

Authentic Distinctive Quality



From wine and cheese to meat and oils, the European Union (EU) is a treasure house blessed by a heritage of authentic products with distinctive geographical identities. These genuine products are distinguished by their unique flavours and quality deeply rooted in European territories. More than 3,350 names registered as Geographical Indications span all food and beverage groups. Choosing an authentic European product is simple: look for the PDO and PGI logos.

What to look for when only the very finest from Europe will do.



Learn more about PDO and PGI schemes here:
<https://ec.europa.eu/agriculture/quality>

PDO and PGI logos can be found on over 3,350 registered and protected names of products from EU countries. These logos guarantee quality—the very finest the EU has to offer.



Protected Designation of Origin (PDO)

Identifies products that are **produced, processed and prepared** in a specific geographical area, using the recognised know-how of local producers and ingredients from the region concerned. These are products whose reputation and characteristics are linked to their geographical origin.



Protected Geographical Indication (PGI)

Identifies products whose quality and reputation is linked to the place or region where it is **produced, processed or prepared**, although the ingredients used need not necessarily come from that geographical area.

Geographical Indications (GI) are names of products that have been certified through a system based on strict standards that ensure transparency. These products must adhere to a precise set of specifications. They are protected to ensure that the region can maintain this recognition of quality across generations.



The world's largest single market...

3,350+

Registered GI products



Cheese



Wine/Spirits



Breads



Meats



Fish/Seafood



Confectionary

Delegation of the European Union to Japan:
https://eas.europa.eu/delegations/japan_en



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