

MORE THAN ONLY
FOOD & DRINK

PRESS KIT



EUROPEAN UNION

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IT'S FROM
EUROPE**



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MORE THAN ONLY FOOD & DRINK EU AGRICULTURE AND AGRI-FOOD. A GUARANTEE OF QUALITY, TRADITION AND TASTE

In 2024, the European Union (EU) launched 'More Than Only Food & Drink', a communication campaign to encourage the import, use and sales of authentic EU agricultural food and beverage products in the UK.

The EU's food and beverage sector is one of the most diverse and high quality in the world. The 'More Than Only Food & Drink' campaign promotes the standards, regulations and tracking in place to protect food safety, food quality, animal welfare and the environment.

The campaign also seeks to improve the recognition and understanding of EU food quality labels such as Protected Designation of Origin (PDO) Protected Geographical Indication (PGI), Organic label.

The wide-ranging campaign encompasses the following categories:

- Processed meat: charcuterie, salami, hams, sausages
- Fresh meat: poultry (including duck/goose) beef, pork, lamb
- Dairy and cheese
- Fresh and frozen fruits and vegetables
- Bakery products and confectionery
- Wine, spirits and beers

Industry experts are on hand to share insight and anecdotal evidence to identify key trends, innovation and developments. Activities in the past year include - seasonally-driven and trend-led content, masterclasses and sampling activity at key trade shows and partnerships with retail and hospitality media.

More Than Only Food & Drink



Map of the European Union¹



- 1 AUSTRIA
- 2 BELGIUM
- 3 BULGARIA
- 4 CROATIA
- 5 CYPRUS
- 6 CZECHIA
- 7 DENMARK
- 8 ESTONIA
- 9 FINLAND
- 10 FRANCE
- 11 GERMANY
- 12 GREECE
- 13 HUNGARY
- 14 IRELAND
- 15 ITALY
- 16 LATVIA
- 17 LITHUANIA
- 18 LUXEMBOURG
- 19 MALTA
- 20 NETHERLANDS
- 21 POLAND
- 22 PORTUGAL
- 23 ROMANIA
- 24 SLOVAKIA
- 25 SLOVENIA
- 26 SPAIN
- 27 SWEDEN

The European Union (EU) brings together a diverse culture of food & drink and is committed to maintaining the highest quality standards whilst protecting heritage and the environment.

EU Agriculture and Trade

An extensive and diverse land mass, the EU offers a wealth of agricultural and agri-food output based on long held traditions and modern techniques. Some 157 hectares of land were used for agricultural production in 2020, 38% of the total land area of the EU.²

In 2024, the value of EU exports of agricultural goods to the rest of the world was €234 billion. The EU share of agricultural products in total exports was 9.1%. The UK was the EU's largest export destination (€54.0 billion).³

In October 2024, EU agri-food trade reached record levels, with exports totalling €21.7 billion and imports at €16.2 billion. The United Kingdom and the United States remained the top destinations for EU agri-food exports between January and October 2024, valued at €44.9 billion and €25.1 billion, respectively.⁴

Safeguarding the future

In 2019, the EU launched an economy wide transition to achieve climate neutrality by 2050.⁵ Its 'Vision for Agriculture and Food' was launched in February 2025⁶ followed by the EU Sustainable Food System Dashboard, a tool for tracking agricultural sustainability metrics that aims to give a comprehensive and cross-sectoral overview of the food supply chain.⁷

Innovative practices, including advanced farming methods, digital agriculture, and AI-driven supply chains, are reducing resource use and emissions while preserving quality and tradition. EU producers are pioneering sustainable packaging solutions, such as compostable bioplastics, derived from agricultural by products, contributing to a circular economy.⁸

Due for adoption in 2026, the Circular Economy Act aims to establish a Single Market for secondary raw materials, increase the supply of high quality recycled materials and stimulate demand.⁹



EU Quality Schemes

EU quality schemes aim to protect the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional production techniques.



Protected Designation of Origin (PDO)

Products registered as PDOs have clear and undisputed links to the place where they are produced. Every part of the production process, including preparation and processing, must take place in the specific region to which the protection applies. Food, wine, and agricultural products can all be labelled PDO.



Protected Geographical Indication (PGI)

This label explains the relationship between a particular region and the name of the product. Unlike a PDO, it requires a minimum of one element of the production, processing, or preparation of the product to take place in the region to which the indication applies. For instance, where wine is concerned, the rule states that at least 85% of the grapes used must come exclusively from the geographical area where the wine is actually made.



EU Organic Label

The organic logo ensures additional quality and sustainability, as it guarantees that the production, transportation, and storage respects nature and provides the highest animal welfare standards.

To be labelled EU Organic requires that the farmer uses only organic feed for farm animals, an absolute prohibition of GMOs, and strict limitations on the use of chemical fertilisers, pesticides, and antibiotics. A product can only carry this label if its ingredients are at least 95% organically farmed and if the other 5% meet additional strict conditions.

DAIRY & CHEESE

Comté PDO
from France





MORE THAN ONLY FOOD & DRINK THE WORLD'S LARGEST MILK PRODUCER WITH HERITAGE AT ITS HEART

The EU is the world's largest milk producer and there are approximately 12,000 dairy processing facilities around Europe.¹⁰

While milk is produced in all Member States, farm and herd sizes, yields and types of farming vary widely, from free-range farming in alpine areas to large specialised dairy farms in the north-west and centre of Europe.

From Greek yoghurts, **Edam Holland PGI** in the Netherlands, to the world's most awarded cheese - Italy's **Parmigiano Reggiano PDO**, the EU offers vast and ideal pastures for producing milk used in a vast number of products.

In 2022, EU production of raw milk reached 160 million tonnes, 96% of which was cow's milk, with the remaining 4% from sheep, goats and buffalos.¹¹ The EU produces a vast and diverse range of cheese and the market grew in 2024. Estimates suggest that production reached 10.85 million tonnes in

2024 with expectations that production in 2025 will be on a similar scale.¹²

The popularity of artisanal EU cheeses in the UK remains strong, with supermarket sales increasing for Greek **Φέτα / Feta PDO**, **Halloumi PDO** and **Burrata di Andria PGI**.¹³ More recent trends include Alpine cheeses and hot cheese products as British shoppers continue to put cheese at the centre of dining occasions.¹⁴

According to Patrick McGuigan, cheese writer and educator and advisor to the EU's 'More Than Only Food & Drink' campaign: *"There are some really exciting cheeses coming through from Northern Europe – cheeses produced in Belgium, Germany and The Netherlands. These are undiscovered hidden gems which are starting to catch people's attention."*

Examples include **Fromage de Herve PDO** from Belgium, ornkäse (horned cheese) a mountain cheese from Germany and Boerenkaas from The Netherlands.

EU Dairy Markets Summary

| M. TONNES | 2020 EU-27 | 2021 EU-27 | 2022 EU-27 | 2023 ¹ EU-27 | 2024 ² EU-27 | 2025 ³ EU-27 |
|--|---------------|---------------|---------------|----------------------------|----------------------------|----------------------------|
| DAIRY COWS (December census, '000 head) | 20.536 | 20.219 | 20.074 | 19.737 | 19.400 | 19.000 |
| Milk Deliveries to dairies | 145.169 | 144.852 | 145.027 | 145.010 | 145.600 | 145.000 |
| Milk for liquid consumption | 23.907 | 23.195 | 22.537 | 22.235 | 22.500 | 22.600 |
| Fermented Products | 7.769 | 7.769 | 7.707 | 7.730 | 7.750 | 7.700 |
| Butter | | | | | | |
| Production ⁶ | 2.246 | 2.195 | 2.180 | 2.220 | 2.170 | 2.150 |
| Consumption | 1.999 | 2.002 | 1.936 | 2.003 | 1.980 | 1.965 |
| Cheese | | | | | | |
| Production ⁴ | 10.561 | 10.734 | 10.728 | 10.866 | 11.010 | 11.050 |
| Consumption ⁵ | 9.372 | 9.565 | 9.549 | 9.710 | 9.875 | 9.935 |
| Skim Milk Powder | | | | | | |
| Production ⁶ | 1.642 | 1.550 | 1.612 | 1.560 | 1.500 | 1.450 |
| Consumption | 910 | 890 | 870 | 850 | 830 | 820 |
| Whole Milk Powder production | 822 | 840 | 795 | 785 | 740 | 720 |
| Condensed Milk production | 1.063 | 1.058 | 937 | 960 | 1.000 | 5.800 |
| Skim Milk used for Casein³ | 5.700 | 5.800 | 5.850 | 5.900 | 5.740 | 5.800 |
| Population (million head) | 447 | 446 | 446 | 449 | 450 | 451 |

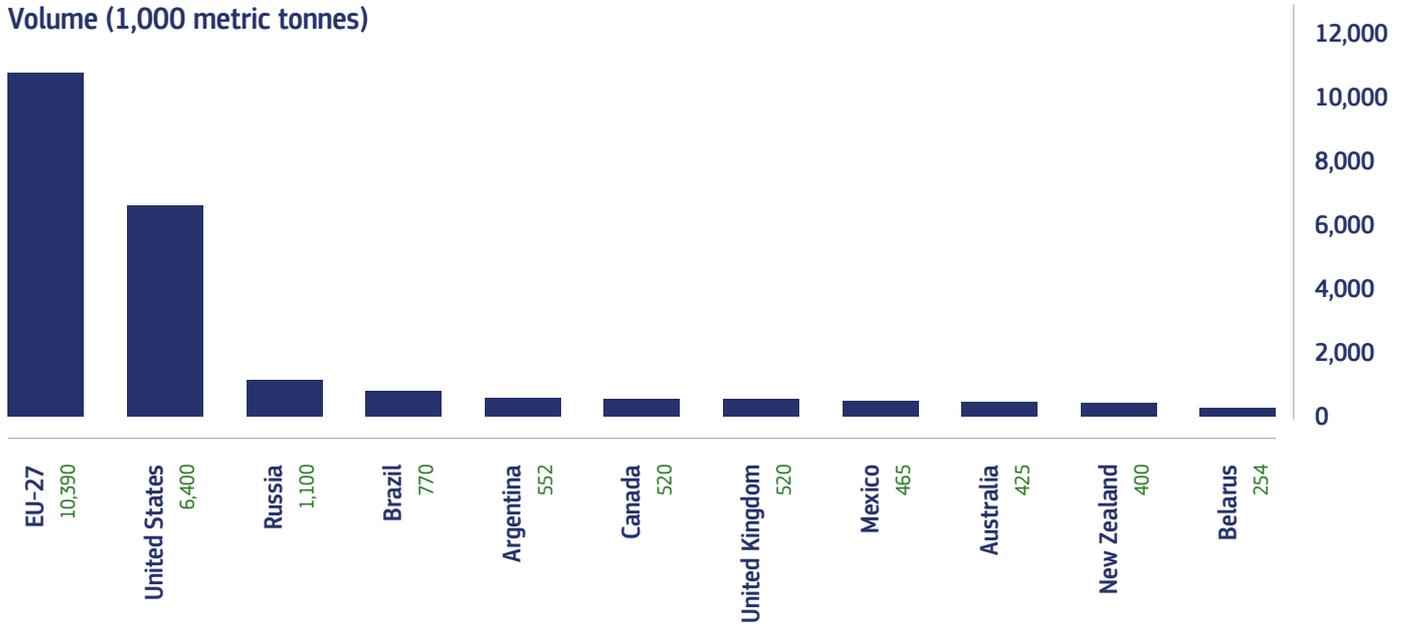
1) Preliminary. 2) Partly estimated. 3) Forecast. 4) Incl. cheese made from other animals milk and processed cheese impact. 5) Including processed cheese. 6) Including a estimation for butteroil made from cream in butter equivalents. Source: ZMB Berlin, Germany. Updated February 2025



Global Cheese Production¹⁰

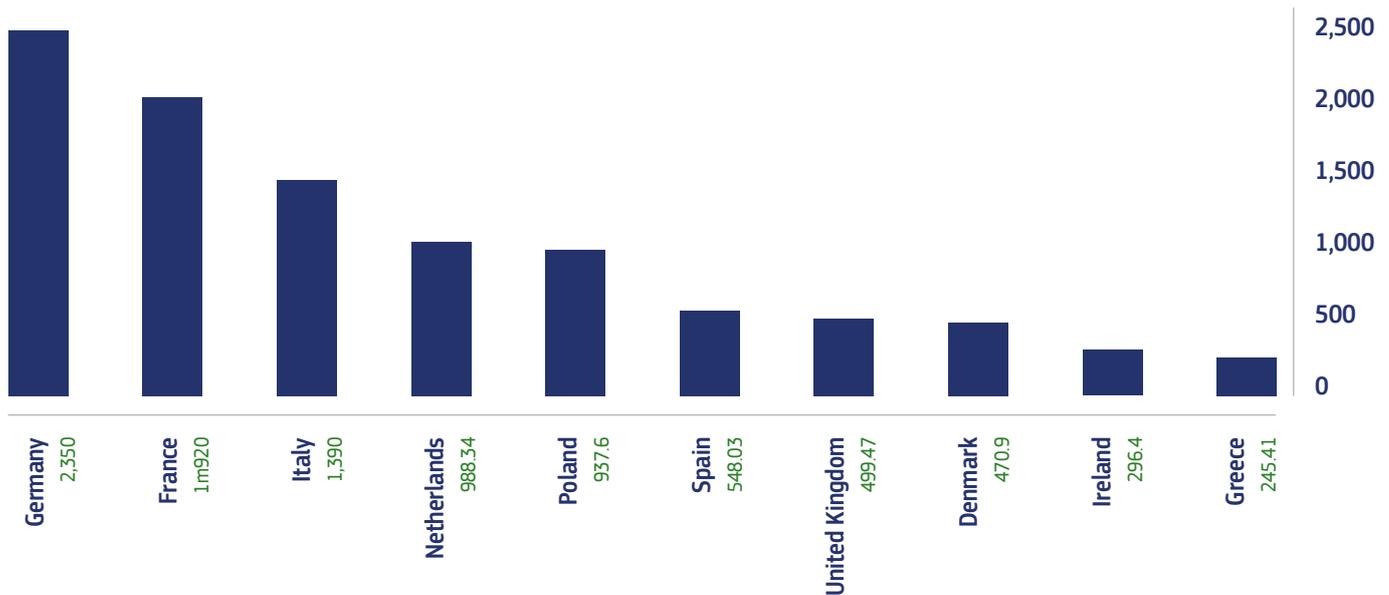
Source: Statista 2023

Volume (1,000 metric tonnes)



European Cheese Production by Country in 2023

Source: Reportlinker 2023



Adherence to stringent safety standards

All EU farms must be registered to enable immediate tracking of all food products. In the dairy sector, safety controls are in place to measure the presence of hormones, chemical residues and microbial contamination. Processes are also in place to govern overall hygiene, labelling, refrigeration, animal health requirements and animal welfare.¹⁵

The safety of EU dairy products starts with the assurance of the good health of the animals and the absence of infectious disease.¹⁶

Dairy producers are required to adhere to dedicated standards for dairy products listed in the Codex Alimentarius - a collection of international standards, guidelines and codes of practice to protect the health of consumers and ensure fair practices in the food trade.¹⁷ EU dairy legislation goes beyond this global legislation, setting additional food safety provisions for dairy and food businesses.

In the EU, milk and dairy producers must implement procedures based on Good Hygiene Practices (GHP) and Hazard Analysis and Critical Control Points (HACCP); each dairy plant in the EU needs to be approved and have its guides to GHP and the application of HACCP principles validated.¹⁸

EU dairy products are fully traceable, bearing individual identification marks that can help to quickly identify in which plant they were processed, and from which farm the milk came from.¹⁹

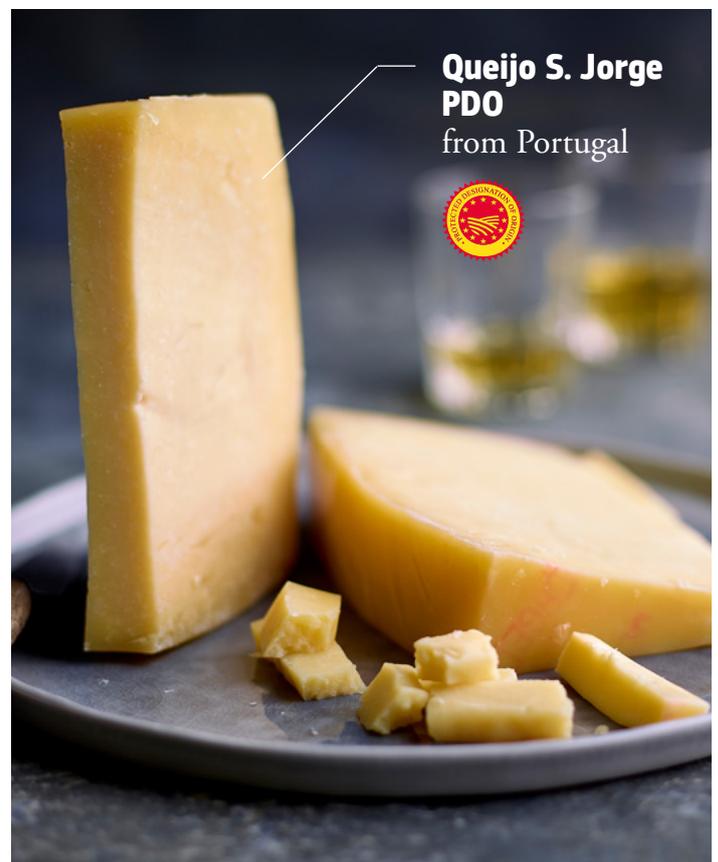
With the EU home to some of the world's most loved cheeses, its safe production is paramount. To avoid contamination in the cheeses, the milk is kept cool at no more than 6°C until processed from collection at the farm and those handling cheese are obliged to wear gloves and protective clothing during the cheese-making process.

Trusted systems for superior quality

Traditions in the dairy sector have shaped EU products throughout time and production methods passed down from generations stretch back hundreds of years and minimise the need for artificial ingredients and preservatives which are strictly regulated.

EU labels on dairy products enable consumers to find clear information about the milk, butter, yoghurt or cheese. Mandatory food labels do not just dictate where the cheese comes from, but also include details of the producers so they are fully traceable.

It is widely considered that well cared-for animals produce better milk; the EU has strict animal welfare rules for animal feed, milking, stall size and grazing pastures.²⁰



Centuries of know-how and authenticity

Centuries of tradition and know-how handed down from generation to generation, give EU dairy products their own authentic textures and flavours. The EU ensures that products maintain their unique character and are true to their traditions.

EU quality labels emphasise the diversity of Europe's products and protect the knowledge of farmers and producers.

By choosing Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) labelled products, consumers can enjoy the unique characteristics linked to their geographical origin and to the unique know-how carefully passed on from generation to generation.

In the EU, over 300 varieties of European cheese and dairy products are registered as Protected Designations of Origin or Geographical Indications to guarantee their authenticity.

There are over 1,000 European cheeses, each distinguished by different textures and tastes, including soft, semi-soft, blue-veined and more. These products, originating from multiple countries, include cheeses such as **Danbo PGI**, a semi-soft aged cow's milk cheese from Denmark, as well as more recent additions such as **Българско кисело мляко / Bulgarsko kiselo mlyako PDO**, a Bulgarian yoghurt.

Mohant PDO from Slovenia is a semi-soft cheese made from the raw milk of locally raised cows. The cheese is ripened under anaerobic conditions for 15 to 56 days. It is salty, porous and crafted using centuries old techniques.

Germany's **Altenburger Ziegenkäse PDO**, produced in between Saxony and Thuringia, is not a pure goat's cheese as its name suggests but made with cow's milk and a little goat's milk and flavoured with caraway.

Győr-Moson-Sopron megyei Csemege sajt PGI from Hungary was one of the first Hungarian cheeses to be awarded a PGI.

In 2025, 318 EU dairy products were awarded one star or more in the Great Taste Awards with a **Brillat-Savarin PGI** from France, **Φέτα / Feta PDO** from Greece and a **Gorgonzola PDO** from Italy, all awarded three stars.²¹



Changing the landscape

The EU's food sustainability strategy aims to protect the environment whilst ensuring farmers' livelihoods. As part of the European Green Deal, biodiversity is being improved by developing local breeds and protecting unique genetic resources.

Entire ecosystems in Europe are heavily dependent on cattle production and measures are in place to reduce their environmental impact. Fertiliser levels, chemical pesticides and antibiotics are being reduced. Alongside which, the EU is committed to have 25% of the EU's agriculture converted to organic farming by 2030.²²

Circular solutions to reduce the greenhouse gas effect in dairy farms include: supporting the biodiversity of the soils, improved fertiliser efficiency, introducing legumes as a crop feed, recycling nitrogen and optimising animal feed to reduce methane emissions.²³

A large part of EU agricultural land consists of grasslands and other landscapes where grazing contributes to the maintenance of biodiversity and to the storage of carbon in the soil.



**Gouda
Holland PGI**
from the
Netherlands



Why choose EU dairy products

EU dairy products have stood the test of time, with passion, know-how and techniques handed down from the generations. Across the EU, hundreds of traditional cheeses are being made, many of them protected under the PDO and PGI schemes which help secure the long term production of the cheese and protect livelihoods in rural communities.

A cheese recently awarded PDO status is Sweden's **Kaffeost PDO** (coffee cheese). Its production is restricted to northernmost Sweden and the raw milk must be sourced from the same region.

Patrick states: *"Artisanal Swedish cheese almost vanished after the second world war and many traditions and practices were nearly lost forever. Thankfully, this appears to be changing with **Wrångebäckost PDO** the first Nordic cheese to receive the status and **Kaffeost PDO** the most recent accreditation.*

*"**Kaffeost PDO** is very distinct in flavour, some is made with reindeer milk, and the way it is served with coffee is very unique to north Sweden. The PDO was supported by a collective of dairies who saw the opportunity of protecting its heritage and sharing this long held cultural custom with a world that has a growing interest in cheese."*

Dairy products are a key source of protein and calcium. Cultured dairy products such as Greek yoghurts are one of the best sources of probiotics. Cheeses such as **Φέτα / Feta PDO** from Greece, Germany's Quark cheese and Italian **Ricotta Romana PDO** are lower in fat than many other cheeses, they are also versatile as an ingredient in many recipes.

The high quality, varied textures and flavours and authenticity of European cheeses provide inspiration for both simple and complex dishes.

MORE THAN ONLY
FOOD & DRINK

Saint-Nectaire PDO
from France



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PROCESSED & FRESH MEAT

Jambon de Bayonne PGI
from France



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MORE THAN ONLY FOOD & DRINK
EU PROCESSED AND FRESH
MEAT: QUALITY, TRADITION
AND TASTE, PRODUCED TO THE
HIGHEST WELFARE AND HEALTH
STANDARDS.²³

Rearing animals for food has formed part of the EU's heritage for many hundreds of years and the varied landscape and climates have produced a vast range of breeds, cuts and cured meats.

Livestock is a significant contributor to the EU economy and the scale of meat production is considerable. In 2024, the EU recorded 132 million pigs, 72 million bovine cattle, 57 million sheep and 10 million goats.²⁴ The EU is one of the world's largest poultry meat producers and a net exporter of poultry products with annual production of around 13.4 million tonnes.²⁵



Traceability you can trust

All EU farms must be registered to enable immediate tracking and tracing, and safety controls are in place to measure the presence of hormones, chemical residues and microbial contamination. Processes are also in place to govern overall hygiene, labelling, proper refrigeration, animal and plant health requirements and animal welfare.²⁶

Dedicated EU Animal Health Laws guarantee the safety of meat at every step of the production chain. This legislation is harmonised throughout the EU and controlled from the farm to the final purchase.²⁷

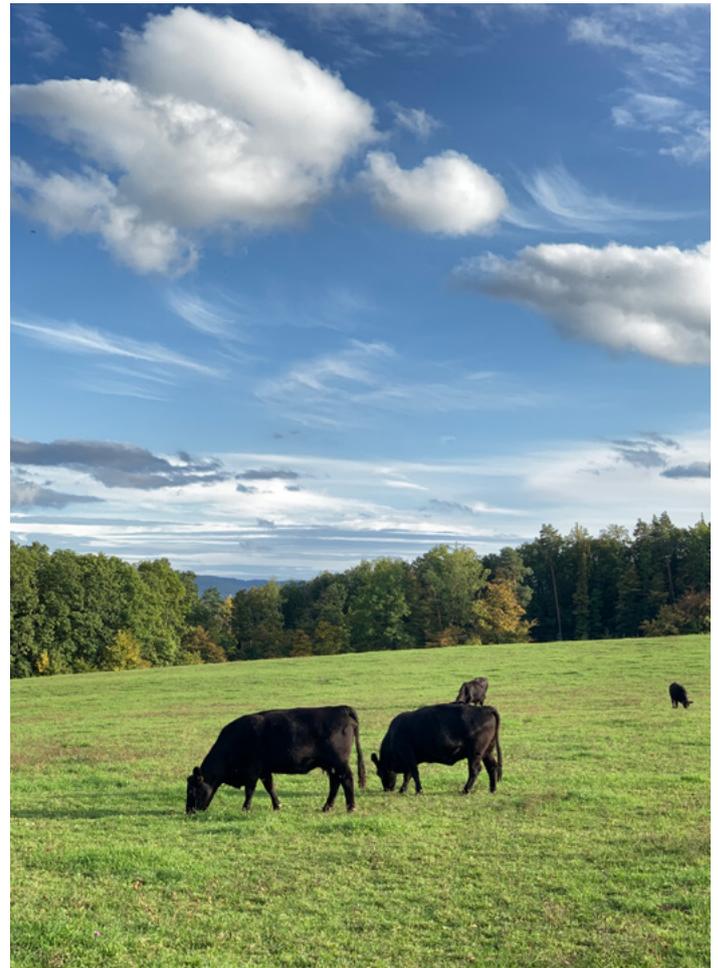
Better animal welfare improves animal health and food quality. The EU plans to revise legislation concerning the slaughter of animals so that it is aligned with scientific evidence, broadening its scope, making it easier to enforce, and ultimately ensuring a higher level of animal protection and welfare.²⁸

In addition, an advanced system of animal disease controls gives the EU one of the most comprehensive surveillance programmes for threats such as Avian Flu, Lumpy Skin Disease and African Swine Fever.

Centuries of breeding and rearing livestock

The unique geography and history of the diverse Member States has led to a plethora of breeds, rearing techniques and a deep understanding of meat cuts and products that are typical to each region. The diversity and heritage of the EU encompasses culinary traditions passed down from generation to generation, sometimes over hundreds of years.

The introduction of a number of EU quality schemes including Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) which require strict production methods celebrate this heritage and geographical importance and ensure a better price for farmers.



Examples of PDOs and PGIs in EU meat and processed meat

Austria's **Gailtaler Speck PGI** (Gailtal bacon) has been traditionally produced in the Alpine Gailtal region since the 15th century. The meat must come from pigs reared either in the Gailtal Valley or the Carinthian area. Production begins with the meat being dry-salted, pressed and marinated in brine and seasoned with pepper, garlic and juniper before being air-cured and cold-smoked over beech and elder wood.

Λούντζα Πιτσιλιάς / Lountza Pitsilias PGI (cured pork tenderloin) from Cyprus. It is an aged, dry, salted and smoked meat product marinated in wine. The cured meat is produced without the addition of any preservatives (e.g. nitrates, nitrites, polyphosphates), flavour enhancers or other additives.

Spain's Guijuelo PDO (cured pork) is made from the hind and shoulders of pure-bred Ibérica or cross-breeds with at least 75% Ibérica heritage. The meat has a delicate and sweet taste and unctuous fat, thanks to the acorns included in the animal's feed.

Горнооряховски суджук / Gornooryahovski sudzhuk PGI from Bulgaria is a dried beef sausage made from the beef from healthy, well-fed animals aged 12 months or more with a high glycogen content that makes them juicy. Its flavour results from a mixture of black pepper, cumin and curing spices. The sausages are bent into a horseshoe shape and matured in drying rooms.



Stringent standards for health and welfare

EU meat and meat product labels let consumers know exactly what they are buying, where and how it was raised. The food labelling includes information on production methods such as grass-fed beef production area, allergens and in some cases certification label such as PDO, PGI and EU organic.²⁹

Growth promoting hormones such as oestradiol 17 β , testosterone, progesterone, zeranol, trenbolone acetate and melengestrol acetate (MGA) are banned in the EU.³⁰

The EU is also a global leader in setting best practice or antibiotic use in animal farming. In September 2025, the EU launched the Partnership on One Health Antimicrobial Resistance (OHAMR) to tackle the urgent global threat of antimicrobial resistance (AMR).³¹ Since 2022, the routine use of antibiotics in EU farming has been banned, a move that World Animal Protection claimed to be the most progressive in the world.³²

The use of improvement agents in processed products, such as additives, flavourings or enzymes are also strictly regulated.³³ European cured meats have been treated in the same way for hundreds of years. Tried and tested traditional techniques using water and salt and hanging to dry do not require artificial additives or preservatives.

Well cared-for livestock produces better meat and the EU has some of the world's highest standards in animal welfare. A continuous investment in modern processing facilities to meet further improvements is governed by EU standards. In order to ensure compliance, inspectors regularly visit farms and production sites to carry out safety and quality checks.³⁴

Leading in biotech solutions

The EU is pursuing the goal of transforming the way food is produced and consumed in Europe to reduce the environmental footprint of food systems, while ensuring healthy and affordable food choices for people today and for tomorrow's generation.³⁵

A large part of the EU's agricultural land consists of grasslands and other landscapes where grazing contributes to the maintenance of biodiversity.

The EU also aims to increase biodiversity by developing local breeds and protecting unique genetic resources.

Free-range acorn feeding of Ibérico pigs

A recent study showed that the quality regulations that ensure **Dehesa de Extremadura PDO** Ibérico pigs from Spain graze free-range on acorns, also reduces the carbon footprint of the livestock. The prized meat is thanks to the pigs' free-range diet of acorns in the Dehesa region, an eco-system derived from Mediterranean forest which has been home to this livestock for at least 2,000 years.

The study concluded that the primary source of greenhouse gases is off-farm feed, and that the carbon held in the agroforestry systems that support this kind of production, along with the smaller percentage of feed supplemented to the pigs, results in a much lower carbon footprint compared to more extensive systems.³⁶



Why choose EU meats?

With some of the strictest health and safety standards, EU fresh and processed meats are amongst the safest in the world.

The diversity of territory, breed origins and cultures offer chefs and consumers a story of provenance, new textures, flavours and authentic products that have stood the test of time.

EU meat products provide distinction in quality, texture and flavours due to breed origins, rearing and feed e.g. France's **Jambon du Kintoa PDO** (dry-cured ham), Polish **Kiełbasa lisecka PGI** (lightly smoked pork sausage), Germany's **Göttinger Feldkieker PGI** (air dried raw sausage) and **Timoleague Brown Pudding PGI** from Ireland.



Pêra Rocha do Oeste PDO
from Portugal



FRUITS &
VEGETABLES



EUROPEAN UNION



MORE THAN ONLY FOOD & DRINK PROVIDING A WEALTH OF VARIETIES TO MEET CONSUMER DEMANDS FOR NUTRITIOUS CHOICES

Fruit, vegetables and legumes are widely considered to be an essential part of a healthy diet. Statistics from Kantar Worldpanel show that, despite the cost of living crisis and rising food bills, shoppers still want to make healthy and sustainable choices.³⁷

According to Vervan Bliss, advisor to the 'More Than Only Food & Drink' campaign: *"The EU's diverse range of microclimates plays a crucial role in supporting the year-round production of fresh produce. This geographical diversity ensures a steady supply of seasonal produce, often complementing the UK's own growing patterns. When certain crops are out of season in the UK, EU producers support the offer, ensuring that UK retailers can offer a consistent, high-quality selection to consumers throughout the year."*

"This seamless alignment between EU and UK growing seasons allows for a reliable supply of fresh, seasonal produce, enhancing the retail offering and giving consumers access to a diverse range of fruits and vegetables regardless of the time of year."

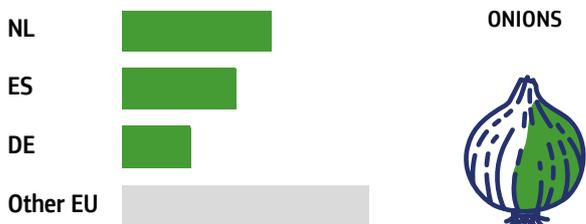
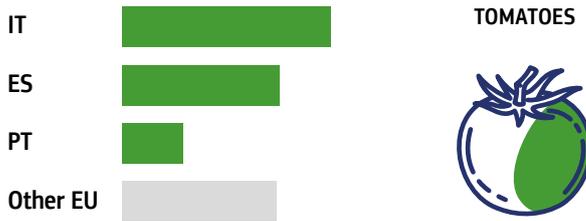
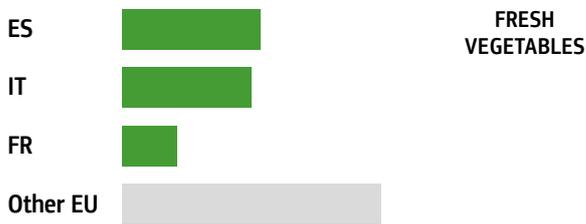
The topography and location of the EU provides fertile soils for fruit and vegetables. In 2024, the EU harvested 62.2 million tonnes of vegetables, including 7 million tonnes of carrots. Production of fruits, berries and nuts (excluding citrus fruits, grapes and strawberries) within the EU was 24.3 million tonnes, including 11.6 million tonnes of apples.³⁸

Providing a wealth of varieties to meet consumer demands for nutritious choices

Source: Europa EU
<https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20250825-1>

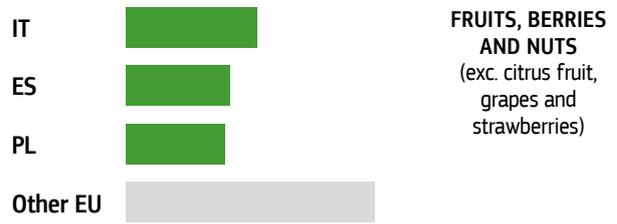
Share of EU production of various types of vegetable, 2024

(% based on metric tonnes)



Share of EU production of various types of fruit, berries and nuts, 2024

(% based on metric tonnes)



Deep respect for territory and authenticity

The quality and safety of EU fruit and vegetable production underpin each other and are the result of stringent safety regulations and systematic controls.

EU food products are nutritious and healthy thanks to high production standards that are harmonised throughout the EU.

As with all food, EU quality schemes protect the names of specific products and promote their unique characteristics and the traditional know-how involved in their production. The corresponding PDO, PGI and organic labels identify products as authentic, of high quality and compliant with stringent safety standards.

In addition to ensuring quality and safety, the authenticity of EU food products significantly benefits producers by enabling them to market their goods at premium prices and sustain their local economies. Authenticity links products to specific regions and traditional methods, allowing producers to protect their unique heritage while offering consumers confidence in product quality and origin. This connection helps rural farmers preserve traditional practices and command higher prices, especially for niche or premium goods.

The EU quality logos (PDO and PGI) go further in attesting that the product is grown with care and respect towards the unique characteristics linked to the region in which it is grown.³⁹

Stringent protection for plant and food safety

The European Union has the world's most rigorous monitoring system to keep contaminants away from its food.

EU Plant laws are regularly updated, with the most recent revisions enforced in 2025.⁴⁰ These updates included:

- The introduction of the Union's Plant Health Emergency Team.
- The obligation for third countries to declare the measures they applied against regulated non-quarantine pests on the phytosanitary certificate in case of imported plant reproductive material.
- The establishment of procedures for third countries' requests for market access and for the Union's listing of plants as high risk.
- The facilitation of internal EU trade as regards different rules on internal movement of plants (attachment of plant passport, distance sales for consumers, digitalisation of post-import controls).
- The digitalisation of several reporting and notification obligations for EU Member States.

Plants and plant-based products are protected under a comprehensive scheme, which records the regions where the plants come from and restricts the movement of plants in the event of a plant disease outbreak.

To protect consumers, the EU sets maximum residue levels for pesticides and other chemical methods used for safe cultivation. To ensure that residue limits are adhered to, samples are sent regularly to a laboratory for testing; if the Minimum Pesticide Residue limit (MRL) is exceeded, the product is removed from the market and destroyed at the grower's expense. As all the EU's fresh products are traceable, this is a very efficient process.

All active substances used in plant protection products in the EU must first undergo risk assessment conducted by an independent scientific body, the European Food Safety Authority.⁴¹ Only after the assessment is approved can they be authorised to be used with food or feed.⁴¹

From farm to freezer: The frozen fruit and vegetable market

From June 2024 - June 2025, UK sales of frozen fruit and vegetables was worth just under £750 million with household penetration remaining at 87%.⁴²

EU frozen fruit and vegetables provide a more time-efficient and affordable alternative to fresh produce.

As with any food cultivation and production, this sector is protected by strict EU regulations. Quick-frozen foods must be packaged in pre-packaging which protects them against external contamination and drying. The labelling of quick-frozen foods must include the sales name, the indication 'quick-frozen' and the batch identification.⁴³

Europe is one of the biggest markets for frozen vegetables worldwide. Freezing fruits helps to reduce food waste and support local farmers who may have surplus crops that would otherwise go to waste. Additionally, frozen produce can be transported more efficiently than fresh produce, which in turn can help to reduce carbon emissions and other environmental impacts associated with food transportation.



More than nutritious and healthy - taste is king

For a fruit or vegetable to be labelled PGI it must have strong links to the place in which it was grown. For the PDO label, every aspect of production, from seeds, to cultivation and growth, to processing and preparation must take place in the specified region.

Such protected products include:

- **Kiwi de Corse PGI** from France, is of the Hayward variety of kiwi fruit. Oval shaped and with brown-green hairy skin and bright green flesh with tiny black seeds, the fruit has sweet and slightly tart flavours and a soft and juicy texture.
- **Fasola korczyńska PGI** (dried white beans) from Poland, have very thin white skin and once cooked they remain firm with a mild, slightly sweet flavour. They are also very rich in protein.
- **Portugal's Alho da Graciosa PGI** (garlic) from the Island of Graciosa in the Azores. The garlic is sold as dried bulbs which have white outer skins that are easily removed. The aroma is of medium to low intensity with intense and pleasant flavours with a slight aftertaste.



A respect for the environment for now and the future

The European Union aims to make Europe the first carbon- neutral continent. The transition to more sustainable food systems is at the heart of its policies.

European networks such as SmartAgriHubs or the EIP-AGRI ensure that innovative solutions reach as many farmers as possible, as well as other organisations within the agricultural system.

Comprehensive regulation governing the use of pesticides and other plant protection products in farming aims to reduce the risks and impacts of pesticide on human health and the environment.⁴⁴

The EU also promotes Integrated Pest Management, an approach that involves non-chemical approaches to plant health.⁴⁵

In 2024, 10.8% of total EU's agricultural was organic. The region is aiming to increase this to 25% by 2030⁴⁶ (cf. the world figure is 12.1%).⁴⁷

Why choose EU fruit and vegetables?

The diverse EU landscape provides a wealth of fresh and frozen fruit and vegetables that meet stringent health and safety measures. These products are free from the harmful residues of chemical pesticides and contribute to a balanced diet.

EU Protected Designation of Origin and Protected Geographical Indication labels assure consistent quality and guarantee provenance. Certain fruit and vegetables can command higher prices for farmers and retailers due to the quality standards, climate and respect given to their cultivation.

Authentic food production also ties closely to sustainability. By emphasising local sourcing and minimal processing, authentic products generally have lower environmental footprints, support biodiversity and promote ethical resource management.

Sustainable practices are increasingly becoming a market advantage, attracting environmentally conscious consumers and securing long-term viability for producers.⁴⁸

Clean technology to reduce chemicals and wastage

In Italy, a company has introduced an effective, safe and sustainable technology for cleaning fruit and vegetables without leaving residue. The system is based on Electro Chemical Activation (ECA) which combines water, salt, and electricity to sanitise fruit and vegetables at various stages of treatment.

The technology is suitable for a wide range of applications in the fruit and vegetable sector, such as increasing the capacity of the washing lines for basil leaves, resulting in a longer plant shelf life.

At an apple processing factory, the technology was found to prevent the spread of fungus, particularly in the presence of fruit damaged during harvest, by continuously disinfecting the sorting water.

The process is also found to prevent mildew and disease when used during fertigation - the application of fertilisers or nutrients into a farming system via the irrigation network.

BEERS, WINES & SPIRITS

Brandy de Jerez PGI
from Spain



EUROPEAN UNION



MORE THAN ONLY FOOD & DRINK EU BEERS, WINES AND SPIRITS: FROM OLD WORLD VINES TO INNOVATION IN SUSTAINABLE PRODUCTION

The unique history and geography of the European Union has provided diverse range of drinks that reflect every aspect of the continent. With Belgium's Trappist beer, Portugal's **Porto / Port / vinho do Porto / Port Wine / vin de Porto / Oporto / Portvin / Portwein / Portwijn PDO, Polska Wódka / Polish Vodka PGI** and Hungarian

Tokaj / Tokaji PDO, the EU is home to some of the world's most iconic wines, spirits and beers.

Beyond its heritage, the EU also guarantees standards of safety, quality and authenticity as well as a movement towards sustainable practices in the making of alcoholic drinks.



IRISH WHISKEY
/ UISCE
BEATHA
EIREANNACH /
IRISH WHISKY
PGI



BITTER



WHITE / ROSÉ /
RED WINE



EAU-DE-VIE DE
COGNAC / EAU-
DE-VIE DES
CHARENTES /
COGNAC PGI



POLSKA
WÓDKA /
POLISH VODKA
PGI



CHAMPAGNE
PDO



BELGIAN
TRAPPIST
BEER

ENJOY
IT'S FROM
EUROPE



Traditions and techniques passed down the generations

Europe is the birthplace of the world's wine industry and traditions of wine making are proudly passed from generation to generation. Rows of vines have defined European rural landscapes for centuries and France, Italy and Spain are among the largest wine producers in the world. Today, wine enthusiasts have even more to discover thanks to vineyards in Croatia, Greece, Hungary, Romania and Slovenia, producing and exporting quality wines.

The EU remains the world-leading producer of wine with an average annual production of 157 million hectolitres.⁴⁹ Geological and climatic aspects heavily influence the characteristics of each wine, and the same wines differ depending on the conditions in any given year of harvest.

The EU is home to many different geographical and weather conditions that have an enormous effect on the varieties and qualities of the grapes grown.

Many EU regions maintain long-standing traditions of winemaking, beer brewing or production of spirits. France and Italy are known for wine whilst Belgium is famous for its many beers. Meanwhile Poland is home to many of the world's most sought-after Vodka brands.⁵⁰

The history of beer dates back more than 6000 years when there were a myriad of beer styles being brewed all over Europe. In fact, Europe is widely agreed to be the birthplace of modern brewing.⁵¹

Nowadays, EU beers are consumed all over the world due to their quality and unique styles, including low-and-no alcohol varieties.

In 2024, EU countries produced 32.7 billion litres of beer containing 0.5% alcohol and two billion litres of beer with less than 0.5% alcohol or with no alcohol content - a total of 34.7 billion litres.⁵²

EU PGI (Protected Geographical Indication) denotes the name of a spirit, beer or aromatised wine that originates from a specific country, region or locality and where the product's quality, reputation or other characteristic are essentially attributable to its geographical origin.

Сливенска перла (Сливенска гроздова ракия / Гроздова ракия от Сливен) / Slivenska perla (Slivenska grozdova rakya / Grozdova rakya from Sliven) PGI (raki) from Bulgaria is made in the Sliven region from the aromatic grape varieties Muscat Ottonel, Perla, and Tamyanka which are widely grown in the region. It must be matured for at least two years before bottling. The grapes offers a smooth and well-rounded taste.

To be registered with a PDO (Protected Designation of Origin), the raw materials must be grown, and the entire production process must take place in region.

Lacrima di Morro / Lacrima di Morro d'Alba PDO from Italy's Marche region, is a rare and aromatic red wine made from the indigenous Lacrima grape, grown exclusively around the hilltop town of Morro d'Alba. The variety's name, "lacrima" meaning tear, refers to the way the grape's thin skin releases droplets of juice when ripe. Cultivated since medieval times, this deeply perfumed wine is prized for its distinctive rose, violet and spice notes, a profile found nowhere else in Italy.



Quality raw ingredients paired with stringent processes

The EU is famous for its wine culture and wine industry and these wines are produced using processes that are regulated to the highest standards. The brewery industry follows a similar set of stringent standards on quality control, ensuring consumers enjoy the safest and highest quality products.

The majority of EU vines are grown for the production of quality wines carrying geographical indications. In 2020, 65.3% of EU vines were used for wines under the Protected Designation of Origin (PDO) classification, and 17.1% for wines under the Protected Geographical Indication (PGI) classification.⁵³

As of October 2025, 1,198 PDOs and 446 PGIs were registered within the EU for wine names in the eAmbrosia register.⁵⁴ eAmbrosia is a legal register of the names of agricultural products, wine, and spirit drinks that are registered and protected across the EU.

To be labelled organic, EU wine must be made with organic grapes and yeast and the use of ascorbic acid and desulphurisation is prohibited.⁵⁵

Spirit drinks are produced in all EU countries, both for domestic consumption and export. The 47 spirit drink categories regulated at EU level and the approximately 250 geographical indications demonstrate that the sector is deeply rooted in the European culture and tradition.⁵⁶

With €9.74 billion exports to non-EU countries in 2022 (2/3 of which represented by products with a geographical indication), spirit drinks contributed more than 5 billion euros to the positive EU trade balance, providing approximately 1.2 million direct jobs in production and sales.⁵⁷

All raw materials used in the production of European spirits must come from agricultural, natural sources. Synthetically produced alcohols are not allowed in the EU and this is true of EU spirit exports.⁵⁸

EU beer begins with the careful selection of raw materials and processes, bringing together water, different varieties of cereals, yeast and hops, carefully crafted to any given beer style and brand by experienced brewers.



Cava PDO
from Spain



Assurance through plant protection

All active substances used in plant protection, such as pesticides, must first undergo risk assessment conducted by the European Food Safety Authority - an independent body of the EU. Only when they have passed the assessment can they be authorised for use.

The European Union's plant health regime has been rigorously modernised and provides the world's most stringent monitoring system for protecting against contaminants which includes the cereals used in the production of beer and some spirits. The new regulation also strengthens the EU's capacity to detect and eradicate pests at an early stage.

The GI labels protect regional foods and also enables consumers to identify genuine products from potentially dangerous counterfeits.



Franciacorta PDO
from Italy



Meeting demand for alcohol-free and low alcohol

According to research, 61% of 18–24-year-olds plan to reduce, or completely stop their drinking over the next year, this intention increases to 68% for those who have consumed low or no alcohol beer, wine, cider, spirits or cocktails in the past twelve months with the category forecast to experience further growth.⁶⁰

In 2024, the EU produced 2 billion litres of beer with less than 0.5% alcohol. Production of beers with less than 0.5% alcohol increased by 11.1% while production of beers with higher alcohol content rose by only 0.6%.⁶¹

The mindful drinking movement has also led to an increase in the production of low-and-no alcohol wines. The EU officially recognised non-alcoholic wines as a legitimate wine category in 2025⁶² and thanks to innovation and the commitment of expert wine producers, the quality of no and low-alcohol wines continues to improve.

There has also been significant creativity and investment to develop low-and-no alcohol alternatives in many of the 47 spirit drinks categories. These drinks also lend themselves to broader cocktail trends, such as choosing less sugary options. Long drinks made with the likes of **Svensk Akvavit / Swedish Aquavit PGI**, and Italy's Amaro all offer low sugar and low alcohol serves.

The growth of natural and organic products

Younger consumers embracing the less but better ethos are driving sales of organic wine. The organic wine market was valued at €7.24 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 10.5% from 2024 to 2030 with France is expected to register the highest CAGR within the EU.⁶³

To be certified as organic, 95% of the grapes must be organically farmed - meeting strict requirements covering pesticide use, land management, preservation and storage.⁶⁴

Organic viticulture (the production of organic wine) includes protection of the natural balance of the vineyard and its surrounding environment during the production process. At the winemaking level, organic techniques are used. This means little to no manipulation of wines by reverse osmosis and excessive filtration and no use of flavour additives.



Why choose EU wine, spirits and beer?

There are around 10,000 breweries in the EU, 80 different beer styles and 50,000 different beer brands.⁶⁵ With this immense range of styles, flavours, colours, tastes, strengths and smells, Europe is a beer superpower.

In 2020, vines were grown on 3.2 million hectares in the EU, equivalent to about 45% of the world's total wine-growing areas. There were 2.2 million vineyard holdings for wine in the EU in 2020, the vast majority of which were very small; 83.3% had less than 1 hectare of vineyards.⁶⁶

No other continent has the wealth of knowledge and heritage of viticulture, distillation and brewing as the EU.

Centuries of wine production knowledge and traditions has led the EU to transition to a global leader in organic wine production.

Protected Geographical Indications can help consumers make informed choices when it comes to the quality and provenance of the drink. **Eau-de-vie de Cognac / Eau-de-vie des Charentes / Cognac PGI** from France, Italian **Grappa di Barolo PGI**, **Polska Wódka / Polish Vodka PGI**, Greek **Ouzo / Oúzo PGI**, Dutch **Genièvre / Jenever / Genever PGI** (gin) and **Trenčianska borovička „JUNIPERUS“ PGI** from Slovakia are examples of many spirits awarded the PGI label. These spirits can only be made in the named area to bear their names.

BAKERY & CONFECTIONERY

Daujėnų naminė duona PGI
from Lithuania



EUROPEAN UNION



MORE THAN ONLY FOOD & DRINK A WORLD OF SWEET TREATS

The EU has a rich heritage in confectionery tradition and innovation. This ranges from French pralines, believed to have been created in the 17th century, and gummy bears, invented more than 100 years ago in Germany, to Austrian chocolatiers which were awarded UNESCO status in 2022.⁶⁷

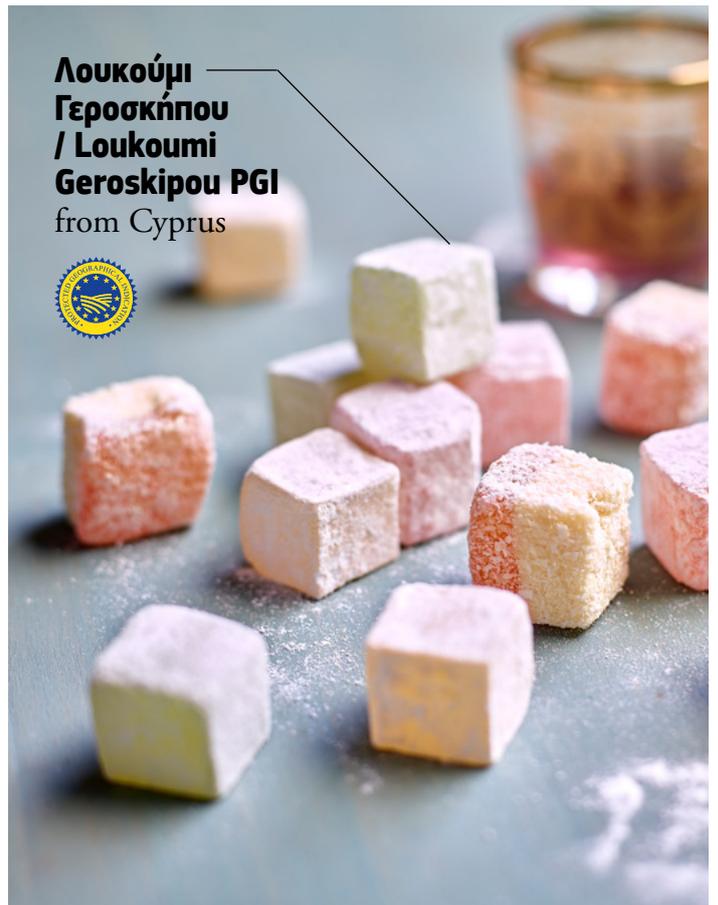
The scale of the EU confectionery market is considerable, estimated at €62.4 billion in 2025. It is expected to reach €78.48 billion by 2030.⁶⁸

More than 13,500 companies are active in the chocolate, biscuits and confectionery sector alone with the EU producing 14.7 million tonnes of products and employing 289,067 people.⁶⁹

In 2023, the EU exported 867,000 tonnes of chocolate to non EU markets.⁷⁰ Europe is also the world's largest grinder of cocoa beans, with more than 35% of the world's grinding taking place in the EU.⁷¹

The EU chocolate market was valued at €47.3bn in 2024, accounting to 43% of global value share.⁷²

**Λουκούμι
Γεροσκήπου
/ Loukoumi
Geroskipou PGI**
from Cyprus

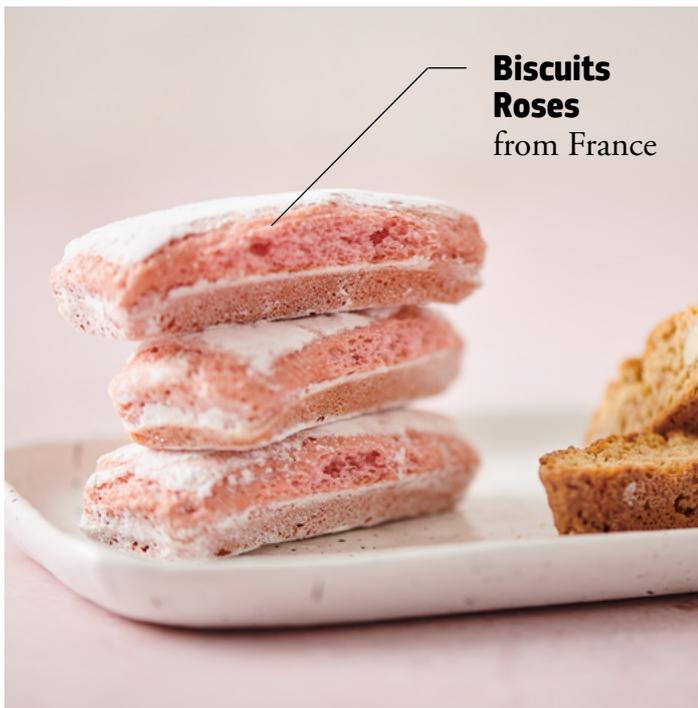


Safe to savour every mouthful

Safety begins with the raw ingredients. The wheat, maize, rye, oats spelt grown in the EU follow stringent guidelines for chemical pesticides and fertilisers.⁷³

EU regulations, codes of practice and guidance govern the production, processing, packaging, labelling, distribution and retail of confectionery products. Every production step within confectionery and baked goods is regulated to ensure high standards of hygiene and to prevent contamination,⁷⁴ regardless of the scale of the business. From a small family-run chocolatier to a large-scale international brand, all chocolate and confectionery businesses must adhere to the standards set.

Mandatory EU labelling standards guarantee the best and safest ingredients for chocolates, pastries and biscuits produced anywhere in the EU. Artificial additives, flavourings and enzymes are strictly controlled in the EU and products are required to indicate the presence of the 14 common allergens.⁷⁵



Rooted in tradition - shaped by innovation

According to recent data, volume sales of speciality bread in the UK increased by 9.4% between 2021 and 2024,⁷⁶ while sourdough sales rose by 4.3% from March 2023 to March 2024.⁷⁷

Health is a major driver: in one consumer survey, 73% of UK respondents stated they recognised the gut-health benefits of fibre, which would influence their purchase decisions.⁷⁸

Sourdough and artisan breads made with ancient grains are particularly aligned with this demand for cleaner labels and gut-friendly products.

According to Simon Atkins, an expert on the UK and EU bakery industry and advisor to the EU's 'More Than Only Food & Drink' campaign: *"The rise of sourdough has accelerated the use of ancient grains such as emmer, einkorn, and rye, as both artisan bakers and large-scale manufacturers strive to create less processed recipes that align with consumer demand for naturally fermented breads."*

For centuries, jams and juices have been made to preserve fruits and berries to enjoy during the colder months. Such traditions continue in homes throughout Europe whilst on an industry scale state-of-the-art technologies enable EU manufacturers to produce jams without preservatives and to reduce the amount of sugar present whilst maintaining the tastes of the fruit.⁷⁹

EU producers use only natural and minimally processed raw materials, without any additives. Quality is measured to ensure a consistent final product. The European confectionery industry is carefully regulated to ensure quality levels at every stage of production.

To maintain consistency across Member States, even small, artisan producers are supported by industry associations and given access to the latest findings in safety research.



Cultural icons of the bakery world

Throughout the EU, the availability of grains has long influenced baking traditions, so much so that some breads have become cultural icons.

In Italy, bread culture is deeply rooted in the quality of its ancient grains – many of which are unique to Italy and have been cultivated by farmers for millennia. One notable example is **Pane di Matera PGI**, a traditional sourdough bread originally baked in the natural stone shelters of Matera and cooked in the town's communal ovens. The bread is shaped to reflect the region's striking landscape and its unique golden crumb.

Now produced on a larger scale to meet demand, **Pane di Matera PGI** must be made within the province of Matera, with at least 20% of the semolina derived from local ecotypes and ancient grain varieties such as Senatore Cappelli, Duro Lucano, Capeiti, and Appulo.

The importance of **ruisleipä** (rye bread) in Finland's culture is such that it was voted the country's national food in its celebrations for the country's centenary in 2017. Rye grain was first cultivated in Finland more than 2,000 years ago. Its adaptability to various soil types and ability to ripen during the short summer led to it becoming a much loved staple of the Finnish diet.

Finland's **Kainuun rönttönen PGI** (Kainuu potato pie) from the Kainuu region was traditionally eaten with soups but the sweet pie can be topped with butter and enjoyed with coffee.

Aiming for a sweeter future

The transition to more sustainable food systems used for the production of wheat, corn and dairy is at the heart of the EU's long-term strategies.

The EU is investing in the future of ancient grains. The Healthy Minor Cereals project supports the preservation and use of emmer, einkorn, spelt, rye, and oats.⁸⁰ These grains not only thrive in less fertile soils but also retain more micronutrients than modern wheat.⁸¹

In Poland, unpredictable sales that followed Covid and the subsequent cost of living crisis led to a company creating a range of products from surplus bread. Inspired by an Austrian bakery that used surplus bread in its craft alcohol, the company created a craft distillate that can now be used in a range of products, such as cosmetics, soft drinks and biodegradable packaging.⁸²

In 2020, the EU launched the Sustainable Cocoa Initiative 2020 to achieve the UN's Sustainability Development Goals (SDGs) - particularly SDG 1 'No poverty', SDG 2 'Zero hunger', SDG 5 'Gender equality', SDG 8 'Decent work and economic growth', SDG 10 'Reduced inequalities', SDG 12 'Responsible consumption and production', SDG 13 'Climate action', SDG 15 'Life on land' and SDG 17 'Partnerships for the Goals'.⁸³

Why choose European baked goods and confectionery?

The EU has a proud heritage in bakery with techniques and processes dating back centuries. With the gut health movement demonstrating the benefits of sourdough and fibre - the EU can help meet consumer demand for speciality and less processed options.⁸⁴

The growth of the functional food and beverage market is also driving innovation in EU confectionery with manufacturers reducing sugar and introducing ingredients considered to have health benefits.⁸⁵

The quality assurance within EU baked goods and confectionery is harmonised throughout the region and therefore covers hundreds of delicious sweet treats.

European breads, cakes and pastries, recognised for their delicious textures and flavours, are increasing in popularity, driven by nostalgia.



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