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EU CAMPAIGN IN THE UNITED STATES

More than European Food and
Drinks, Savoring Stories.

FOR IMMEDIATE RELEASE

Taste of Europe Challenge Brought Live Culinary Competition to Grand Central Terminal

Live event connected US food and beverage trade and media with European quality products

NEW YORK, NY — October 7, 2026 — The “More Than European Food and Drinks, Savoring Stories” campaign brought the Taste of Europe Challenge to Vanderbilt Hall® in Grand Central Terminal, where two contestants competed in a live, head-to-head culinary competition featuring premium food and beverage products from Europe.

The event, held on Wednesday, October 7, featured multiple rounds of competition before a panel of expert judges. Contestants created original dishes using ingredients sourced from an on-site European Market, highlighting the quality, authenticity, and sustainability of EU products. Through the interactive culinary experience, attendees discovered the high standards, and distinctive traditions behind products from across the European Union.

Mishka Murphy was named the winner of the Taste of Europe Challenge following the competition, with a star recipe consisting of Marinated Runner Beans with Whipped Noord-Hollandse Gouda PDO, Jambon de Bayonne PGI, fresh herbs, and European olive oil.





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Nadia Loddo, Agriculture Counselor at the Delegation of the European Union to the United States, awarding the competition winner, Mishka Murphy
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Hosted by Dan Pelosi (@grossypelosi), the event featured contestants Alexa Santos (@alexawhatsfordinner) and Mishka Murphy (@mishkamakesfood). The competition was judged by *Top Chef* Season 21 winner Danny Garcia (@chef.dannygarcia), Ilana Tovia (@mommilena), Eater Correspondent Matthew Kang (@mattatouille), and Nadia Loddo, Agriculture Counsellor at the Delegation of the European Union to the United States

"Today's challenge showed that European food and drinks are about more than the ingredient itself," said Nadia Loddo. "They carry stories of place, tradition, craftsmanship and generations of know-how. Both contestants demonstrated how these products can be deeply rooted in their origins while inspiring creativity in today's kitchens."



Olive oil sommelier, Isabella Cassell, leading an olive oil tasting for attendees
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Attendees participated in expert-led product tastings featuring European cheeses, olive oils, and chocolates. Product experts included olive oil expert Isabella Cassell, cheesemonger Joshua Santamaria, and chocolatier Jacques Torres.

The event welcomed food and beverage trade professionals, media, and members of the public, who experienced the competition in one of New York City's most iconic locations.



Attendees explore the European product market
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The Taste of Europe Challenge was part of the “*More than European Food and Drinks, Savoring Stories*” campaign, which aims to inform U.S. audiences about the defining characteristics of European food and beverage products, including their safety, quality, authenticity and sustainability. The campaign highlights products from the EU’s 27 Member States, with a focus on quality labels such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and organic products.

-ENDS-

About the “More than European Food and Drinks, Savoring Stories” Campaign

The “*More than European Food and Drinks, Savoring Stories*” campaign showcases the stories, traditions, and standards behind European Union food and beverage products. Through events, educational content and consumer experiences, the campaign highlights the quality, authenticity, safety and sustainability of food and beverage products from across the European Union.

The campaign is financed by the European Union.

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

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