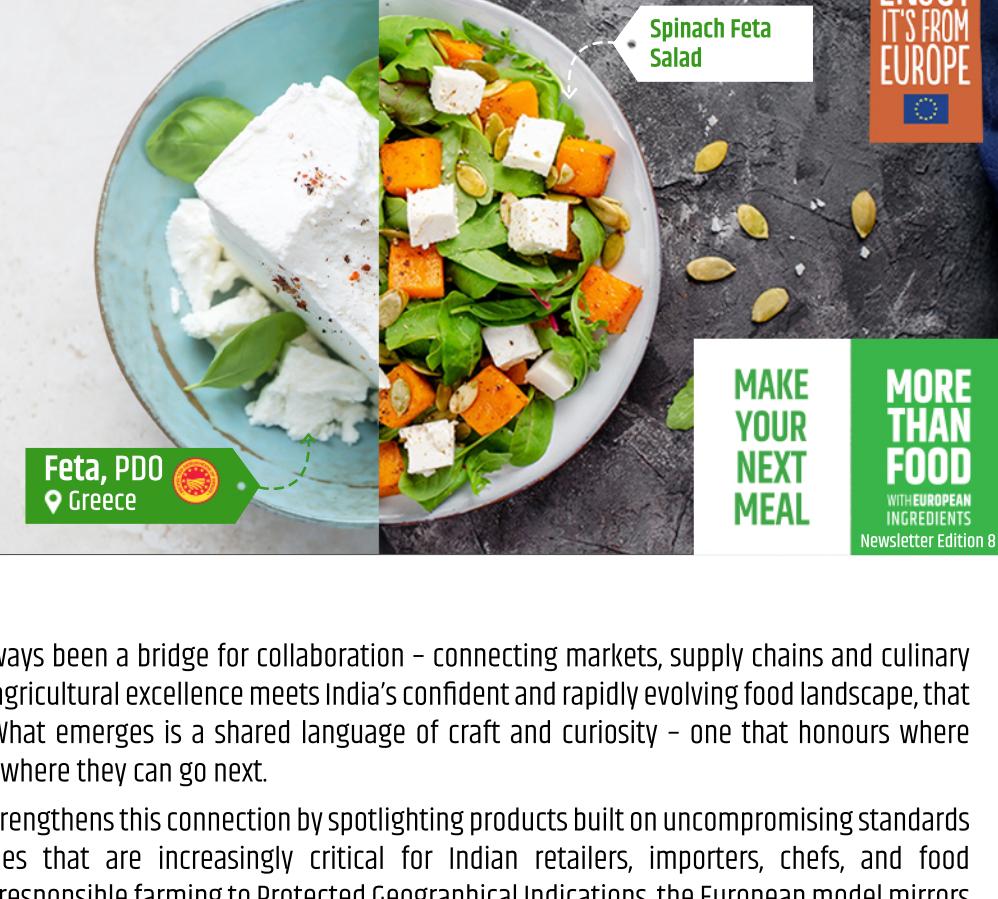


Culture Exchange: Chef Guntas speaks to the EU Delegation in India



Feta, PDO

Greece

MAKE YOUR NEXT MEAL

MORE THAN FOOD

WITH EUROPEAN INGREDIENTS

Newsletter Edition 8

Dear Readers,

Across Europe and India, food has always been a bridge for collaboration – connecting markets, supply chains and culinary cultures. Today, as Europe's legacy of agricultural excellence meets India's confident and rapidly evolving food landscape, that exchange is becoming even richer. What emerges is a shared language of craft and curiosity – one that honours where ingredients come from and imagines where they can go next.

The EU's More Than Food campaign strengthens this connection by spotlighting products built on uncompromising standards and transparent supply chains-values that are increasingly critical for Indian retailers, importers, chefs, and food manufacturers. From traceability and responsible farming to Protected Geographical Indications, the European model mirrors the growing demand in India for credibility, safety, and quality assurance.

With rising trade momentum and deeper industry collaboration, Europe and India are building a future-ready food relationship – defined by opportunity, consumer trust, and shared growth.

This edition captures not only the scale of progress, but the potential ahead as we continue shaping a partnership rooted in reliability and built for long-term impact.

When Europe Meets India

“
H.E. Hervé Delphin,
Ambassador,
Delegation of the
European Union
to India”



Patisserie Chef,
Food Content
Creator & Recipe
Developer Chef
Guntas Sethi



Q1 How has the perception of European food in India evolved over the past decade?

Answer: In India, European food has come to stand for refinement, consistency, and a deep respect for origin - qualities that are increasingly valued by Indian consumers and business partners alike. The EU's "More than Food" campaign has helped showcase that European cuisine is not just about taste, but also about values like quality, sustainability, and authenticity. Meanwhile, Indian food in Europe has moved from being seen as "exotic" to being embraced for its complexity, regional diversity, and cultural depth. This evolution tells a story of growing mutual respect, where both societies are learning to appreciate each other's traditions as living, dynamic parts of their identities.

Q2 As the EU and India negotiate a Free Trade Agreement (FTA), how could it strengthen cultural and gastronomic ties?

Answer: The FTA that is being currently negotiated promises to enrich the everyday experiences shared between Europe and India, extending far beyond economic benefits. By making Europe's trusted food and beverage products more accessible in India, and opening new doors for Indian producers in Europe, the agreement encourages collaboration, discovery, and shared prosperity. It allows our tables to become places where traditions are honored, new tastes are explored, and business partnerships are strengthened by a common commitment to quality and authenticity.

Q3 Chef Guntas: Safety and traceability are at the heart of the EU food system. How are these standards upheld?

Ambassador Delphin: Strict safeguards are embedded across the EU food chain. Backed by the European Food Safety Authority (EFSA) and EU legislation, every product can be traced from farm to table – including those exported to India. These science-based standards ensure transparency and trust. EU food products are known for their quality, authenticity and commitment to safety and sustainability. The European farmers follow rigorous rules on pesticide use, hygiene, animal welfare, packaging and labelling – ensuring the same level of safety in Europe and India.

From Europe's Farms to India's Kitchens

Growing access to high-quality European ingredients is shaping India's evolving dining landscape. Cheeses, chocolates, olive oils, wines, and other premium agricultural products are becoming more visible in retail and professional kitchens – driving new possibilities for chefs, home cooks, and food entrepreneurs.

€61M
(+45.2%)

Confectionery & chocolate

€45M
(+1,831.9%)

Oilseeds & protein crops

€33M
(+128.4%)

Horticulture products

€2M
(+6.6%)

Poultry & eggs

Data signals this rising appetite from 2023 - 2024

This upward trajectory reflects growing confidence in European quality, safety, and production standards – attributes that are becoming critical differentiators in India's competitive food ecosystem.

Shared Tables, Shared Futures

The EU remains one of India's most important partners in agri-food trade, driven by shared priorities around quality, safety, and sustainability. The growth across these key product categories reinforces rising confidence and commercial potential.

This momentum reflects more than market demand – it represents a deepening business relationship built on reliability, innovation, and aligned values. As industry collaboration expands across retail, food service, and manufacturing, the foundations for the next phase of growth are firmly in place.

Retail Promotion (through December 2025): Across India, our retail promotion continues – discover and shop a wide range of EU products at Modern Bazaar and Nature's Basket outlets across Delhi, Mumbai, Kolkata and Bangalore.

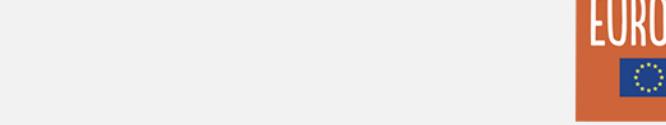
Across Europe and India, food continues to be a unifying language – one that celebrates culture, creativity and connection. As our culinary stories grow closer, we are reminded that every ingredient carries values both regions hold close: heritage, responsibility and trust.

The EU's More Than Food continues to nurture this dialogue – inspiring new ways to cook, explore and exchange.

We invite you to discover the diversity of EU food and beverages now available in India and to join a community shaping the future of food between our regions.

The Road Ahead

In the upcoming months, as part of the More than Food campaign, the EU will be rolling out:



Retail Promotion (through December 2025): Across India, our retail promotion continues – discover and shop a wide range of EU products at Modern Bazaar and Nature's Basket outlets across Delhi, Mumbai, Kolkata and Bangalore.

Masterclass with Chef Guntas Sethi (January 2025): More Than Food campaign ambassador Chef Guntas Sethi will conduct a masterclass for students at IIM Hyderabad offering them the opportunity to learn about the traditions and stories behind EU food and beverages while engaging directly with the culinary maestro.

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