



PRESS RELEASE

July 21, 2025

Experience the quality and flavours of authentic European food in Japan
'EU FOOD FAIR 2025' coming to "National Azabu" Azabu (main store) from 25-29 July with in-store tastings to enjoy the Perfect Match of European & Japanese ingredients



The European Union (EU) is excited to announce a fresh opportunity for Tokyoites to buy authentic European food and drink products with the launch of the **'EU FOOD FAIR 2025'**.

The Fair will take place at "National Azabu" Azabu (main store) of National Bussan Corporation (headquartered in Minato-ku, Tokyo), which operates National Azabu supermarkets handling imported foodstuffs and other groceries and daily necessities from 25-29 July, 2025.

During the fair, we will be holding the **"EU Product Tasting Campaign,"** where visitors can sample a variety of EU food products that change monthly, such as meats, olive oil, and alcoholic beverages. This campaign aims to introduce the appeal of these products to a wide audience.

EU FOOD FAIR 2025 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.





Each category of EU food and drink serves up its own merits - from excellent local flavours to traditional production methods. But one thing that all European agricultural products share is their commitment to quality, safety, authenticity, sustainability and, of course, excellent taste. In addition, the EU FOOD FAIR 2025 is also to be scheduled in August and September at “National Azabu” Azabu (main store).

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. While incredibly diverse, all European products consistently maintain a high standard of quality that seamlessly complements traditional Japanese dishes and local consumers are encouraged to experiment with different combinations.

In the EU, food and drink labels are required to include detailed information such as the place of origin, enabling consumers to make informed choices. This commitment to transparency helps ensure that consumers can purchase products with confidence.

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 also dedicated to cultivating a food production system that emphasises 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.
- Minimise 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 2025

- 📄 Official website: <https://enjoy-its-from-europe.campaign.europa.eu/japan/ja>
- 📄 Duration: July 25 (Friday) – July 29 (Tuesday), 2025
August 8 (Friday) – August 12 (Tuesday), 2025
September 19 (Friday) – September 23 (Tuesday), 2025
- 📄 Participating store: “National Azabu” Azabu (main store)

About National Azabu supermarket

Established in 1962. An international supermarket offering a wide variety of rare foods from around the world. It continues to provide a diverse lifestyle where customers can enjoy international food and events even though it is located in Japan.

NATIONAL AZABU Official store website: <http://www.national-azabu.com/>

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