



EU CAMPAIGN IN THE UNITED STATES

More than European Food and
Drinks, Savoring Stories.

About the *More than European Food and Drinks, Savoring Stories* campaign:

The “More than European Food and Drinks, Savoring Stories” campaign aims to inform the US audience about key characteristics of European Union (EU) Food and Beverage products - safety, quality, authenticity, and sustainability, with a focus on Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and organic produce.

The idea is to encourage imports, consumption, and use of authentic EU agricultural food and beverage products in the US. The campaign is financed by the European Union and focuses on engaging the target audience in key strategic locations in the Northeast, Colorado, California, Florida, Washington, Texas, and Illinois.

The campaign is promoting all EU agricultural food and beverage products with a particular focus on quality cheeses, meat products, olive oil, fruits and vegetables, chocolates and confectioneries, pastas, bakery products and wines, spirits, and beers.

For more information about the campaign, please check and follow us on:

- **Website:** more-than-food-us.campaign.europa.eu
- **Instagram:** [@morethanfoodUS](https://www.instagram.com/morethanfoodUS)
- **LinkedIn:** [More Than Food US](https://www.linkedin.com/company/more-than-food-us)
- **Podcast on Spotify:** [European Tasty Tales](https://open.spotify.com/show/european-tasty-tales)
- **Email:** morethanfood_US@agripromotion.eu

EU Delegation to the United States: [@euintheus](https://www.instagram.com/euintheus)





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EUROPE



EU CAMPAIGN IN
THE UNITED STATES

More than European Food and
Drinks, Savoring Stories.

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Over 1,600 wines
protected by origin
and heritage.

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EUROPE

More than European
Food and Drinks,
Savoring Stories.

Scan to watch
#EuropeanTastyTales





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EU CAMPAIGN IN
THE UNITED STATES

More than European Food and
Drinks, Savoring Stories.

The EU is home to over
1,000 unique cheeses.

More than European
Food and Drinks,
Savoring Stories.

 Scan to watch
#EuropeanTastyTales

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More than
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It's
European
Quality.

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