



Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



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



PRESS KIT 2025 / 2026

TORONTO - CANADA



Co-funded by
the European Union

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Thank you Canada!

Thank you for joining the I Love Fruit and Veg from Europe campaign also in 2025.

7 TOUR PARTICIPANTS

85 CONTENTS GENERATED

13 ARTICLES/STORIES/TV GENERATED

25 ATTENDED MASTERCLASS DEMONSTRATION -@ EATALY

117 CONTENTS GENERATED

SIAL

22 CONTENTS GENERATED AND 1 TV STORY

74 ATTENDED PRESS DINNER

299 CONTENTS GENERATED

22 ATTENDED MASTERCLASS DEMONSTRATION @ CULINARIUM

83 CONTENTS GENERATED

TOTAL CONTENTS GENERATED: 620



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Italy Tour Summary

FEB 27 - MARCH 8 2025

The educational tour began with arrival in Naples followed by a guided tour of the Phlegraean Fields. Participants visited the Archaeological Excavations of Pompeii and explored Sorrento. A panoramic tour of Naples included lunch at La Caffettiera and dinner at Tucci's Pizzeria. The group then flew to Catania for a city tour and street food tasting. Agricultural highlights included visits to citrus groves at La Deliziosa and prickly pear cultivation fields. The group also visited Terra Orti and an artichoke farm in Battipaglia.



7 TOUR PARTICIPANTS

1 CHEF

2 JOURNALISTS

5 INFLUENCERS

85 CONTENTS GENERATED

13 PRINTED ARTICLES / TV



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Italy Tour Content



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Eataly Culinary Workshop Summary

APRIL 28 2025 @ EATALY TORONTO

26 ATTENDED

117 CONTENTS GENERATED

Cooking Masterclass: Lemon Risotto with Artichoke and Prawns Tartare. Led by Chef Dario Tomaselli, renowned judge of the SIAL Global Food Innovation Conference's olive oil competitions.



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Eataly Workshop Content



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SIAL Toronto booth

April 29-May 1 2025 @ Enercare Centre

Chef Dario Tomaselli prepared several Fruit and Veg based recipes to serve over 200 people per day at the booth including Artichoke and Pecorino custard with orange and radish salad, Cauliflowers couscous Sicilian style, Eggplant and provola polpette, Tomatoes and bread salad with lemons anchovies and cappers.



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Press Event @ Stock Bar Restaurant

Tuesday April 29th
Stock Bar, Toronto

This exclusive event was tailored for media professionals, journalists, food writers, and influencers, with a keen interest in European culinary excellence and sustainable agriculture.

Presentation was given by Manuela Barzan and Sarah Bua of La Deliziosa. Dinner included Foie gras mousse with pears in mini tarts, Vegetable Skewers, Asparagus, Gnocchi with artichokes, Branzino fillet, green beans, insalatina with pomegranate and charred peach dressing, Lemon sgroppino and Pear tart tatin pomegranate jus reduction.

74 ATTENDED

299 CONTENTS GENERATED



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Press Event Stock Bar Content



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Culinary Workshop @ Culinarium

The 'I Love Fruit and Veg from Europe' Canada campaign hosted one culinary class by Chef Luciano Schipano at Culinarium in Toronto on July 9 2025.

Culinarium is a boutique event and cooking studio space located in Toronto, ideal for culinary experiences.

Canadian-born, Italian-raised culinary artist and Red Seal-certified professional based in Toronto, Luciano serves as Corporate Chef for Unico and Primo. He is Brand Ambassador for Galbani Canada, founder/owner of Culinarium, and proudly owner of Boccaccio Ristorante. He is current President of Slow Food for Toronto Region, and President of the Italian Federation of Chefs – Delegation of Canada.

22 ATTENDED CULINARY CLASS
83 CONTENTS GENERATED



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Culinary Workshop Details

JULY 9 2025 @ CULINARIUM TORONTO
1215 Weston Rd, Toronto
7pm-9:30pm

Welcome Reception

Guests were welcomed with a glass of Prosecco, a tasting of Prickly Pear Juice, and Italian antipasto board.

Demo Courses include:

- Grilled Peach & Burrata Salad
- Orzotto with Asparagus & Sicilian Orange
- Stuffed Zucchini Boats
- Strawberry & Mascarpone Parfait



Culinary Workshop Content



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