



October 27, 2025

Authentic Flavours of Europe Arrive in Tokyo: EU Food Fair at Aoyama Farmers Market, 8-9 November

Explore 18 dishes covering 27 EU tastes created by culinary expert Maki Watanabe, with free tastings and exclusive recipes celebrating the best of Europe



For two special days on 8 (Sat) and 9 (Sun) November 2025, Aoyama will come alive with the rich flavours and charm of Europe, offering visitors a chance to savour the diverse cuisines of all 27 Member States of the European Union (EU).

Introducing the EU Food Truck

A special EU Food Truck will be featured at the event, showcasing exclusive 'Perfect Match!' pairing recipes created by renowned culinary expert **Maki Watanabe**, combining the finest EU and Japanese ingredients just for this occasion. Over the two days, a total of 18 dishes (nine per day) covering 27 EU countries will be on offer, with **free tastings** of high-quality European ingredients perfectly paired with Japanese flavours.

Discover, understand and taste the charm of the EU



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In addition to special tastings featuring ingredients from all 27 EU Member States, the EU Food Fair will host educational exhibits, a product display area, and interactive quizzes offering participants the chance to win exciting rewards.

With the Aoyama Farmers Market attracting over 10,000 visitors each day, this fair provides a fantastic opportunity for food lovers, families, and Tokyo's food and beverage professionals to experience first-hand the EU's renowned quality, authenticity, safety, and diversity.

“Perfect Match!” menu from culinary expert Maki Watanabe

On offer will be a special “Perfect Match!” menu overseen by culinary expert Maki Watanabe featuring delicious combinations of EU and Japanese ingredients. Known for her innovative recipes that expand the possibilities of food, Maki enjoys broad popularity across generations, especially trend-conscious women. For this event, she has created special pairing menus combining familiar Japanese ingredients with premium ingredients from 27 EU Member States. Visitors will have the opportunity to taste all 18 pairing menus throughout the event, which will be rotated daily.



See **Attachment 1** to see the full menu.

Event overview

Event name: EU Food Fair

Date & Time: 10:00 – 16:00 on 8 November (Sat) and 9 November (Sun) 2025

Venue: Aoyama Farmer's Market @ UN University (5-53-70 Jingumae, Shibuya-ku, Tokyo)

Organizer: European Union (EU)

The **EU Food Fair** is an event for everyone, including food lovers, families, and curious culinary explorers. We warmly invite you to join us for this unique experience.

For more information about European food promotion in Japan, you can also learn about the EU Food Fair on our website: [The Perfect Match](#)

CONTACT

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Attachment 1

Member State	Menu
Austria	Hot dog with sausage, shiso, and yuzu kosho <i>Frankfurt sausage, shiso, yuzu pepper</i>
Bulgaria	Apero snack: Chips with mentaiko mascarpone <i>Organic brown rice chips, mentaiko (spicy cod roe)</i>
Croatia	Taro with truffle cheese dressing
Lithuania	<i>Truffle paste, džiuogas, taro</i>
Czech Republic	Herbal tea and honey bean jelly
Romania	<i>Herbal tea, honey. mamekan (sweet bean jelly with agar)</i>
Hungary	Duck honey sauté with white miso sauce
Finland	<i>Roasted duck breast, honey, white miso</i>
Italy	Gorgonzola and dried persimmon apero <i>Gorgonzola PDO, dried persimmon</i>
Latvia	Soba noodles with tomato and basil
Portugal	<i>Tomato basil paste, Azeite de Trás-os-Montes PDO olive oil, soba noodles</i>
Malta	Grilled yellowtail with tomato miso sauce <i>Tomato paste, yellowtail, miso</i>
Slovakia	Beef and daikon radish simmered in white wine
Slovenia	<i>South Slovakia PDO sauvignon blanc, fleur de sel, daikon radish</i>
Belgium	Gratin with spinach and salted kelp in rice flour white sauce
Netherlands	<i>Frozen spinach, gouda Holland PGI, rice flour</i>
Cyprus	Halloumi cheese steak with nori seaweed sauce <i>Halloumi PDO cheese, roasted nori seaweed, Japanese dashi broth</i>
Denmark	Steamed luncheon meat and wakame seaweed <i>Luncheon meat, wakame seaweed, green onion, ponzu sauce</i>
Estonia	Hot chocolate with cacao, Irish cream, and Japanese pepper
Ireland	<i>High-cacao chocolate, Irish cream PGI, sansho pepper</i>
France	Prune and feta cheese salad with salted malted rice paste
Greece	<i>Pruneaux d'Agen PGI, Feta PDO, shio-koji (salted rice malt)</i>
Germany	Marzipan and green tea melon bread
Sweden	<i>Lübecker marzipan PGI, frozen blueberries, matcha</i>
Luxembourg	Mackerel sandwich <i>Mini-sunflower roll, pickled mackerel, ginger, Japanese mustard</i>
Poland	Porcini mushrooms, chicken, and sweet chestnut rice flour stew <i>Porcini, rice flour, aonori (green seaweed flakes)</i>
Spain	Chorizo and shiitake mushroom rice <i>Chorizo, takikomi gohan (seasoned Japanese rice)</i>



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