

Press Release

FOR IMMEDIATE RELEASE

European Union Restaurants Week Returns to Seoul with 18 Venues Showcasing the Best of European Food and Drink

Seoul, July 2026 – Following the success of its inaugural edition, **European Union Restaurants Week** returns to Seoul from **10 to 23 July 2026**, inviting Korean consumers to discover the quality, authenticity and diversity of European food and drink through exclusive menus and culinary experiences across the city.

Organised as part of the “**Colours by Europe. Tastes of Excellence.**” campaign, this year’s edition brings together 18 carefully selected venues, including restaurants, bars and bakeries, each presenting special dishes and creations inspired by premium European ingredients renowned for their quality, heritage and sustainability.

Throughout the two-week celebration, participating chefs will showcase the richness of Europe’s culinary traditions through original recipes featuring a wide range of European products. From artisanal cheeses and cured meats to olive oils, wines, chocolates and bakery ingredients, diners will have the opportunity to experience the flavours that have made European gastronomy admired around the world.

A European Culinary Journey Across Seoul

This year’s participating restaurants include Trattoria Romagna, L’Atelier de Orzo, Lulu Pipi Glouglou, Le Présent, Matthew, Monocle Dosan, Visca, Sézoni, Atmosfera, Ecco Li, Embassy and Patina. Guests can also enjoy special creations at Bar Kiez and MMS, JL Dessert Bar, as well as at bakeries JL Dessert Bar, Mûr, Atelier Pond Hannam, MMS and Aux Petits Verres.

Each venue will offer unique dishes or menus created especially for the EU Restaurants Week, giving diners the opportunity to explore high-quality European ingredients through a variety of culinary styles and experiences.

Discover Your EU GI Match

Adding a playful element to this year’s event, diners visiting participating venues will be invited to take part in the quiz “**Discover Your EU GI Match**”. The quiz introduces consumers to Europe’s renowned Geographical Indication (GI) system, which protects products linked to specific regions and traditional know-how through Protected Designation of Origin (**PDO**) and Protected Geographical Indication (**PGI**) designations. Participants will also have the chance to receive limited-edition campaign-branded gifts while stocks last.

Learn from the Chefs

The celebration extends beyond the dining table through a series of six cooking classes led by European Restaurants Week chefs. These hands-on sessions will introduce consumers to premium European ingredients and demonstrate how to recreate simplified versions of selected event recipes at home.

Further information about the cooking classes, including registration details, will be announced through the campaign's [Instagram channel](#) and it will be possible to register through the Kakao booking platform.

The European Restaurants Week offers consumers a unique opportunity to experience the colours and tastes of Europe in the heart of Seoul To explore participating venues, discover featured dishes and book directly with restaurants, visit the [campaign website](#).

About the Campaign

The European Union Restaurants Week forms part of the broader "**Colours by Europe. Tastes of Excellence.**" campaign, which aims to increase awareness of European agricultural products in South Korea and strengthen connections between European producers and Korean consumers.

The campaign promotes European agricultural products through a variety of retail, eCommerce, social media and HoReCa activities. It highlights the quality, safety, authenticity, sustainability and diversity that characterise food and beverage products from the European Union.

For more information: <https://enjoy-its-from-europe.campaign.europa.eu/south-korea/ko>

Instagram: [@euagrifood_korea](#)