commonly available.

People in the EU also love their bread – it is essential at most meals, as a starter with butter or oil, or to mop up sauces and dip into stews. And it comes into its own at lunchtime to make sandwiches. From pillowy-white French baguettes with their crisp crusts, to dark, chewy rye bread from Eastern Europe, the variety is endless.

15%

Japan imported nearly 15% more pasta from the EU in the period Feb 2019-Nov 2019, since the EPA came into law.



Wines, beers and spirits

Cheers! Or should that be 'kanpai'? Irish whisky and French Champagne are high-profile exports to Japan already but you can now discover Polish Vodka, Spanish Cava, Italian Prosecco and wonderful wines from Portugal to Croatia. There are over 140 alcoholic drinks from the EU with PGIs available in Japan already – including Greek and Cypriot Ouzo, Dutch and Belgian Genever (juniper-scented spirit), a selection of Czech beers and a famous sweet Hungarian wine called Tokaji.

The EU produces over 80 distinct types of beer, and leads the way in wine, accounting for 45% of the world's wine-growing areas, 65% of its wine production, and 70% of world exports.



Drinks exports from the EU to Japan went up by 20% in the first 10 months after the EPA took effect, with a 17.3% growth in wine exports.

EU-Geographical indications included in the EPA:

Spirits

- Austrian Inländerrum, Jägertee
- Austrian, Belgian and German Kornbrand
- Belgian, German, French and Dutch Genever
- Cypriot Zivania
- Cypriot and Greek Ouzo
- Finnish Marjalikööri and Hedelmälikööri
- Finnish, Polish and Swedish Vodka
- French Armagnac, Calvados, Cognac, Rhum de Martinique
- Hungarian Békési Szilvapálinka, Gönci Barackpálinka, Kecskeméti Barackpálinka, Szabolcsi Almapálinka, Szatmári Szilvapálinka, Törkölypálinka, Újfehértói Meggyepálinka
- Irish Whiskey, Irish Cream
- Italian Grappa
- Lithuanian Originali Lietuviška Degtinė
- Polish Wódka Ziołowa z Niziny Północnopodlaskiej
- Spanish Brandy de Jerez

Wines

- Bulgarian Trakiiska Nizina, Dunavska ravnina
- Cypriot Commandaria
- French Vin d'Alsace, Beaujolais, Bergerac, Bordeaux, Bourgogne, Chablis, Champagne, Châteauneuf-du-Pape, Corbières, Languedoc, Côtes de Provence, Côtes du Rhône, Côtes du Roussillon, Graves, Haut-Médoc, Margaux, Médoc, Minervois, Pauillac, Pays d'Oc, Pessac-Léognan, Pomerol, Saint-Émilion, Saint-Julien, Sancerre, Saumur, Sauternes, Val de Loire
- German Franken, Mittelrhein, Mosel, Rheingau, Rheinhessen
- Greek Retsina Attikis, Samos
- Hungarian Tokaji
- Italian Asti, Barbaresco, Bardolino, Bardolino Superiore, Barolo, Bolgheri, Brachetto d'Acqui, Brunello di Montalcino, Campania, Chianti, Chianti Classico, Conegliano Prosecco, Dolcetto d'Alba, Franciacorta, Lambrusco di Sorbara, Lambrusco Grasparossa di Castelvetro, Marsala, Montepulciano d'Abruzzo, Prosecco, Sicilia, Soave, Toscana, Valpolicella, Vernaccia di San Gimignano, Vino Nobile di Montepulciano
- Portuguese Alentejo, Bairrada, Dão, Douro, Lisboa, Madeira, Port, Tejo, Vinho Verde
- Romanian Cotești, Cotnari, Dealu Mare, Murfatlar, Odobești, Panciu, Receaș
- Slovak Vinohradnícka Oblasť Tokaj
- Slovenian Vipavska Dolina
- Spanish Alicante, Bierzo, Catalunya, Cava, Empordà, Jerez, Jumilla, La Mancha, Málaga, Manzanilla-Sanlúcar de Barrameda, Navarra, Pacharán Navarro, Penedès, Priorat, Rías Baixas, Ribera del Duero, Rioja, Rueda, Somontano, Toro, Utiel-Requena, Valdepeñas, Valencia

Beers

- Czech Budějovické Pivo, Budějovický Měšťanský Var, České Pivo, Českobudějovické Pivo
- German Bayerisches Bier, Münchener Bier



Chocolate and confectionery

Europeans eat half of the world's chocolate, but they still export a lot of these high-quality products. The EU produces about 4 million tonnes of chocolate a year, representing 73% of all global sales of exported chocolate, and one of the biggest buyers is Japan.

The production of chocolate, biscuits and other confectionery in the EU is strictly monitored and clearly labelled so that consumers can be clear about ingredients such as sugar and cocoa content.

The EU is also a treasure trove of delicious cakes, many unique to their regions and often with a seasonal element, baked to mark special celebrations and holidays. Look out for Black Forest cake, sachertorte, pastel de nata, baklava, far Breton and prinsesstårta.

EU-Geographical indications included in the EPA:

- Cypriot Loukoumi Geroskipou
- German Lübecker Marzipan and Nürnberger Lebkuchen
- Spanish Jijona and Turrón de Alicante



Olive oil

Olive oil is perhaps the most famous ingredient of the super-healthy 'Mediterranean diet'. Responsible for 69% of the world's output, the EU is the largest producer of olive oil.

The mild, sunny climates of Spain, Italy and Greece make these countries the biggest producers of olive oil in the EU. Of these, Spain produces the most by far, accounting for on average 63% of all EU output, while Greece consumes the most olive oil per capita. Thanks to EU safeguards, each batch of olives produced can be traced back to exactly where they were grown, and the health of each olive tree is carefully monitored for consumer safety. The EU classifies olive oil according to its quality and method of extraction. Extra virgin olive oil is the most superior, made from the first pressing within 24 hours of harvesting, at temperatures no higher than 27°C.

EU-Geographical indications included in the EPA:

- Greek Sitia Lasithiou Kritis
- Spanish Aceite del Bajo Aragón, Antequera, Baena, Priego de Córdoba, Sierra de Cazorla, Sierra Mágina and Siurana



Meat and meat products

Animal safety and the processing of meat and meat products is rigorously controlled in the EU. Every animal is registered and its meat can be traced back to individual farms.

Meat plays an important part of the culture of European cuisines. Not only fresh meat in roasts, pies and stews, but also thousands of varieties of cured meats – salamis, sausages and hams, some famous examples of which include Tiroler speck, Bratwürste, bresaola and prosciutto.


There are so many different cuts and ways to cook them. Many have very distinctive flavours that set them apart – such as Irish Connemara Hill or Greek Elassonas lamb, which both have PDO status.

Japanese imports of meat rose by 12% in the period Feb 2019-Nov 2019 immediately after the EPA came into force, with a 12.6% increase for pork exports, while frozen beef exports have more than tripled.

EU-Geographical indications included in the EPA:

- Austrian Tiroler Speck
- Belgian Jambon d'Ardenne
- French Canard à foie gras du Sud-Ouest, Jambon de Bayonne
- German Nürnberger Bratwürste
- Hungarian Szegedi szalámi
- Italian Bresaola della Valtellina, Mortadella Bologna, Prosciutto di Parma, di San Daniele, Toscano, Zampone Modena
- Spanish Guijuelo, Jabugo, Jamón de Teruel



For more information on food and drinks from the EU, and the Perfect Match campaign, go to www.foodmatcheu.jp and follow us on  Instagram @[foodmatcheu](https://www.instagram.com/foodmatcheu)