

European Union Bringing European Flavors and Christmas Traditions to Christmas Markets in Japan

Featuring winter-perfect EU food and beverages, from wine and cheese to Christmas specialties and traditional biscuits, in Fukuoka, Sapporo and Yokohama

EUROPEAN UNION

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From Friday 20 November to Friday 25 December 2026, the European Union (EU), as part of the The Perfect Match campaign, will host special EU food and beverage booths at Christmas markets in Sapporo and Yokohama. In Fukuoka, the EU booth will be open from Thursday 3 to Wednesday 9 December 2026. The participating markets are Fukuoka Christmas Advent, Sapporo Munich Christmas Market, and Yokohama Red Brick Warehouse Christmas Market.



At the booths, visitors to the EU booths can sample high-quality food and beverage products from across Europe, including wine, cheese, honey, and cured meats as well as Christmas treats. Christmas markets are a tradition in Europe, making them the perfect place to experience the exceptional quality, authentic flavors, and rich culinary heritage of EU products.

What to Enjoy at the EU Booths

Christmas markets are popular winter events that capture the authentic atmosphere of Europe's holiday season. At each venue, the EU booth will showcase the quality, authenticity and safety of EU food and beverage products through tastings and exhibits. Visitors will also discover a wide selection of products from various EU Member States that carry quality labels, including Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and organic certification, offering Japanese consumers new pairings and culinary discoveries.

"Tane-chan", the official 'Perfect Match' campaign mascot, will make appearances at the EU booths throughout the events, and games and interactive activities for visitors, including families, are also planned.

In addition, the EU booth at Sapporo Munich Christmas Market will host a special event on Sunday 6 December to celebrate St. Nicholas Day, a traditional European winter festivity mainly aimed at children.



Event Details

SCHEDULE & LOCATIONS

Sapporo Munich Christmas Market:

- Friday 20 November – Friday 25 December 2026
- Address: Odori Park 2-chome, Chuo-ku, Sapporo, Hokkaido
- Special St. Nicholas Day event on Sunday 6 December

Yokohama Red Brick Warehouse Christmas Market

- Friday 20 November – Friday 25 December 2026
- Address: Event Plaza and Red Brick Park, Yokohama Red Brick Warehouse, 1-1 Shinko, Naka-ku, Yokohama, Kanagawa
- Booth number: d.European Union

Fukuoka Christmas Advent

- Thursday 3 December – Wednesday 9 December 2026
- Address: 1 Chome-8-1 Tenjin, Chuo Ward, Fukuoka
- The EU booth in Fukuoka will be open for seven days only, from 3 to 9 December.

About "The Perfect Match" Campaign

The EU's participation in these Christmas markets is part of The Perfect Match, an EU promotional campaign showcasing European food and beverage products in Japan. The campaign highlights the quality, authenticity, safety, and sustainability of EU agri-food products, while exploring their harmony with Japanese ingredients, cuisine, and food culture. Through tastings, events, seminars, and social media activities, it introduces Japanese consumers to the diversity of European food traditions and inspires new culinary pairings.

Follow us on Instagram @foodmatcheu and use the hashtag #FoodMatchEU to discover inspiration from EU products!

Media Inquiries

For more information about "The Perfect Match" campaign, please visit the official website.

For media inquiries, please contact:
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