



European Union showcases the appeal of EU wines and beverages at 'JFEX 2026'



EUROPEAN UNION





The European Union (EU) will exhibit at JFEX – Japan International Food & Beverage Expo, a trade show bringing together food and beverage products from around the world, to be held at Tokyo Big Sight South Hall from 24 to 26 June 2026.

At the EU stand (South Hall No.3, Booth No. 17-22), visitors will have the opportunity to discover a carefully curated selection of rare and high-quality wines, beers and spirits from across the EU, many of which are still relatively unknown in Japan. Focusing on quality, origin, and diversity of flavours, the exhibition will highlight the shared commitment of Europe and Japan to authenticity and high production standards, while showcasing pairing possibilities with Japanese cuisine.

A selection of EU food products will also be displayed to complement and enhance the appeal of these wines and other beverages.

This exhibition is part of the EU “Perfect Match!” promotional campaign, which focuses on the affinity between EU food and beverage products and Japanese food culture, and aims to promote the appeal and value of EU products in the Japanese market.

Sommelier-led tastings at the EU booth

Throughout the exhibition, visitors will have the opportunity to attend a sommelier-led wine tasting session hosted by Natsuki Saito, a sommelier at Michelin-starred restaurants in Tokyo and a wine school instructor. Throughout the exhibition period, tasting sessions are scheduled to take place four times daily, see below the timing of the tasting sessions.

During the sessions, participants will taste a selection of carefully chosen EU wines while learning about their history, traditions, regions of origin, grape varieties, quality characteristics, and production methods through Ms. Saito’s expert commentary.

The sessions will provide valuable insights into the traditions and quality standards that underpin EU products, while demonstrating their pairing potential with Japanese cuisine. Designed for food and beverage professionals, the experience will offer inspiration for product selection, menu development, and the creation of new customer proposals.

For more information about sommelier Natsuki Saito, please refer to the details [here](#).

Exhibition Overview

Dates	24 (Wed) – 26 (Fri) June 2026		
Opening hours	10:00 – 17:00		
Tasting sessions	Wed 24 June 11:30-11:45 12:30-12:45 14:00-14:15	Thu 25 June 13:30-13:45 14:00-14:15 15:00-15:15	Fri 26 June 11:30-11:45 12:30-12:45 14:00-14:15



	15:30-15:45	15:30-15:45	15:30-15:45
EU booth	Tokyo Big Sight, South Hall No.3 Booth No.: 17-22		

Built on traditions and craftsmanship passed down through each region, the EU is recognised worldwide for products that combine quality, safety, and sustainability. The EU remains a global leader in wine production, accounting for 45% of the world’s wine-growing areas, 65% of global wine production, and 70% of world wine exports, while also producing more than 80 distinct styles of beer. Through its Geographical Indication (GI) system, the EU also protects food and beverage products linked to specific regions and specific qualities or to a reputation of the production territory. The GI label guarantees authenticity and helps consumers and business partners to confirm the product is distinguished for its quality. The EU-Japan Economic Partnership Agreement (EPA) includes a list of mutually protected GIs and there are already more than 140 European GI wines, beers and spirits protected in Japan.

About the "Perfect Match!" campaign

“Perfect Match!” is an EU promotional campaign targeting Japanese consumers and food industry professionals. It aims to introduce and showcase the defining qualities of EU food and beverages, namely quality, authenticity, safety, and sustainability. Through tastings, events, seminars, and social media, the campaign showcases how EU products naturally complement Japanese cuisine and dining culture. By demonstrating shared values such as craftsmanship, authenticity, and high production standards, it seeks to inspire new culinary pairings and further strengthen awareness of EU food products in Japan. Follow us on Instagram @foodmatcheu and use the hashtag [#FoodMatchEU](#) to discover inspiration from EU products!

About the EU–Japan Economic Partnership Agreement (EPA)

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MEDIA INQUIRIES

For more information about the “Perfect Match!” campaign, please visit the official website.

For media inquiries, please contact the details below.

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