



European Union presents a special booth for EU food experience at ‘MEAT & CHEERS FUKUOKA’

Three days of enjoying premium European foods, including cheese, olive oil, chocolate, and more.



The European Union (EU) will be present at '[MEAT & CHEERS FUKUOKA](#)', an urban food festival held at Fukuoka Daimyo Garden City Park from 17 to 27 September 2026, and will host a dedicated EU food tasting booth for three days only, from 19 to 21 September (Sat–Mon/Bank Holiday). At the EU Booth, you can experience the exceptional quality, authentic value, and rich food culture of Europe while tasting premium EU products such as cheese, olive oil, and chocolate.

'[MEAT & CHEERS FUKUOKA](#)' is an urban food festival where visitors can enjoy Fukuoka's vibrant food culture alongside live music. In a lively event setting, the EU booth will showcase the key appeals of EU food products, safety, sustainability, and authentic quality, through tasting experiences, while offering visitors the chance to take part in the interactive Wheel of EU Flavours and an exciting prize draw, adding an element of discovery and participation to the EU food experience.

OVERVIEW OF THE EU BOOTH AT 'MEAT & CHEERS FUKUOKA'

Event Name: MEAT & CHEERS FUKUOKA

Festival Period: Thursday 17 September – Sunday 27 September 2026

Venue: Fukuoka Daimyo Garden City Park (2-6-50 Daimyo, Chuo-ku, Fukuoka City, Fukuoka Prefecture)

Opening Hours: Weekdays 17:00–21:00 (L.O. 20:30), Weekends & Bank Holidays 12:00–21:00 (L.O. 20:30)

EU Booth Operating Dates & Hours: Saturday 19 September (Saturday) – 20 September (Sunday) 12:00–21:00 21 September 2026 (Monday Bank Holiday) 17:00–21:00

EU Booth Location: booth #8

The EU participation at of '[MEAT & CHEERS FUKUOKA](#)' is organised as part of "[The Perfect Match](#)" campaign, an EU food and beverage promotional initiative targeted at the Japanese market. The campaign highlights the value and appeal of EU food and beverages by demonstrating their natural affinity with Japanese food culture.

ABOUT “THE PERFECT MATCH” CAMPAIGN

"[The 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](https://www.instagram.com/foodmatcheu) and use the hashtag #FoodMatchEU to discover inspiration from EU products!

ABOUT THE EU–JAPAN ECONOMIC PARTNERSHIP AGREEMENT (EPA)

“[The Perfect Match](#)” campaign was launched following the entry into force of the EU–Japan Economic Partnership Agreement (EPA) in February 2019. Through the elimination and reduction of tariffs, as well as the establishment of a more transparent regulatory framework, the EPA has contributed to the expansion of trade flows between the EU and Japan and created new business opportunities for companies on both sides.

Japan is one of the EU’s key trading partners, with European companies exporting approximately €70 billion worth of goods and €28 billion worth of services to Japan annually. The EPA continues to strengthen economic ties between the EU and Japan while facilitating greater access to high-quality products for consumers in both markets.

MEDIA INQUIRIES

For more information about the “The Perfect Match” campaign, please visit the [official website](#). For media inquiries, please contact the details below.

Perfect Match Japan Public Relations Office: Akiko Uzawa

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