



Strawberries and rosé champagne, a perfect pairing for those in love

The I Love Fruit & Veg from Europe campaign presents a sexy Valentine's Day idea with a healthy twist, with this perfectly delicious and romantic pairing.

Paris, 13 February 2024 - Valentine's Day branded 'I Love Fruit & Veg from Europe' turns up the heat with the sexiest food and wine pairing there is: **strawberries and strictly rosé champagne** to mark the occasion with a touch of sweetness and well-being.

The **campaign**, supported by the Italian producers' organisations Agritalia, A.O.A., La Deliziosa, Meridia and Terra Orti, and co-funded by the European Commission, aims to promote, in Italy and abroad, the conscious purchase and consumption of quality European fruit and vegetable products, also in their organic and PDO/PGI versions.

Strawberries are powerful allies for heart health, because they lower cholesterol levels and triglycerides, they contain antioxidants and promote good circulation. Nutritionally they are excellent: they are fat-free, sodium-free and rich in folate and vitamin C, which boosts the immune system.

But why are strawberries a quintessential symbol of love? The reason dates back to the ancient Romans, who associated them with Venus - goddess of love and a sensual figure par excellence - to emphasize the **aphrodisiac power** of this fruit, with its bright red colour and voluptuous flavour. In addition, strawberry seeds were considered symbols of fertility.

Nowadays, strawberries and champagne on Valentine's Day are a classic combination for romance, but with a new twist – **pink bubbly** - which experts recommend because it is more delicate.

And, to delight your partner, here is one of the most famous - and easy to make – aperitifs, made with strawberries and champagne: the "**sparkling wine Rossini**", created in Italy in 1929, at Harry's Bar in Venice. Simply blend 3 strawberries with a



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tablespoon of lemon juice and a teaspoon of sugar. Put the fruit purée into a flute glass and then pour the champagne over very slowly – remember, puréed fruit will make the bubbly froth up.

The result is an olfactory symphony: the **fresh strawberries** release their sweet and fruity aroma, while the **champagne** adds floral and slightly citrus notes. Strawberries and champagne: a perfect pairing and ideal accompaniment to moments of sensuality and love.

Enjoy. It's from Europe!

Discover more: www.ilovefruitandvegfromeurope.com

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