



## EU CAMPAIGN IN THE UNITED STATES

More than European Food and  
Drinks, Savoring Stories.

FOR IMMEDIATE RELEASE

# The European Union Highlights 250 Years of EU-US Culinary Heritage

**Washington, D.C., 15 June 2026** – Journalists, food writers, influencers, and industry professionals gathered at the Residence of the Ambassador of the European Union to the United States on June 3 for “**Transatlantic Taste: Celebrating 250 Years of EU-US Culinary Exchange**”, an exclusive event showcasing the lasting influence of European food and beverage traditions on American culinary culture.

Hosted by EU Ambassador Jovita Neliupšienė as part of the **More Than European Food and Drinks, Savoring Stories** campaign (\*), the event explored how generations of transatlantic exchange have shaped the food, drinks and culinary traditions enjoyed across the United States today.

As the United States approaches its 250th anniversary, the event offered a timely reminder of the enduring European contributions that continue to shape American tables and inspire new generations of consumers, chefs, and food enthusiasts.



From Madeira wine used to toast the signing of the Declaration of Independence to Dutch, Italian and French immigrants establishing American cheese consumption, to the historical role of Florida in exporting cocoa to Europe, guests discovered the historical connections linking Europe and America through guided tastings and expert presentations.





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The evening demonstrated that the relationship between Europe and the United States extends far beyond trade: for more than two centuries, food and drinks have served as a powerful cultural bridge, connecting communities through shared traditions, craftsmanship, and innovation.

Some highlights included:

- **European wines and America's history:** From Madeira PDO (Protected Designation of Origin), famously associated with the signing of the Declaration of Independence, to Bordeaux PDO wines championed by Thomas Jefferson, European wines have long been part of America's cultural milestones.
- **Cheeses that crossed the Atlantic:** Historic imports such as Gouda Holland PGI (Protected Geographical Indication) helped establish enduring consumer preferences, while specialties like Gorgonzola PDO and French chèvre continue to influence American cuisine.
- **Chocolate's shared journey:** Historical records indicate that chocolate-making equipment and cocoa beans arrived in present-day Florida aboard a Spanish ship as early as 1641, helping establish one of America's earliest connections to chocolate.





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- **The diversity of European olive oils:** Factors such as climate, olive varieties, and production methods contribute to distinctive flavor profiles and deeply connect extra virgin olive oils from Spain, France, Greece, Italy, Portugal and Croatia to their regional identity and agricultural heritage.

-ENDS-

**More information on the event and professional photography can be found at:**  
[The European Union Highlights 250 Years of EU-US Culinary Exchange at Exclusive Washington Event](#)

### **(\* 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 food and beverage products – their safety, quality, authenticity, and sustainability, and on quality labels such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and organic.

The campaign aims at encouraging discovery and consumption of authentic EU agricultural food and beverage products in the US, with a focus on quality cheeses, meat products, olive oil, fruits and vegetables, chocolates and confectioneries, pastas, bakery products and wines, spirits, and beers.

The campaign is financed by the European Union.

### **For more information about the campaign:**

- **Website:** [more-than-food-us.campaign.europa.eu](https://more-than-food-us.campaign.europa.eu)
  - [Media corner | More than Food - United States](#)
- **Instagram:** [@morethanfoodUS](#)
- **LinkedIn:** [More Than Food US](#)
- **Podcast on Spotify:** [European Tasty Tales](#)





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