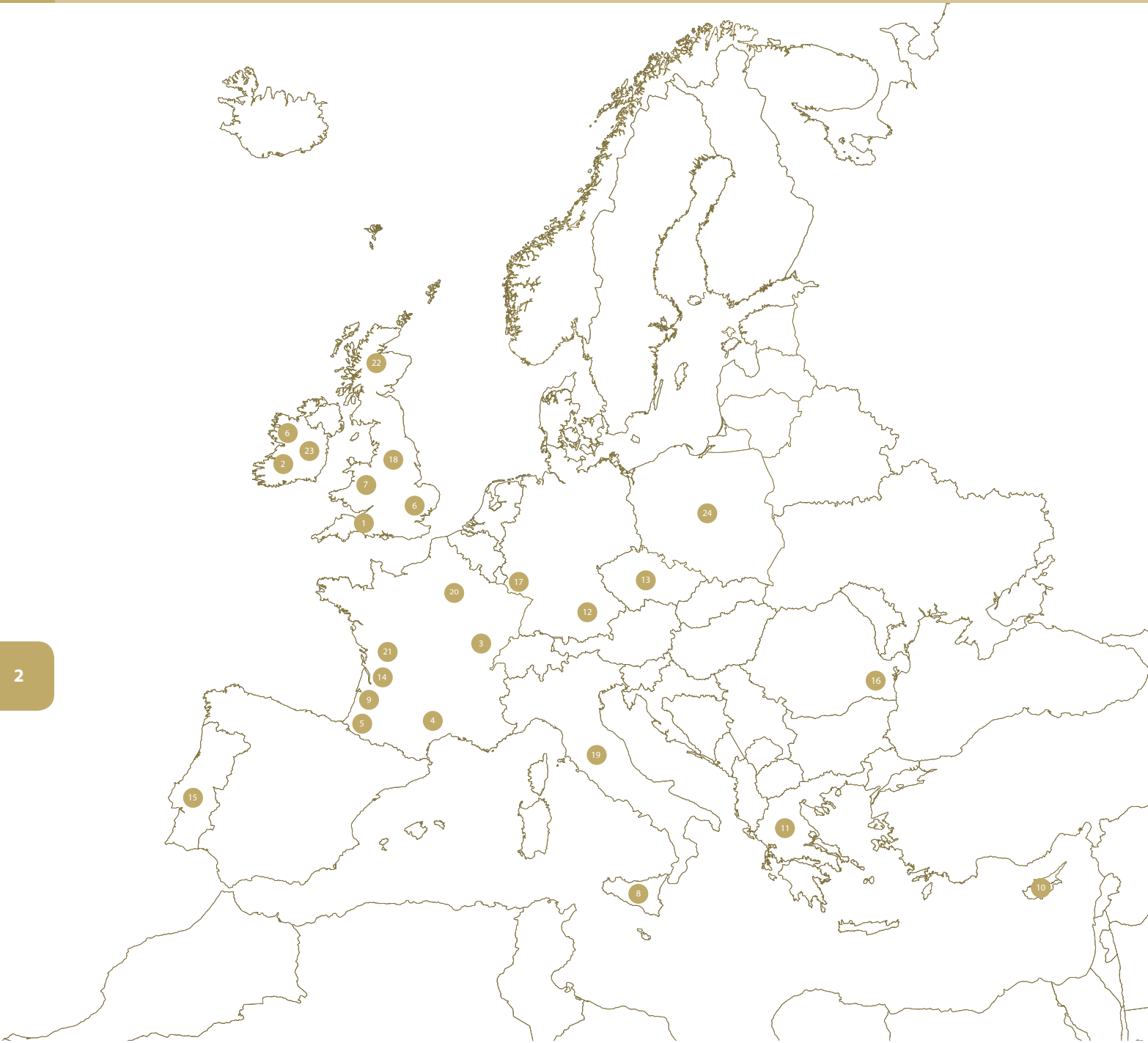


Tastes of Europe

Quality guaranteed





1. **West Country Farmhouse Cheddar** (PDO), United Kingdom
2. **Imokilly Regato cheese** (PDO), Ireland
3. **Comté** (PDO), France
4. **Roquefort** (PDO), France
5. **Jambon de Bayonne** (PGI), France
6. **Connemara Hill Lamb** (PGI), Ireland
7. **Welsh Beef** (PGI) & **Welsh Lamb** (PGI), United Kingdom
8. **Arancia Rossa di Sicilia** (PGI), Sicily
9. **Kiwi de l'Adour** (PGI), France

10. **Loukoumi Geroskipou** (PGI), Cyprus
11. **Chios Mastiha** (PDO), Greece
12. **Münchener Bier** (PGI), Germany
13. **Žatecký chmel** (Saaz hops) (PDO), Czech Republic
14. **Bordeaux wine**, France
15. **Madeira wine**, Portugal
16. **Colinele Dobrogei**, Romania
17. **Mosel Riesling**, Germany
18. **England and Wales wines**, United Kingdom

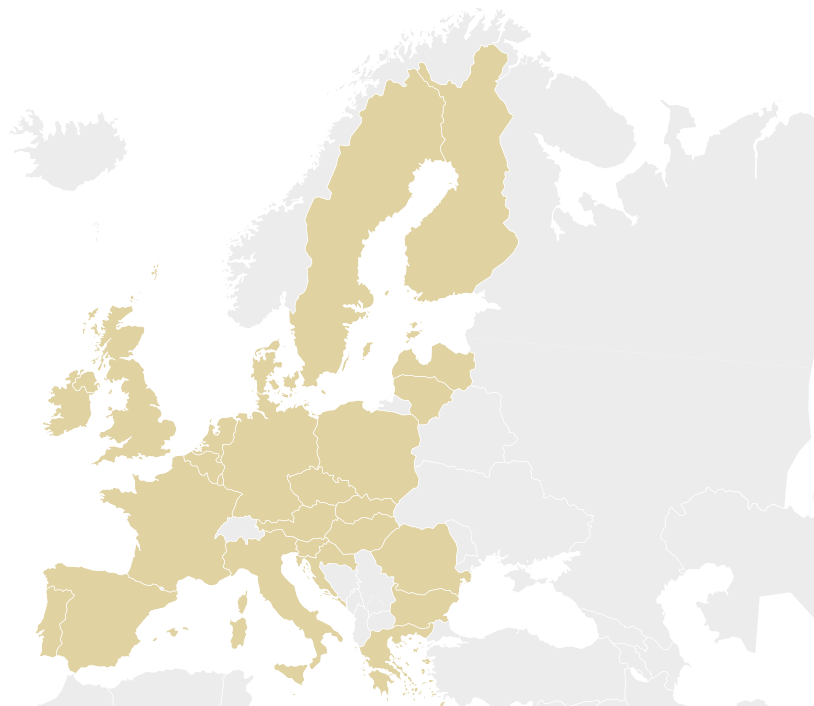
19. **Italian PDO/PGI wines**, Italy
20. **Champagne**, France
21. **Cognac**, France
22. **Scotch whisky**, United Kingdom
23. **Irish whiskey**, Ireland
24. **Polish vodka**, Poland

The European Union (EU) is a geographical treasure abounding with a delectable array of foods and savoury beverages. Composed of 28 Member States, the EU encompasses a vast range of different environments and climates. From the sun-soaked soils of the Mediterranean to the rugged hills of the Scottish Highlands, each region produces a diverse range of remarkable products. Every product has its own unique geographical identity that is clearly represented in their unique taste.

Generations of tradition and heritage have been passed down to produce the finest products of the highest quality. The choice of products from Europe is rich in depth and splendid in taste. Take the succulent Maine-Anjou beef from specially reared cattle in Western France, or the Queso de Flor de Guía cheese made with sheep's milk that is only found on the Spanish island of Gran Canaria. The waters of Sweden are home to the red gold of Swedish Lapland or KalixLöjrom caviar. And the Czech Republic's delicious Karlovarsky Suchar bread

can be enjoyed with golden olive oil from the Greek island of Corfu. Such tradition and quality is not just confined to food but it concerns also beverages. In the brewing houses of Bavaria the distinctive Rieser Weizenbier is produced while the exquisite taste of Sardinian Alghero wine lingers on the palate. Scotland's distilleries have been part of its landscape for centuries, producing the Scotch whisky, a premier international spirit enjoyed around the world.

The EU works to protect and preserve this tradition and heritage and has created quality schemes to ensure this. To date more than 1,170 food products' names have been registered under the EU's quality labels for agricultural products and foodstuff (PDO, PGI and TSG). All types of products are covered from meat, dairy and fish, to bread, cakes, biscuits, confectionary and beverages. In addition there are over 1,500 wines and some 320 spirits carrying PDO/PGI labels. More and more of these products are available in Japan. Explore the world of European products. A wealth of flavours awaits.



The Stamps of Quality

The quality labelling system guarantees:

- Superior quality
- Exceptional taste
- Tradition and authenticity
- Defined ingredients from specific locations (for PDO products)
- The highest environmental and animal welfare standards

With such a diverse range of food and beverage products in Europe that encompass rich traditions and value time honoured production methods, the European Union has created protection schemes that clearly identify these products as of genuine quality.

This makes it easier to find genuine products from Europe of supreme quality in Japan. The three EU schemes work to encourage diverse agricultural production, protect product names from imitation and help consumers by giving them information on the unique character of these products.

The schemes are also open to non-European producers. This ensures that products of high quality which originate in countries outside the EU can enjoy the same level of protection as EU quality products.

When you see a product with one of these labels you can be sure of its quality. The product will be truly distinctive and its taste will reflect the characteristics of its local region. You can be certain that such a product was made with care and deep respect for its history. A product carrying one of these stamps will tempt you with its flavour and display its own particular personality.

Three logos representing the EU's protected schemes are:



- **Protected Designation of Origin (PDO)** – A PDO label indicates a foodstuff, wine or spirit that originates in a specific town, region or country, that has characteristics that are particularly linked to the place of origin through inherent natural or human factors, and that is produced, processed and prepared in the defined geographical area. Famous examples include Roquefort from France and Prosciutto di San Daniele from Italy.



- **Protected Geographical Indication (PGI)** – PGI covers names of products originating in a specific place, region or country that are recognised for their quality and other characteristics closely linked to the defined geographical area. The label also marks the products as being produced and/or processed and/or prepared in the area in question. Well-known examples include Münchener Bier from Germany and Scottish farmed salmon.



- **Traditional Speciality Guaranteed (TSG)** – TSG products are those with distinctive features that have traditional ingredients or are made using traditional methods. These products have specific characteristics that set them apart from similar foodstuffs. Examples include speciality Belgian beers such as Gueuze and Kriek, and Kalakukko, a Finnish bread with fish and meat baked inside.

Have a close look at these quality logos. Get familiar towards what they look like and what they represent. These logos clearly identify products as being of true excellence. It is not easy for European products to receive such protection and the entire life cycle of a product, all the elements within it and the region in which it is produced is examined before they receive this mark of quality.

Designated products: Facts and figures

There are over 1,170 registered food products carrying one of the three EU quality labels. In addition, more than 1,500 wines and some 320 spirits are marked with the PDO and PGI labels.

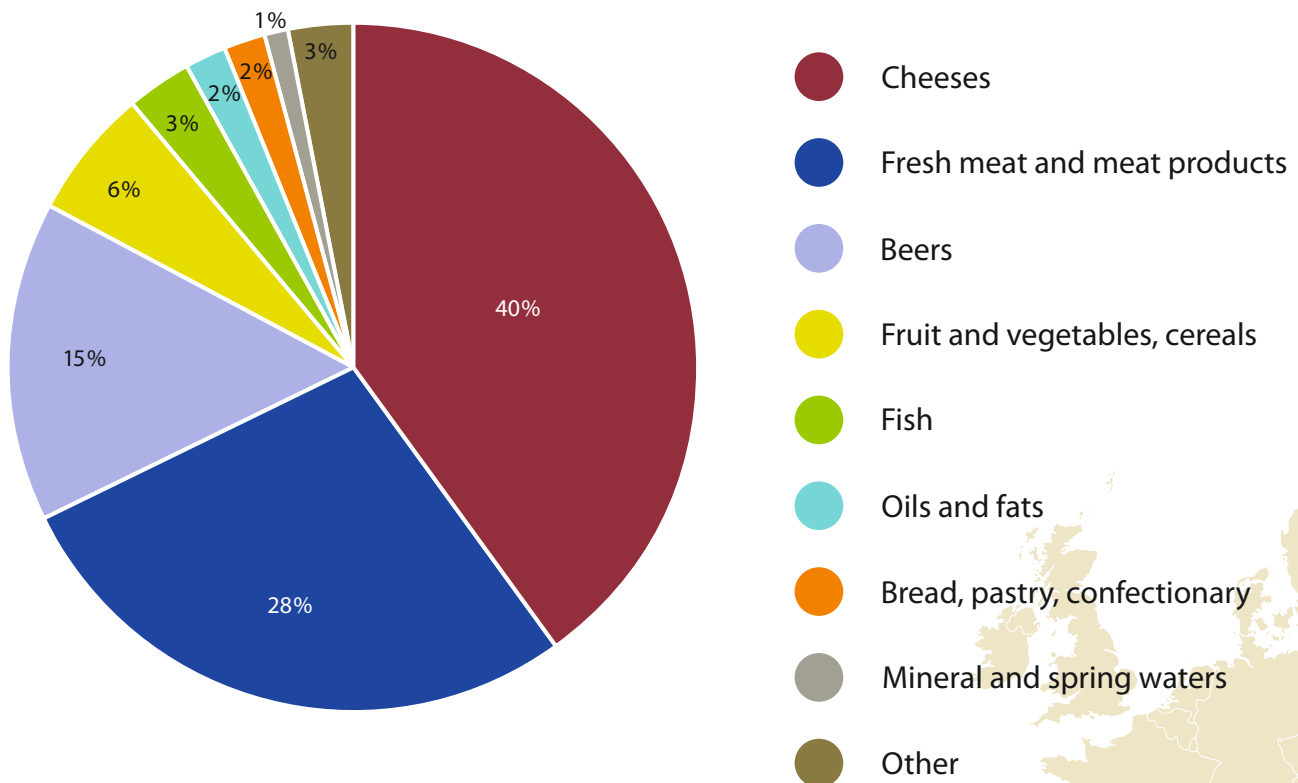
Some famous names include:

- Cheeses: Edam Holland (Dutch Edam); Feta (Greece); Stilton (United Kingdom).
- Cured meats: Tiroler Speck (Austria); Serrano ham (Spain).
- Olive oil: Kalamata olives and olive oil (Greece); Toscano olive oil (Italy).
- Beverages: Cidre de Normandie (French cider); Champagne (France); Bayerisches Bier (Germany); České pivo (Czech beer).

Countries leading the way in obtaining PDO/PGI/TSG labels for their products are Italy (255 registrations), France (201 registrations) and Spain (167 registrations).

By turnover, cheese is the most significant type of quality food product (excluding wines and spirits).

% of total sales value for PDO/PGI agricultural products in 2010



Source: EU survey 2010

European Wines – Where tradition, technology and art meet

The EU is a leading producer of wine. Producing some 175m hl every year, it accounts for 45 % of wine-growing areas, 65 % of production, 57 % of global consumption and 70 % of exports in global terms.

Whether one looks at vineyard size, kinds of wine or oenological practices tailored to different climatic conditions, **the reality of wine production in Europe varies greatly from one Member State to another** – in all cases, however, it represents an integral part of the country's culture and heritage.

A combination of great expertise and hard labour has made European wines exceptionally successful. Food **quality, origin and safety** are high on the consumer's agenda. This includes knowledge of what goes into a wine and how it is made. European consumers also want to see the best **winemaking traditions** preserved whilst embracing technological developments that improve quality, traceability and often also provide better value for money.



EU organic label: good for nature, good for you

Organic farming is an agricultural production method which offers the consumer quality food that tastes good, while respecting the natural life cycles of plants and animals. It is based on a number of principles and practices designed to work the land naturally and thereby minimise humans' impact on the environment.

Since July 2010, pre-packaged food produced in the EU that claims to be organic must carry the EU organic logo, accompanied by information about where the agricultural produce contained in the product was farmed. This label is a mark of confidence in the product which carries it. It reassures consumers that the foodstuff in question has been processed according to standards set out in the EU legislation. In particular, that:

- 95 % of the product's agricultural ingredients have been organically produced;
- the product complies with the rules of the official control scheme;
- the product has come directly from the producer or preparer in a sealed package;
- the use of additives or processing aids is extremely limited, and that only authorised additives have been used;
- organic and non-organic food ingredients have been stored, handled and processed separately.

For more information on organic farming in the EU visit www.organic-farming.eu.

England, United Kingdom

The West Country – Somerset, Devon, Dorset & Cornwall

West Country Farmhouse Cheddar (PDO)

Cheddar originates from the village of Cheddar in Somerset, South-West England. The recipe is around 800 years old. Cheddar Gorge on the edge of the village contains a number of caves, which provided the ideal humidity and constant temperature for maturing the cheese. Yellow to off white in colour, it is a truly sumptuous cheese that is hugely popular in Great Britain and around the world. Authentic West Country Farmhouse Cheddar is made on farms using their own and their neighbours' milk. It is traditionally made by cheesemakers who turn the curd by hand in a process known as "cheddaring".

Ireland

South-East Cork

Imokilly Regato cheese (PDO)

Imokilly Regato is a piquant cheese produced in South-East Cork. It is characterized by a dry firm texture and a light golden-cream colour, as well as delicate aromas of pears, fudge and butter. It has a delicious nutty and creamy taste. The cheese is wheel-shaped with convex edges and a Celtic cord pattern embossed on the upper and lower surfaces.

Because of the particularly long grazing season in this area, the milk has a distinctive colour and natural flavour. The luscious colour is also influenced by the high levels of betacarotene, which is also a source of vitamin A.





France

Franche Comté region

Comté (PDO)

In the Franche-Comté region of eastern France, dense pine forests and the Vosges mountains come together in the Jura Plateau. Here, an ancient cheese called Comté has been made for hundreds of years. Traditional processes have been passed down through the generations since the time of Charlemagne.

The flora of the region is very diverse and cows often graze on a wide variety of plants. This can be clearly tasted in the milk and ultimately in the different flavours of the cheese. In the silent, shadowy darkness of the cellars, the Comté is lovingly tended to encourage the flavours to develop naturally as the months pass by. The French have a special word, *affiner*, which means to complete the maturing process of cheese. After months of this process, the end result is a truly delectable cheese.

France

South of France

Roquefort (PDO)

The beautiful countryside of the South of France is home to the production of Roquefort cheese. The tradition continues today as it has done for thousands of years. The first mention of Roquefort dates back to 79 A.D. when Pliny the Elder remarked upon its rich aroma.

An exceptional combination of circumstances gave birth to Roquefort cheese: an extraordinary geological feature, the patience of the original cheesemakers and the special adaptability of a breed of ewes. Roquefort is made exclusively from the milk of the red Lacaune ewes that graze on the huge plateau of Rouergue-Causse in the Aveyron. Roquefort quality comes from the ewe's milk, the processing of the curd, the penicillium *roqueforti* and the maturation in natural caves. In these high-vaulted caves, ventilated by the *fleurines* (air vents that provide the caves with natural ventilation) expert cheesemakers tend thousands of cheeses from January to June. Roquefort is a truly exceptional cheese with a complex, creamy and soft flavour.



France

The Adour Basin around Bayonne (South West France)

Jambon de Bayonne (PGI)

Jambon de Bayonne is a delicious dry-cured ham produced in the vicinity of the centuries-old port city of Bayonne in the South West of France.

The product is the result of 700 years of knowledge and tradition. Legend has it that Gaston Fébus, a 14th-century Count of Foix, found a boar he had wounded lying in a salt water spring near Salies-de-Béarn. The animal was perfectly preserved. This was the start of the tradition of salting the hams with saline water from Salies-de-Béarn. A ham fair has been held every Easter in Bayonne since 1462.

Bayonne Ham is made of pigs born and bred in South West France which also carry the "Porc du Sud-Ouest" Protected Geographical Indication. Hams are cured with salt from Salies-de-Béarn and this is carried out exclusively in the Adour basin, which nestles between the Atlantic Ocean and the Pyrenees. Warm winds from the south (Foehn) and humid winds sweeping in off the Atlantic create a unique climate for maturing Bayonne Ham.

The production process for Bayonne Ham follows the passage of the seasons. Once the hams have passed through each of the different stages, they are then branded with the Lauburu cross, the Bayonne seal.





Ireland

Connemara hill region

Connemara Hill Lamb (PGI)

Connemara Hill Lamb is indigenous to the Connemara hill region. The lamb matures at a slower rate than normal lamb, thus reaping the benefits of its natural habitat. The result is a lamb with a very special taste and quality thanks to its diet of natural herbs, heathers and grasses that are unique to the Connemara region. The lambs are born in spring to Connemara Blackfaced Horned Ewes, an ancient breed dating back to the 1800s that is unique to this region.

The lamb has a lean carcass, is rose red in colour, and has a solid deep texture with a light covering of fat. The lamb has a natural succulent flavour and a pronounced aroma.

United Kingdom

Wales

Welsh Beef (PGI) & Welsh Lamb (PGI)

Welsh Beef and Welsh Lamb are products of a uniquely beautiful landscape that has been blessed for centuries with the purest of natural ingredients – clean air, sweet spring water and fresh grass. This blend of nature's finest has helped produce high-quality meat that is consumed around the world.

Historical records document the importance of the Welsh beef industry from the time of the Celts, Romans and Normans right up to the present day. Welsh lamb also has a rich history, with the Hafod manuscripts referring to sheep meat production back in the 14th century. Cattle and sheep are still grazed extensively in the hills and valleys of Wales.

Welsh beef and Welsh lamb is slaughtered in approved abattoirs and records of all stages of the production process are kept to ensure traceability of the product. There is no compromise on food safety or quality and inspections are carried out at every stage of the process.



Italy

Sicily

Arancia Rossa di Sicilia (PGI)

The appeal of the Sicilian Blood Orange (PGI) is down to its particular features: its taste, its eye-catching deep red colour, and its high vitamin C content.

The fruit are harvested by hand using only scissors in order to protect both the fruit and the tree. The microclimate is the secret behind their red colour – the “Piana di Catania” enjoys mild daytime temperatures but drops close to freezing at night.

These extremes of temperature and the richness of the soil give the fruit their particular taste, colour and scent, along with their beneficial properties for health. Here, at the foot of Etna’s lava flows, the red pigmentation has a chance to spread and create this “healthy orange”.

France

The Adour Basin around Bayonne (South West France)

Kiwi de l’Adour (PGI)

The kiwi originated in China, where it was used as an ornamental plant. At the beginning of the 20th century it was imported to France via New Zealand

It was 30 years ago that producers first began growing kiwi fruit in the basin de l’Adour at the foot of the Pyrenees. Today, kiwi production is the economic symbol of the region with more than 350 passionate growers accounting for 1/4 of national production.

Their success is based on achieving a strong regional identity with PGI identification. The region also has the perfect climate for growing kiwi fruit.

Kiwis are extremely healthy thanks to their high levels of vitamin C, magnesium and fibre.





Cyprus

Geroskipou municipality

Loukoumi Geroskipou (PGI)

Loukoumi Geroskipou is a traditional sweet that has been made in the town of Geroskipou in Cyprus since 1895.

The historical association between Loukoumi Geroskipou and Geroskipou dates back to the 19th century. Sophocles Athanasiou was the first to produce this sweet in 1895, and since then his descendants have continued making the delicacy using the same methods and in the same location. It is an art that has been handed down from generation to generation.

The sweet cubes have a jelly-like texture and an intensely sweet taste. They come in a wide range of fruity flavours including mandarin, lemon, vanilla and pineapple. The process of making Loukoumi takes time and patience, and indeed this is what distinguishes the real thing from imitation products. Unlike other similar products, these traditional soft sweets do not rely on additives to set and are made using only the finest natural ingredients.

Greece

Chios Island

Chios Mastiha (PDO)

Chios Mastiha, commonly known as gum mastic, is unique to the island of Chios in the eastern Aegean. The gum is the resinous sap of the *Pistacia lentiscus* mastic tree. This evergreen shrub grows 2-3 metres high and has a life span of 100 years.

At specific times of the year, sap production is encouraged by cutting into the bark of the tree. As it drips, the sap appears as a sticky and translucent liquid. After 15–20 days it solidifies into irregular shapes that are influenced by the summer weather conditions of the area. The gum mastic takes the form of crystals and its somewhat bitter taste quickly subsides to leave a distinctive flavour. The solid product is then harvested and washed to give us the finished product.

In traditional Mediterranean kitchens it is used as a food additive for bread and pastries. It has long been used to flavour distilled alcoholic beverages. Chios Mastiha is also used worldwide in health and cosmetic products.



Germany

Munich

Münchner Bier (PGI)

Münchner Bier (Munich beer) has a very long history and is produced in accordance with the world's oldest food law. The Munich Purity Law of 1487, decreed by Duke Albrecht IV, stipulates that beer may only be brewed from water, barley, hops and yeast. 29 years later, this law became the Bavarian Purity Law of 1516.

In the past, this law protected beer drinkers from the addition of other harmful ingredients. Today it safeguards Munich beer from such things as chemical additives or inferior malt substitutes. Using these four ingredients, Munich's six renowned breweries produce their famous Oktoberfestbier, along with a host of other varieties, including tangy lagers, pale and dark wheat beers, full-bodied, malty dark beers and earthy, hop-flavoured Pils. The water used to brew the beers is drawn from 250m-deep wells and combined with the other carefully-selected ingredients.

The top-product, the Oktoberfestbier, is left to age in the barrels before being served at Munich's world-famous beer festival. Oktoberfestbier and Münchner Bier – the art of living in liquid form.

Czech Republic

Saaz, Trschitz and Auscha

Žatecký chmel (Saaz hops) (PDO)

Hop growing in the Czech Republic has a tradition that stretches back over a thousand years. The first mentions of hops date back to the 8th and 9th centuries, and as the second millennium dawned, hops from the Czech Republic were being exported to neighbouring countries along the Elbe River.

The Saaz variety is grown in three regions of the Czech Republic – Saaz, Trschitz and Auscha. Thanks to its distinctive properties, it occupies a unique place in the production of high-quality beers around the world. The use of Saaz hops produces beer with a soft and delicious hoppy flavour and guarantees a top-quality final product.





France

Champagne

Champagne

Since the days of the Roman Empire, the Champagne region of France, located 150 km (90 miles) north-east of Paris, has been producing wines. Since the end of the 17th century it has been known for its sparkling wines, which became associated with luxury and celebration, and gained a global fame from their association with the coronation of French kings in the city of Reims.

Delimited by a 1927 law, the production area consists of 34,000 hectares spread into 280,000 different plots in 320 crus (villages). The climate is influenced by both the proximity of the ocean and the continent offering cold winters, hot summers and moderate yet frequent rainy conditions. The Champagne sub-soil is made of limestone; the relative diversity of soil ranges from chalk to clay depending on sub-regions.

Champagne is mostly the blend of wines from various grapes (Chardonnay – white grape –, Pinot Noir and Meunier – black grapes – represent together over 99.7% of the surfaces). It is produced in several crus (villages), and aged in different ways. The blending expresses and perpetuates the particular vision and style of each producer.

After harvest and pressing, the grape juice is transformed into still base wine by the alcoholic fermentation. These still wines are blended, and bottled together with yeasts and sugar. Then they have to rest in the cellars to undergo a second fermentation, called “prise de mousse”, and a time of maturation. Champagne is required to rest on its lees. During this time, yeasts devour sugars, producing alcohol and carbon dioxide, which is dissolved within the wine and will give the effervescence once the bottle is opened.



France

Bordeaux

Bordeaux wine

The Bordeaux wine growing region is situated in the South West of France. In addition to being famous for its wines, the region also offers a rich cultural and architectural heritage. The city of Bordeaux, the Saint-Emilion village and vineyards, the citadel of Blaye and the Gironde estuary are all classified UNESCO world heritage sites. The region's typical mild rainy winters and warm dry summers combine with its characteristic soil types and traditional wine growing know-how to make Bordeaux wines truly unique.

The Bordeaux vineyards produce various colours and types of wines: dry reds, dry whites, sweet whites, sparkling whites, still and sparkling rosés. Bordeaux is home to the internationally renowned grape varieties Cabernet Sauvignon, Cabernet Franc, Merlot, Sauvignon Blanc, and Sémillon, and the Bordeaux producers are masters in the art of blending.

Portugal

Madeira Island

Madeira wine

Madeira is a wine that shares its name with a small island in the Atlantic. The wine is known for its rich colour ranging from amber to golden and its luxurious and harmonious bouquet with hints of vanilla, caramel, curry, dried fruit, figs and cinnamon. The wine-growing region extends across some 500 hectares of extremely steep terrain. The wine is given its particular characteristics by the combination of a mainly basalt volcanic soil, proximity to the sea, hot, humid summers and mild winters.

Madeira wine is unique thanks to its very special production process. After being fortified, the wine begins an ageing process where temperature and slow oxidation combine to create intense and complex aromas. Traditionally, Madeira Wine can be aged in two different ways: *canteiro* and *estufagem*.

Madeira is a fortified wine with an alcoholic content of between 17°C and 22°C. It may be produced from traditional grape varieties such as Sercial, Verdelho, Boal, Malvasia and Tinta Negra, or a blend of these. Madeira wines range from very dry (Extra Seco) to rich (Doce).

Madeira wine is as old as the island that gives it its name. After bottling, it can age for more than 100 years while still maintaining its unique characteristics.





Romania

Colinele Dobrogei

Colinele Dobrogei

Colinele Dobrogei is situated in south-eastern Romania, between the Danube and the Black Sea, in the centre of the Dobrogea plateau. It has an ideal climate for wine-growing with less extreme summer heat and less winter frost than many other parts of the country. As a result, Colinele Dobrogei produces a large variety of fine and delicious wines. The vineyard stretches over more than 3,000 hectares, extending to the villages of Murfatlar, Valul lui Traian and Simionici.

Dobrogei was inhabited in ancient times by Dacians and Scythians. The region was suitable for both land cultivation and the development of local wine varieties, as well as for commercial trade between Geto-Dacians and the three main Greek cities of Histria, Tomis and Calatis.

The region produces white, red and rose wines. The white wine has a clear yellow-green to golden yellow colour, while the colour of the red wine ranges from ruby red to deep purple.

Germany

Mosel

Mosel Riesling

The Mosel valley is famous for its steep scenery, and the German part is a popular tourist destination. The Mosel's main claim to fame is its wines made from the Riesling grape. The northerly latitude means that its Riesling wines tend to be low in alcohol but have a unique finesse and elegance. The steep slopes that overlook the river make its vineyards some of the most labour intensive in the world. One of the benefits is that these slopes allow for more direct sunlight on the vines.

It is believed that viticulture was brought to this area by the Romans, who planted vineyards along the Mosel River. Trier (founded 16 BC) was an important Roman outpost and it is likely that the first Mosel vineyards were planted on the surrounding hillsides during the 2nd century AD.



United Kingdom

England and Wales

England and Wales wines

English wine is made from cool climate grape varieties grown in England or Wales and produced by winemakers in UK wineries. The UK is now recognised as a premium wine-producing region, producing exciting, fresh, innovative wines. English wines win many prestigious international awards, and there are over 400 vineyards in England and Wales covering some 1,416 hectares, with many more being planted.

During their occupation, the Romans made wine, mostly in East Anglia, and wines made in England in the 1750s were considered comparable to champagne. The recent renaissance in English winemaking has been helped by advances in technology. The majority of wines are classified as either PDO or PGI.

English PDO and PGI wines fall into 2 categories: quality still wines and quality sparkling wines. While most sparkling wine is made from the classic grape varieties, many of the still wines are made from Bacchus, Pinot Noir, Seyval and Madeleine Angevine. Together with Madeleine Angevine, Bacchus is becoming a signature English grape variety. It is produced mainly in East Anglia, where it enjoys the drier climate. The northerly latitude of the vineyards guarantees long daylight hours in the growing season. The moderate temperatures result in a wine that contains a high percentage of acidity and a low pH, which is the backbone of fine sparkling wines. East Anglian Bacchus has a distinctive aromatic quality, heavy on fruit and with a wonderful bouquet.





Italy

Puglia, Abruzzo and Piedmont

Italian PDO/PGI wines

Primitivo di Puglia

Primitivo is an Italian red grape variety, originally from the Puglia region. Located in the south of Italy and extending out to the Mediterranean Sea, the region of Puglia is characterised by its plateaus, plains and the absence of high mountains. With the exception of the Tavoliere delle Puglie (Apulian Table), the soil is rather arid and barren and the climate is warm and usually dry.

The versatility of the Primitivo grape makes it suitable for a range of different wines. The origin of the name is believed to be related to the early growing stages (flowering and ripening).

Montepulciano D'Abruzzo

Montepulciano d'Abruzzo is a red PDO wine produced in the Abruzzo region and made from the Montepulciano grape. Abruzzo's varied landscape stretches from its coastline to lofty 3,000-metre peaks, and the region has a windy climate with extreme swings in day and night-time temperatures. These are ideal conditions for viticulture.

Moscato D'Asti

Asti PDO (spumante) and Moscato d'Asti PDO (frizzante), part of the same PDO, are both expressions of Moscato grapes represented by 2 different white wines. These wines come from the North Italian region of Piedmont. The etymological meaning of Piedmont is "land at the foot of mountains". Three-quarters of the territory of this region borders the Alps, which gives this region a continental climate while forming a shield against continental winds.

The Moscato d'Asti PDO is a light wine that is termed "lively" because it has a slight natural carbonation but without the level of carbonation required to be considered a sparkling wine.



France

Western France

Cognac

France is famed for a high quality wine spirit known as Cognac. It is exclusively produced in the Cognac Delimited Area, which includes the Charente and Charente Maritime departments and several districts of the Dordogne and Deux-Sèvres. Its production is strictly regulated.

Cognac preserves its authenticity thanks to a two-stage distilling process using traditional copper Charentais stills. After distillation, Cognac is then aged for at least 24 months in oak casks (traditionally from the Limousin and Tronçais forests in central France) to ensure its refined flavour and complex aroma.

Almost 98% of Cognac production is exported, finding its way to more than 160 countries around the world.

United Kingdom

Scotland

Scotch whisky

Distilleries have been part of the Scottish landscape for centuries. They produce Scotch whisky, a premier international spirit made only in Scotland but enjoyed around the world. Malt Scotch whisky is distilled exclusively from malted barley in traditional copper pot stills, while Grain Scotch whisky is distilled in continuous stills from a mash of malted barley to which whole grains of other cereals may be added. Single and blended grain whiskies are sold, but most grain whisky is blended with malt whisky. A blended Scotch whisky may contain as many as 50 malt and grain whiskies, each of which is separately entitled to be described as Scotch whisky. The new make spirit coming off the still is always matured in oak casks for no less than three years, as required by law, although in practice many Scotch whiskies are matured for much longer periods. All of the maturation must take place in Scotland. The production of Scotch whisky has been perfected over the course of hundreds of years, making it unique to Scotland.





Ireland Irish whiskey

Ireland has a long history and acclaimed tradition of distilling whiskey. Irish whiskey must by law be distilled and matured for at least three years in Ireland. Its unique smooth flavour is achieved by a time-honoured distilling process. Whilst the majority is triple distilled and non-peated, there are a number of brands that are double distilled and peated. There are several forms of Irish whiskey: single malt, single pot still, single grain and blended (which has to contain at least two of the former categories). All are celebrated and enjoyed across the world.

Poland Polish vodka

Poland has been associated with vodka production for thousands of years, with the traditional drink strongly linked to Poland's history, culture and traditions. Its distillation and production methods have been gaining admirers from all over the world. Polish vodka is traditionally produced from carefully selected, locally grown corn and potatoes to ensure the highest quality.

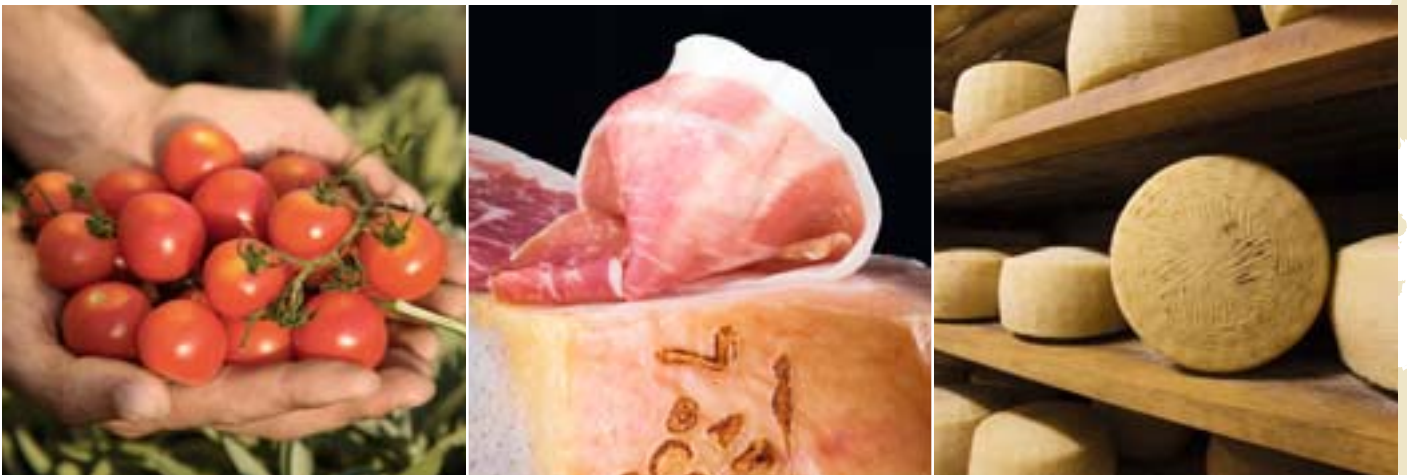


The Power of Taste

Do not underestimate what the power of taste can do for your business. More and more consumers and connoisseurs of fine foods, wines and beverages are searching for quality. They demand the very best because they know it tastes superb. The power of taste makes consumers willing to pay that little bit extra to receive genuine quality.

Tips on selling traditional products

1. **Know your products.** Get to know the history of your products, where it was produced, how it was produced and make sure your staff does too.
2. **Give as much information as possible.** Prices are just the bare minimum that should be on the labels. Give information on where the product was produced. Give details on its heritage. Tell the story of the product.
3. **Suggest ideas.** Some people might not know what would go well with traditional products so suggest this. For example bread with olive oil.
4. **Eat your own food.** To truly know your products you must try them and discover their taste, only then can you confidently sell them.
5. **Give your personal opinion.** You must become the expert and consumers love to hear your opinion about how a product should be cooked, stored or eaten. It shows you care for your products and have an interest in both them and the needs of your customers.
6. **Respect quality.** Ensure that the area where you sell the products is well maintained, full of fresh quality products and neat and tidy so the quality of the products can shine through.



Enjoy the flavours of Europe by mixing traditional products, here is one delicious recipe that you could try

Pork with prunes and Blue Stilton cheese

Ingredients:

- Pruneaux d'Agen (PGI) stoned
- Tablespoon of Aceto Balsamico tradizionale di Modena (PDO)
- 3 Tablespoons of brandy
- ½ cup European white wine
- 4 medium pork chops
- 125 g streaky bacon, diced
- 30 g Isigny Butter (PDO)
- Tablespoon of plain flour
- Sprig of thyme
- Salt
- Freshly ground black pepper
- Tablespoon sugar
- 3 Tablespoons water
- Tablespoon Cidre de Bretagne (PGI)
- 100 g white breadcrumbs
- 100 g Blue Stilton cheese (PDO)

1. Soak the Pruneaux d'Agen for 1 hour in the brandy and white wine. Add the pork chops.
2. Preheat oven to 180°C. Cook bacon gently until golden in an enamelled cast-iron casserole big enough to hold the pork chops. Lift out bacon and put aside. Add Isigny butter to the bacon fat and brown the pork chops on both sides until golden brown. Transfer browned pieces to a plate until they all are done. Add flour and stir and scrape until browned, about 3 minutes. Pour in hot stock and stir vigorously to loosen all crusty residues to make the beginning of a sauce.
3. Return the pork to the casserole with thyme, bacon, salt and pepper. Cover with buttered baking paper and lid and cook for 50 minutes. Then switch off the heat and add the prunes, their soaking liquor and the Aceto Balsamico tradizionale di Modena. Leave for 5–10 minutes.
4. Heat the sugar and water in a small saucepan until it becomes a golden caramel. Add the Cidre de Bretagne and warm through until the caramel has dissolved. Add to the casserole and stir through. Taste and adjust seasoning. Re-cover casserole with buttered paper and continue to cook until tender (up to 30 minutes more). Remove the pork from the casserole, mix together the crumbs & Blue Stilton cheese. Top the meat with the mix and flash bake under salamander grill until golden brown. Serve with mashed potatoes & ratatouille.



How you can spread the word about European products carrying quality stamps

You can become an expert on these fine products and you have the influence to showcase them. Here are some tips to help you with this:

- Have a dinner party! Use some of these splendid products and invite your friends and colleagues to taste them. Astound them with your knowledge of the history and heritage that permeates each product.
- Every time you use these products in a recipe, proclaim it! Use your menus, signs and your staff to communicate that you use the finest quality ingredients.
- Develop informational material on the products that you can give to retailers or business people that may be interested. Please use the information in this brochure to assist you.

How can I boost sales of traditional European products?

There is wealth of traditional European products carrying quality stamps. You can stock as many as you like, but it is important for retailers, chefs and restaurant owners to know how to cross-sell them.

1. Place items that go together, together! For example place bread with olive oil.
2. Offer unique products. Remember – people who buy these products want something that is top-quality and unique, so make the most of the wide range of products that are available.
3. Sample, sample, sample! There is no better way to sell different products than by allowing consumers to sample them and find out what goes well together.
4. Educate your staff! Teach them about the wonderful world of these products so they can pass it on to customers. Well-informed staff who are passionate about quality can inspire customers to choose and believe in a product.
5. Tell the story of the product in your signage. Illustrate its history and the care that goes into its production.



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The Delegation of the European Union to Japan
<http://www.euinjapan.jp/en/>

FIND OUT MORE

To find out more about the EU's quality policy and to access the complete list of PDO, PGI and TSG products, visit the following websites:

EU Quality Policy: <http://ec.europa.eu/agriculture/quality>

DOOR database of registered PDO, PGI and TSG products:

<http://ec.europa.eu/agriculture/quality/door>

E-Bacchus database of GI wines:

<http://ec.europa.eu/agriculture/markets/wine/e-bacchus/>

E-Spirits database of GI spirits: <http://ec.europa.eu/agriculture/spirits>

Organic farming: www.organic-farming.eu

Legislation:

Food quality schemes – Regulation (EU) No 1151/2012 of the European Parliament and of the Council

Wines – Council Regulation (EC) No 479/2008

Spirits – Regulation (EC) No 110/2008 of the European Parliament and of the Council