



## *Press release*

*European fruit and vegetables: for a fresh, healthy and sustainable choice.*

*Thursday 19 August 2021*

Follow the **initiatives** organized, in Italy and in Europe, as part of the information / promotional campaign "I LOVE FRUIT AND VEG FROM EUROPE" promoted by the three producer organizations *A.O.A.*, *La Deliziosa* and *Terra Orti*, co-financed by the European Commission and aimed at a choice of fresh, safe, healthy, sustainable and responsible consumption.

Join our **press events** and try the new flavors proposed by our chefs with their **tasting menu**: in Rome on 7 September 2021, in Madrid on 6 October 2021 and, in Paris and Berlin.

Visit our **exhibition areas** and participate in our **cooking sessions**: we will be present at CIBUS (Parma 31 August – 3 September 2021 – Hall 3 / Stand A026) and then again at FRUIT ATTRACTION (Madrid 5 – 7 October 2021).

And more ... for all lovers of Italian and European fresh fruit and vegetables and what its consumption means in terms of **FRESHNESS** (thanks to consumption seasonal), **ENVIRONMENTAL SUSTAINABILITY** (consequence of local consumption and responsible), **WELL-BEING** (guaranteed from the supply of vitamins and fibers), **QUALITY** and **ORIGIN** of some of its specific productions (organic, DOP and IGP), **SAFETY** and **TRACEABILITY**.

To find out more and to learn about the versatility and the thousand recipes based on fresh fruit and vegetables to bring to the table every day, visit our website <https://ilovefruitandvegfromeurope.com/> or contact us at the following email address [info@ilovefruitandvegfromeurope.com](mailto:info@ilovefruitandvegfromeurope.com)

And don't forget to follow us on our social channels and write about us!



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Enjoy. It's from Europe!