



Discover EU Beers, Spirits and Perfect Pairings at Food & Drink Expo 2025

Visit the 'More Than Only Food & Drink' campaign at Booth KK331

April 7th - 9th, 2025 NEC Birmingham

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Professionals from the food, drink and hospitality sectors will have the opportunity to discover an impressive array of beers and spirits from the European Union's 'More Than Only Food & Drink' campaign at this year's Food & Drink Expo (7th – 9th April 2025).

Exhibiting at the Expo for the very first time, the 'More Than Only Food & Drink' campaign will showcase more than 60 food and beverage products from all 27 Member States, giving visitors an unrivalled immersion into the quality and innovation taking place throughout the European Union.

Visitors to **Booth KK331** will have the chance to explore beers and spirits sourced from 21 different EU Member States, alongside perfect food pairings including EU cheeses, meats, baked goods and confectionery.

The stand's beer and spirits selection has been carefully chosen to showcase the diversity and heritage of the EU's longstanding traditions in beer and spirits production. There will be classic lagers and ales from brewing powerhouses such as Belgium, Czechia, and Germany, alongside contemporary styles, including pale ales and the increasingly popular sour beers.

The spirits line-up will feature 21 drinks with PGIs (**Protected Geographical Indications**), including the holiday favourite- **Ouzo PGI** from Greece and the world-renowned **Irish Whiskey PGI** from Ireland. There will also be lesser-known libations, such as **Slivenska Perla PGI**, a grape brandy from Bulgaria.

Other highlights of the beers and spirits to be discovered at the More Than Only Food & Drink stand (Booth KK331) include:

- **Passion Is Really My Passion** from Finland - a refreshing and tangy beer that combines the bold tartness of a sour with the vibrant, fruity flavours of carefully selected fruits.
- **Kölsch PGI** from Germany – a lager that strikes the perfect balance between smooth malt and delicate hops. Crip and refreshing, this beer boasts lively carbonation and a bright, sparkling appearance.
- **Svyturys Gintarinis** from Lithuania - a light amber-coloured Pilsner with a fresh, slightly bitter taste and long-lasting aroma.
- **Zadarski Maraschino PGI** from Croatia - a cherry liqueur crafted from sour Marasca cherries cultivated near the city of Zadar. It is sweet and aromatic, with pronounced cherry flavours complemented by delicate almond notes.
- **Tentoura PGI** from Greece - a liqueur crafted from a revived 15th-century recipe that originates from the Ionian Islands. Infused with spices historically brought to the Ionian Sea ports, it features authentic cinnamon and clove buds delivering a rich, aromatic flavour.
- **Rum da Madeira PGI** from Portugal - a fruity three-year-old rum, made from Madeiran sugarcane grown and matured in French oak barrels, developing a smooth and flavourful character.

Experts and advisors to the EU campaign will also be on hand to share insights into how operators can extend their beer and spirits offering to meet evolving consumer tastes.

Mark Dredge, beer writer and advisor to the 'More Than Only Food & Drink' campaign, will present a masterclass: **"Discovering unique and lesser-known beers and beer styles from EU Member States, along with their unexpected pairings"** on Monday 7th April at 12:30pm.

"UK drinkers are becoming more adventurous and seeking out beers that they have discovered whilst holidaying or travelling in Europe. As such, there is a huge opportunity for professionals to broaden their knowledge about the rich diversity of flavour and styles of beer available across the European Union, said Mark Dredge.

"What is more, beer and food pairings are very much unexplored in the UK, yet offer huge potential for imaginative operators to offer pairing suggestions with their menus in a similar way to wine. Through engaging masterclasses and interactive advice at our stand, we'll provide plenty of inspiration and practical guidance to help food and drink professionals reimagine beer's role in their offerings."

Kristiane Sherry, a spirits writer, educator and judge, will lead the seminar: **"Why EU Spirits Are Trusted for Quality and Authenticity"** on Wednesday, 9th April at 12.15pm. During the session, she will highlight the centuries-old traditions and craft behind the protected status awarded to more than 250 EU spirits.

"EU spirits are unmatched in their heritage, authenticity, and exceptional quality, underpinned by centuries-old craftsmanship and strict production standards. At this year's Expo, hospitality professionals have a rare opportunity to experience firsthand why these protected spirits are held in such high esteem worldwide. I look forward to sharing insights on their production methods, stories, and provenance, demonstrating how operators can leverage this rich heritage to connect with discerning consumers," said Kristiane Sherry.

ENDS

Notes to editors

In 2024, the European Union launched the 'More Than Only Food and Drink' campaign to promote the EU's incredible range of food & beverages across the UK market.

The campaign aims to promote European food & beverage products to food and drink professionals in the UK, highlighting the key characteristics of the products (safety, quality, authenticity, and sustainability), with a focus on EU quality schemes - Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) - as well as the EU organic label.

For any further queries, please [visit our website](#) or contact: morethanfood_UK@agripromotion.eu

