



# EU 'More Than Only Food & Drink' Campaign returns to Food & Drink Expo 2026

Visit the 'More Than Only Food & Drink' campaign at Booth M180

April 13<sup>th</sup> – 15<sup>th</sup>, 2026 NEC Birmingham

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The European Union's More Than Only Food & Drink Campaign is returning to the Food & Drink Expo 2026 this April with a showcase of 65 EU products, chef-led tastings and an expert speaker session on quality and sustainability.

Professionals from the food, drink and hospitality sectors are encouraged to visit **booth M180** to discover more about the EU's More Than Only Food & Drink campaign, taste the bounty of ingredients on display, and learn how the EU is leading the way in quality, innovation and sustainable production practices.

Bringing together 65 products from across all 27 EU Member States, the event will showcase a rich and varied line-up of under-the-radar ingredients, including 14 products with Protected Geographical Indication (**PGI**), 13 with Protected Designation of Origin (**PDO**) status, and nine organically certified products.

Daily chef-led cookery demonstrations will focus specifically on meat and bakery from the European Union, placing a spotlight on lesser-known products including **Dalmatinski pršut PGI** from Croatia, elk steaks from Finland and veal from The Netherlands. Bakery demonstrations will highlight the

authenticity, quality and provenance of EU products including **Brioche vendéenne PGI** from France and **Cantuccini Toscani / Cantucci Toscani PGI** from Italy, alongside other exploratory tastings.

Cookery demonstrations will be led by Ivan Colombo, an Italian chef with an impressive career spanning some of Europe's most acclaimed kitchens, many of them Michelin-starred.

Alongside the demonstration sampling, **other products for visitors to look out for include:**

- **Organic Cretan Sausages with Wild Thyme (Stamnagathi) from Greece** - Organic pork sausages, produced using traditional, sustainable methods and certified under EU standards, gently smoked over olive wood. They feature a rich, savoury, and aromatic flavour profile seasoned with sage, marjoram, and thyme, enhanced by the peppery, wild green notes of stamnagathi.
- **Carne de Porco Alentejano PDO from Portugal** – Fresh meat from the Alentejano black pig, a native breed raised exclusively in the Alentejo region under strict PDO conditions. Renowned for its exceptional quality, marbling and flavour, this premium meat reflects the region's traditional rearing methods and the natural acorn-rich diet of the pigs.
- **Hořické trubičky PGI from Czechia** - Delicate, handmade wafer rolls with a creamy filling, crafted from two thin, twisted wafers and prized for their light, crisp texture. Registered with a PGI label, key production stages take place in the town of Hořice following long-standing traditional methods, with popular flavours including chocolate, nut, cocoa and yoghurt.
- **Skånsk spettekaka PGI from Sweden** - A traditional, cone-shaped Swedish dessert from Skåne, made from eggs, sugar, and potato starch, baked on a spit over an open fire for a dry, crunchy meringue-like textures. Registered with a PGI label, it is produced in southern Sweden following traditional techniques and is a popular treat for weddings, christenings and celebrations, often sliced and served with coffee.
- **Organic Rye Bread in a Can** - Thanks to natural sterilisation, this delicious rye bread has a shelf life of up to three years without losing its full-bodied rye flavour. Made with the finest organic rye from a recipe by master baker Ferdinand Teschl, it contains exclusively organic ingredients.

'More Than Only Food & Drink' campaign advisor and bakery industry expert, Simon Atkins, will be on the stand to provide insights into the EU's diverse landscape of products and answer questions from food and drink professionals. Simon Atkins will also be hosting a speaker session on **Wednesday 15<sup>th</sup> April at 11:45am** on the Farm Shop & Deli Stage, where industry professionals are encouraged to attend to discover more about EU sustainability practices and how these translate into quality in the bakery sector.

Simon Atkins, bakery advisor to the 'More Than Only Food & Drink' campaign, comments:

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“The European Union’s presence at the Food & Drink Expo 2026 is a fantastic opportunity for food and hospitality professionals to properly immerse themselves in the breadth of what all 27 Member States have to offer. With 65 products on display, including a significant number with Protected Geographical Indication and Protected Designation of Origin status, this is about much more than sampling; it’s about understanding the standards, provenance and sustainability practices that underpin these ingredients.

“Visitors can explore how EU quality schemes translate into consistency, flavour and commercial value. For buyers, delis, farm shops and foodservice operators, it’s a rare chance to deep dive into lesser-known products, ask detailed questions and discover ingredients that can genuinely differentiate menus and ranges.”

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#### 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](mailto:morethanfood_UK@agripromotion.eu)

