

Europe's Food & Drink Industry celebrates successes of Single Market in new campaign

“Pantries of Europe” highlights diversity, quality and tradition of products available throughout Europe

(Brussels, 19 February 2018) FoodDrinkEurope is marking the 25th anniversary of the Single Market—and the variety and quality of food and drink it offers to consumers across Europe—with a new campaign that celebrates the diversity of products available throughout the EU.

The new initiative, entitled “Pantries of Europe”, inspires us to acknowledge how much richer our pantries have become since the lifting of cross-border restrictions in 1993. Share this variety on social media and help bring to life Europe’s culinary culture and heritage with #PantriesofEurope!

Mella Frewen, FoodDrinkEurope’s Director General said: “As the Single Market turns 25, it is the perfect time to reflect on the tremendous choice, incredible diversity, high quality and sheer great taste of the food and drink available throughout Europe. And it is time to start recognising that this would not be possible without the EU level rules which make the Single Market.”

To participate in the Pantries of Europe campaign and showcase the diversity of products stocked in our pantries thanks to the Single Market, join us and post a picture of your pantry or favourite European food and drink products on Twitter, Facebook or Instagram with the hashtag #PantriesofEurope.

To find out more about the campaign, connect with FoodDrinkEurope on [Twitter](#) and [Facebook](#).

Press contact:

Florence Ranson, Director of Communications
f.ranson@fooddrinkeurope.eu - +3225081028

Note to the editors:

FoodDrinkEurope is the organisation of Europe’s food and drink industry, the largest manufacturing sector and leading employer in the EU and a key contributor to its economy (289 000 companies, 99% SMEs, 4.2 million employees).