



# EU's More Than Only Food & Drink Campaign Shakes Things Up at BCB with Spirits and Cocktail Showcase

Visit the More Than Only Food & Drink campaign at stand LG09- LG10

May 11<sup>th</sup> – 12<sup>th</sup>, 2026 Tobacco Dock, London

## PRESS RELEASE | 03 APRIL 2026

The European Union's More Than Only Food & Drink Campaign will be showcasing the breadth of high-quality spirits available across the EU as this year's BCB London event from 11<sup>th</sup> to 12<sup>th</sup> May 2026, -brought to life with a team of experts, engaging cocktail making sessions and complimentary garnishes sourced from the EU.

Twenty-five spirits from across the EU will be displayed on **stand LG09 - LG10**, giving visitors the chance to taste the diversity of premium spirits being produced in the European Union, and highlighting the authenticity and craftsmanship behind Europe's drinks sector.

With a focus on lesser-known spirits and producers, many of the liquids available for tasting have Protected Geographical Indication (PGI) status and Organic certification – demonstrating the provenance, sustainability and high production standards across the EU's member states.

To help inspire visitors, spirits expert, author and More Than Only Food & Drink campaign advisor, Kristiane Westray, will host twice-daily cocktail making sessions, crafting mouthwatering serves that bring to life the distinct flavour profile of each spirit.



Cocktails being mixed up on the stand include a Mini Dirty Vodka Martini garnished with a pickled gherkin from the Czech Republic and made using **Vodka of Finland GI**; a Masticha Mojito using **Masticha of Chios GI** from Greece and paired with Greek organic Throuba Olives and a classic John Collins made using **oude genever GI** from the Netherlands.



*Masticha Chiou PDO, Greece - natural mastic resin ('tears') used to produce Masticha of Chios GI*

Kristiane Westray, spirits advisor to the campaign, said: "I'm delighted to be working with the More Than Only Food & Drink campaign at BCB. The EU is home to a literal smorgasbord of delicious spirits, wines and foods, and we'll be celebrating the authenticity, uniqueness and quality that comes with Geographical Indication recognition.

"It will be tremendous fun to join the team to help show off these incredible spirits in cocktail form at the show this May. Every day we'll be sharing four different serves, each championing a different spirit crafted across the EU. From the crisp, savoury charm of organic **Swedish Aquavit GI** to lower-ABV options like **Vermouth di Torino GI** from, and of course Dirty Martinis made with **Vodka of Finland GI**, each session will showcase how these delicious, versatile spirits are exactly what modern consumers are looking for. Plus, many of the products on-stand are crafted by small or family-owned makers, which makes them feel even more special.



*Vodka of Finland GI, Finland*

“In addition to showing off these spirits, we’ll be garnishing or pairing them with mouth-watering foods from across the EU, each holding their own GI or PDO accreditation. If you’re in need of creative inspiration, refreshment, or simply a snack, we’ll have something for you to savour right the way through the show.”

Cocktail making sessions with Kristiane Westray will take place on stand LG09 - LG10 during the following times:

- Monday 11<sup>th</sup> May – 14:00 to 15:00 and 16:30 to 17:00
- Tuesday 12<sup>th</sup> May - 14:00 to 15:00 and 16:30 to 17:00

For more information visit

[HTTPS://ENJOY-ITS-FROM-EUROPE.CAMPAIGN.EUROPA.EU/UNITED-KINGDOM/EN/NEWS-EVENTS/EU-SPIRITS-BCB-LONDON-2026](https://enjoy-its-from-europe.campaign.europa.eu/united-kingdom/en/news-events/eu-spirits-bcb-london-2026)

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.

VISIT <https://enjoy-its-from-europe.campaign.europa.eu/united-kingdom/en>

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