



EU unveils *A Taste of Excellence*

A New Book Helping UK Buyers Discover Europe's "Hidden Hero" Food & Drink Products

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The European Union has unveiled *A Taste of Excellence*, a new book designed to help UK retailers, wholesalers, importers, distributors, chefs and foodservice buyers explore the full breadth and exceptional quality of European food and drink, with a spotlight on the many "hidden hero" products still underrepresented in the UK market.



Developed by the European Commission's Directorate-General for Agriculture and Rural Development (DG AGRI) as part of the "More Than Only Food & Drink" UK campaign, the book serves as a practical tool for trade professionals seeking to broaden their ranges with high-quality, traceable, and authentic European products.

The publication includes market insights and product spotlights, enabling readers to discover produce such as **Telemea de Ibăneşti** PDO cheese from Romania or **Steirischer Kren** PGI horseradish from Austria. It also features producer case studies, revealing



the original recipe of **Estonian vodka PGI** or the remarkable story of **Skedvi Bröd PGI** bread from Sweden, as well as testimonials from UK food and beverage experts and advisors to the “More Than Only Food and Drink” campaign. The book offers buyers a deeper understanding of how EU products can support menu development, category expansion and premium product positioning within the UK.

A central aim of the book is to showcase the EU’s lesser-known regional products - those with strong origin stories, distinctive flavour profiles, and clear commercial potential for the UK, yet which have not always been visible in the British market. Throughout the book, readers will discover producers whose work epitomises this theme of “hidden heroes”, many of whom are recognised by the EU’s renowned authenticity schemes, including Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI).



Skedvi Bröd PGI, from Sweden



Għbejna tan-nagħhaġ PDO, from Malta

Among these is **Ġbejna tan-nagħhaġ PDO**, a traditional Maltese sheep's-milk cheese produced using time-honoured methods such as drying, peppering and pickling, offering UK delis, cheesemongers, and Mediterranean-inspired restaurants a unique and versatile addition to their ranges. From Hungary, **Gyulai kolbász PGI** showcases Central Europe's rich charcuterie heritage; this lightly smoked, paprika-seasoned sausage adds depth to small plates, sharing boards, and slow-cooked dishes, yet remains largely undiscovered in the UK despite its strong fit with emerging consumer tastes.

The confectionery category is represented by **Turrón de Alicante PGI** from Spain. With origins dating back to the 15th century, this traditional Mediterranean nougat from south-eastern Spain is made using artisanal methods passed down through generations. Produced with locally sourced toasted almonds, honey, sugar and egg whites, the mixture is slowly cooked until crisp and breakable before being combined with whole almonds, which preserve the nougat's distinctive crunchy texture and rich, nutty sweetness. For drinks, **Kaimiškas Jovarų alus PGI**, a traditional Lithuanian farmhouse ale brewed with unique local yeast and a rare no-boil technique, highlights the kind of heritage-led, craft-driven beer tradition that resonates strongly with UK specialist retailers, bottle shops and the on-trade.

By combining compelling storytelling with practical trade intelligence, *A Taste of Excellence* offers UK buyers a fresh perspective on European food and drink. Aligning with UK consumer trends and the growing demand for authentic and sustainable products, it is an invaluable resource to help them

discover hidden gems, expand their sourcing horizons, and unlock new opportunities for growth - including seasonal opportunities offered by EU food and drink.

The book is available for digital download via the "[More Than Only Food & Drink](https://enjoy-its-from-europe.campaign.europa.eu/united-kingdom/en)" campaign website, and copies will also be distributed at UK campaign events from early 2026. Visit the website for more details about the upcoming events in 2026.

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