

## **Tastes of Europe: Quality and Exclusivity**

### ***Launch Event of "European Restaurant Week" in Beijing***

**Beijing, April 19, 2016** – Today marks the inauguration in Beijing of "European Restaurant Week", a seven-day food promotion event (19-26 April) launched by Phil Hogan, European Commissioner for Agriculture and Rural Development. Commissioner Hogan is in China, along with a delegation of 45 representatives from EU food and beverage companies to promote some of Europe's finest agricultural products.

"European Restaurant Week" is part of the EU's "Tastes of Europe" campaign, promoting quality European products ranging from ham, cheese, beef, grain, fruit, vegetables and wine to world markets. This year the "Tastes of Europe" campaign will be showcased by five high-quality European restaurants in Beijing to celebrate the quality and diversity of European cuisine. Chinese consumers can visit these top-notch restaurants to experience a wide range of delicious cuisine including dishes prepared by renowned chefs at Fiume (Italian Restaurant), Niajo (Spanish Restaurant), Brasserie FLO (French Restaurant), Paulaner Bräuhaus (German Restaurant) and The Georg (Danish Restaurant). The menus which were selected include Spanish blue lobster, Bravarian crème with berries and handmade cappelletti reggiani pasta; and offer distinct tastes with the finest ingredients imported directly from Europe. The launch event in the Brasserie FLO Garden will introduce consumers to an exclusive open kitchen and dining experience. Daniel Chambon, Michelin Star chef from Brasserie FLO, originally developed the characteristics and the unique production techniques utilized in his certified high-quality cuisine.

At the restaurant week ribbon-cutting ceremony, Commissioner Hogan emphasized that "European Restaurant Week is a way for some of Europe's best restaurants in Beijing to celebrate not only Europe's distinct cuisine but its deep history and food culture. These select dishes show us how traditional cooking methods have been passed down from generation to generation, leading to the creation of each region's characteristic food

flavors. Past and present will be linked together in the selection of menus on offer during this week.”

The aim of this event is to bring Chinese consumers first-hand knowledge of Europe’s quality food and beverage products and the guarantee of exclusiveness, safety and confidence the consumer has learned to expect.

For more details about the “Tastes of Europe” campaign, please visit the “Tastes of Europe” website ([Tastesofeurope.eu](http://Tastesofeurope.eu)) and follow the official Tastes of Europe Weibo (@源味欧洲).

**A comprehensive introduction of “*European Restaurant Week*”, selected restaurants, and Tastes of Europe menus can be found in the attached folder.**

**About the European Union (EU):**

The EU, which consists of 28 countries, has the world's largest economy and the third largest population (500 million), after China and India. Though richly diverse, the countries that make up the EU (its 'Member States') are all committed to the same basic values: peace, democracy, the rule of law and respect for human rights. They have set up common institutions so that decisions on matters of joint interest can be made democratically according to European standards. By creating a frontier-free single market and a single currency (the euro), which has been adopted by 18 Member States, the EU has given a significant boost to trade and employment. It is also at the forefront of policies on sustainability.

***You can find more information at:***

<http://eeas.europa.eu/delegations/china>