



Press release

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

Tuesday, September 7, 2021

Welcome to this first press event to launch 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.

A program that is not limited to Italy alone but that sets itself the ambition of reaching awareness and conquering the "heart" of millions of consumers throughout Europe: from Spain to France, from Germany to Switzerland and Norway.

Because consuming European fruit and vegetables means choosing FRESHNESS (thanks to seasonal consumption), ENVIRONMENTAL SUSTAINABILITY (consequence of local and responsible consumption), WELL-BEING (guaranteed by the supply of vitamins and fibers), QUALITY and ORIGIN of some of its specific productions (organic, DOP and IGP), SAFETY and TRACEABILITY.

And, above all, it means taste and well-being on the table every day, also thanks to some dishes offered this evening exclusively by the chef of The Glam hotel **Marco Scarallo** and our special guest, the chef **Alessandro Frassica**.

We invite you to be part of our "community" as the food bloggers have already done **Judy Witts Francini** and **Denise Laganà**.

To find out more visit our website <https://ilovefruitandvegfromeurope.com/> or our social channels <https://www.instagram.com/ilovefruitandvegfromeuropecouk/> <https://web.facebook.com/ILoveFruitandVegfromEuropeUK>
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