



EU FOOD FESTIVAL Captivates at Expo 2025 Osaka

Over 770,000 Visitors Immersed in Europe's Culinary Excellence



From April to October 2025, the European Union's "EU Food Festival" brought the best of European cuisine to Osaka, delighting over 770,000 people at EXPO 2025 and at Tennoji Park. With 83,000 tastings served, engaging cooking shows, and vibrant activities led by mascot Tane-Chan, the festival celebrated the Perfect Match between the Europe's exceptional agricultural produce and their harmony with Japanese cuisine.

EU Food Festival Highlights:

- 770,000 people reached across all events
- 83,000 tastings served
- 308 cooking shows with Europe's finest ingredients
- 39 authentic 'Perfect Match' recipes developed



Visitors enjoyed curated pairing menus from all 27 EU Member States, learned about quality labels such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Organic, and engaged in activities catering to all ages. A participant survey revealed a 90% of satisfaction rate, underlining the festival's success.

Building on this momentum, the EU Food Festival also hosted 20 exclusive food events at Tsutaya Books in Umeda, expanding its culinary influence.

Policy Event: Advancing Sustainability and Innovation

At Expo 2025, the EU reinforced its commitment to sustainable and innovative agriculture by hosting a high-level policy event led by EU Commissioner Hansen and attended by Japan's State Minister of Agriculture and the Ministers of Agriculture from Ireland, Lithuania and The Netherlands. Bringing together over 230 key stakeholders from government, agri-food companies, producer organisations, and international experts, the event underscored the EU's commitment to food excellence and sustainability.

Successful Advertising Campaign

The festival's promotional campaign achieved remarkable visibility, generating over 339 million advertising impressions and engaging 1.8 million social media users reached through influencer partnerships. The festival's Instagram account, foodmatcheu, also welcomed 7,600 new followers.

Stay Connected & Explore More

The EU's culinary journey in Japan continues with the [Perfect Match campaign](#)—stay tuned for new activities and events across Japan. Discover the festival's highlights in our [photo gallery](#) and follow @foodmatcheu on Instagram for the latest updates.

CONTACT

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