

ENJOY IT'S FROM EUROPE



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EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.

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i



Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



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Recipes



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OUR RECIPES

If you're looking to add a touch of colour to your menu, look no further than I Love Fruit & Veg from Europe's range of new, inventive and nutritious recipes that showcase the very best seasonal produce.

<https://ilovefruitandvegfromeurope.com/recipes/>



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Video recipes

[Here](#) all the Video Recipes



PIENNOLO TOMATO SALAD, SPINACH SAUCE, BASIL, CRISPY BREAD AND BURRATA

Halve the Piennolo tomatoes and dress them with salt, pepper, basil and oil. Leave the tomatoes to marinate for...



SALMON FILLET, LEMON SPRING ONIONS, VINEGAR-MARINATED GRAPES IN VINEGAR AND CITRUS SAUCE

Preheat a frying pan, add baking paper and a sprig of thyme. Drizzle with oil and sear the salmon...



Preparation time 30 minutes

SEA BREAM AND KOHLRABI WRAP

For the pesto, combine all the ingredients in the blender, run the blades until the mixture is bound, keep...



Preparation time 20 minutes

GRAPE COCKEREL

Once the chanterelle has been washed, salt and pepper the inside. Prick the chanterelles with rosemary needles. Stuff the...



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HI-RES IMAGES AND RECIPES



EVENTS

29 Aug – 4 Sept 2022: POS Activation and sampling at **Eataly, London**

5-6 Sept 2022: **Speciality & Fine Food Fair** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

6 Sept 2022: Private dinner event hosting media and influencers at **Eataly, London**

15-Nov 2022: Private dinner event hosting media and influencers at **Ciao Roma, Edinburgh**

17-Nov 2022: Private dinner event hosting media and influencers at **Salvis Deansgate Square, Manchester**

31 Jan 2023: Private event hosting media and influencers at the Italian Cookery School “**Caldesi**”

11-12 Sept 2023: **Speciality & Fine Food Fair** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

12 Sept 2023: **Culinary Workshops** at **Eataly London**

7-17 Sept 2023: POS Activation and sampling at **Eataly, London**

9-10 Sept 2024: **Speciality & Fine Food Fair** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

10 Sept 2024: **Culinary Workshop** at **Eataly London**

9-15 Sept 2024: POS Activation and sampling at **Eataly, London**



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Participation in international trade fairs

Speciality & Fine Food Fair—
London – 10/11 September 2024

The I Love Fruit & Veg from Europe programme headed for the third consecutive year to the international trade fair Speciality & Fine Food Fair.



Speciality & Fine Food Fair – London – 10/11 September 2024



**Workshop with
food sector
professionals and
influencers**



Workshop with food sector professionals and influencers

London – 10 September 2024
@ Eataly

The I Love Fruit & Veg from Europe program hosted one culinary workshop @ Eataly London





In-Store Promotions

The graphic shows a central white box with the 'i Love Fruit & Veg from Europe' logo, which includes a heart shape filled with various fruits and vegetables. This box is overlaid on a background image of a grocery store's produce section, with various fruits and vegetables visible in wooden crates. To the right of the central box, there is a vertical orange sign that says 'ENJOY THE BEST OF EUROPE' with a small European Union flag at the bottom.

i Love Fruit & Veg pop-up is back! 🌱

Join us from September 9th-15th at the i Love Fruit & Veg pop-up, explore seasonal picks, discover quality labels, and dive into sustainability. The i Love Fruit & Veg from Europe campaign is led by five organisations based in Italy and is co-funded by the European Commission. Choosing seasonal fruit and veg from Italy and other EU countries, means choosing the very highest standards of freshness, quality, and respect for the environment. A diet with this produce provides a rich source of vitamins, fibre, and antioxidants.

[FIND OUT MORE](#)

In-Store Promotions

The I Love Fruit & Veg from Europe programme partnered with Eataly London to host one in-store promotion from September 9 to September 15, 2024 which engaged over 50,000 shoppers in an opportunity drawing to win Eataly gift cards and I Love Fruit & Veg from Europe promotional materials.



In-Store Promotions - Eataly London - 9/15 September 2024



In-Store Promotions - Eataly London - 9/15 September 2024



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COLLABORATIONS



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Collaborations



cooking journey · [Sign](#)

cooking journey This is my Fried Tomatoes in olive oil and 4 Time For Competition

Do you enjoy cooking with Fruit & Veg from Europe? Keep reading... This is your competition!

All you have to do to win an exciting box of excellent-quality Fruit & Veg from Europe is...

- Create your own recipe with Fruit & Veg from Europe
- Post a story of the recipe to your Instagram account and tag @lovefruitandvegfromeuropeuk
- It's that easy!

There is no limit to how many times you may enter, so keep cooking! I can't wait to see what you come up with.

The competition will end on March 15, 2024, and three winners will be picked at random and contacted by Instagram direct message.

This is my fried tomatoes with garlic, chilies and olive oil. It's called Galayet Bardara. I will be posting a reel tomorrow on how to make it.

#lovefruitandvegfromeurope #lovefruitandvegfromeuropeuk #vegetablesfromeurope #europeanfruit #europeanveg #plantbased #vegan #vegetarian #healthylife #veg #veggie #eathealthy #foodlove #eatwell #foodmedicine #oursthyourbody #eatrealfood

Place a [yemasayibes e aliti](#)

21 comments



mariahinkavil · [Sign](#)

mariahinkavil Hands up if you ever buy an ingredient because it looks good but have no idea what you are going to do with it.

WELL, I couldn't resist the Venetian radicchio castelfranco @matteo Swipe across to see, like a beautiful flower

So it literally was a salad fridge raid, beetroot, kohlrabi, gherkins, radish, carrot, onion, goats cheese, pomegranate seeds and delicious blood oranges 🍊, which are in season at the moment so make sure you get some soon and enjoy 🍋

I knew it's only a salad 🍋 @lovefruitandvegfromeuropeuk but it made me smile 🍋

Let's get experimenting with delicious foods, especially those in season. Sometimes it will go well, sometimes not, but you'll have fun along the way...

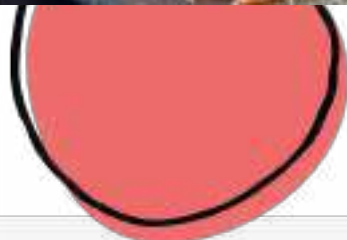
Happy Friday everyone, keep smiling, it's almost the weekend! 🍋

LUL
M
X

-kudal #saladlunch #matteoaliti #salad 🍋
#fridge raid #seasonal #seasonsfood
#saladideas #salads #matteo
#seasonalinspiration
2 out · [View hidden posts](#)

Place a [salatgerenicht besonderslecker e aliti](#)

13 likes



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Press Releases



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Continuous PR and press office activities



I Love Fruits and Vegetables from Europe wishes you all Happy Spring time and a very Happy Easter!

London, 20 March 2024 - It's springtime, and here at I love Fruits and Veg from Europe we are full of joy. The fruits and vegetables are so fresh, light and vivacious – they will fill you with joy too.

Let's take a peek at Europe's garden; everything is so light, bright, and juicy, as reinvigorating as sunshine itself. We have glossy leaves of spinach and chard, crisp green beans, tender grassy asparagus, the sweetest peas—they are all starting to appear now. The fruits of the orchard are small but ripening, especially the cherries, and in the not too distant future, the sweet apricots. Berries are fresh and aromatic—anyone for a springtime trifle or Eton mess?

And that elegant vegetable, the artichoke! Have you ever wondered how to prepare it? How do you get past the thorny leaves to eat the tender heart? We are here to tell you: just visit our website www.ilovefruitsandvegfromeurope.co.uk, for seasonal recipes.



Get inspired by springtime freshness: make a simple omelette of spinach and goats cheese; sprinkle springtime herbs over a leafy salad; mix chopped chives with butter and let it melt into a sizzling steak. And risotto or a fritatta is delightful with spring vegetables: add a handful of each new young green vegetable, to make it "alle primavere" as they say in Italy, like springtime itself.

Pasta with almost any of the new season's vegetables is delectable, changing as the garden does. And fresh herbs: young parsley, baby basil, little shoots of thyme, green garlic, tendrils of pea.



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www.ilovefruitsandvegfromeurope.co.uk

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Follow us on:   

Continuous PR and press office activities

March – August 2024

The I Love Fruit & Veg from Europe programme continues to build momentum, relationships and awareness in the United Kingdom through strategic public relations activities, including media relations.

Targeting Opinion Makers

Through news release syndication and proactive media relations, the I Love Fruit & Veg from Europe programme is building awareness and engagement.

2,262+

CONTACTS IN MEDIA
DATABASE

377


MEDIA HITS FROM
NEWS RELEASE
DISTRIBUTION &
EARNED MEDIA

305M

CONSUMERS REACHED

Press Releases

Here all the Press Release




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#EnjoyItsFromEurope

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