

From Agreement to Access: How the EU-India Free Trade Agreement is Bringing Europe's Finest to Your Table



Food has long been a shared language between Europe and India, travelling across borders through flavour, aroma, and tradition. Across both regions, food has served as a bridge for collaboration, connecting markets, supply chains, and culinary cultures.

Through the European Union's More Than Food campaign, this story continues to unfold in India, celebrating authenticity, craftsmanship, and a shared appreciation for quality.

Now, with negotiations finalised on the European Union-India Free Trade Agreement, the largest trade deal ever concluded by either partner, this culinary connection is entering an exciting new chapter.

As the agreement moves through formal legal and ratification processes, it is already laying the foundation for greater access to authentic European food products across India in the years ahead.

When Europe Meets India



So, what does a Free Trade Agreement mean in practice for food lovers, chefs, and conscious consumers? In simple terms, it brings greater choice, stronger authenticity, and easier access to premium European products. The new EU-India deal sharply reduces tariffs that averaged over 36% on agri-food exports. Indian duties on European wine will fall from 150% to 75% initially, and eventually as low as 20%. Olive oil tariffs will drop from 45% to zero over five years, while bread, confectionery and other processed foods will see duties of up to 50% eliminated.

For consumers, this translates into a broader range of authentic European ingredients across store shelves, restaurant menus, and gourmet platforms throughout India.



Authentic by Design: Why European Standards Matter



European food is about far more than just taste - it's about trust. Across the European Union, strict safeguards are embedded throughout the food chain. Backed by the European Food Safety Authority (EFSA) and EU legislation, products are traceable, ensuring transparency, safety, and accountability. As H.E. Hervé Delphin, Ambassador of the European Union to India, said: "Every product from the European Union carries with it a commitment to safety, traceability, and authenticity. From farm to table, our standards ensure that consumers can trust not only the quality of what they enjoy, but also the integrity behind it."

Labels such as **Protected Designation of Origin (PDO)** and **Protected Geographical Indication (PGI)** safeguard foods that are deeply rooted in specific regions and traditions.

This means:

- Clear identification of origin**
- Carefully monitored production methods**
- Preservation of traditional knowledge and craftsmanship**

The European Union and India are also negotiating a separate agreement on Geographical Indications. Once concluded, it would help protect iconic European products from imitation in India, ensuring that when you choose a European specialty, it is the real thing.

A New Era of Culinary Exchange



The real impact of trade agreements is felt across kitchens, markets, and dining tables. As processes move forward toward entry into force, the More Than Food campaign will continue to bring Europe closer to India through:

- Curated tastings and immersive food experience
- Chef collaborations blending European ingredients with Indian creativity
- Knowledge exchanges connecting producers, retailers, and hospitality leaders

At its core, the More Than Food campaign shares a single ambition: to build a sustainable, transparent, and mutually beneficial European Union-India food ecosystem - one where common values of quality, authenticity, and responsibility drive shared growth. From tasting rooms to trade forums, from chef studios to retail shelves, the journey ahead is about connection. It is about turning agreement into access, and access into lasting partnerships that enrich both markets and every table they serve.

From agreement to access, this partnership is more than a policy milestone. It is a celebration of flavour, tradition, and trust, bringing two rich food cultures even closer together, and opening the door to a future where quality and authenticity are within easier reach for everyone.