



A special B2B event took place on Monday 26th of June 05.30 p.m. at Kellari Restaurant, (19 W 44th Street, New York, NY 10036, United States) in the frame of the implementation of the EU financed campaign EU QUALITY BASKET.

Participants from the Horeca sector, importers, distributors, journalists, etc. will have the opportunity to learn more about European PDO/PGI and organic products and get informed by a well-known nutritionist Mr. George Alexander Karas about their great nutritional value, their specific properties and benefits, and also learn more about the participant organizations in the program.

During the event the attendants will have the chance to taste flavors and dishes specially cooked by the chef Vasiliki Vourliotaki for the event while they will be able to discuss about the European superior quality standards that are being implemented through all the stages of the production process and discuss about the possibility of future collaborations.

The European financed campaign "EU Quality Basket" aims to promote European PDO/PGI and Organic Products in USA, Australia and Norway from Bulgaria, Romania and Greece aiming to reach as many consumers as possible, increasing product awareness and offering people the opportunity to savor the exceptional taste of European products.

For more information visit our website <https://europeanqualitybasket.eu/index.php/en/> or find us on Facebook: <https://www.facebook.com/EUqualitybasket> and on Instagram: <https://www.instagram.com/euqualitybasket/>

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains



CAMPAIGN FINANCED WITH AID  
FROM THE EUROPEAN UNION

The European Union supports  
campaigns that promote high quality  
agricultural products.

