



Release the European Taste is an information and promotion programme of processed fruits and vegetables made in Europe. This campaign has a three years duration and is initiated by The *Union of the processors of fruits and vegetables (UPFV)* the programme is co-funded by the European Union and the Republic of Bulgaria.

The products being promoted in the campaign are listed in four main categories:

Tomato-based products

Lyutenitsa
Marinated tomatoes and
Peeled tomatoes with tomato sauce

Roasted and fried vegetables

Imambayalda
Ratatouille
Grilled vegetables and
Roasted peeled peppers

Jams and Marmalades

Rose Jam
Apricot Jam
Rosehip Marmalade and
Peach Marmalade

Fruits in syrups

Peaches
Apricots and
Sour Cherries

Lyutenitsa and its hot and mild varieties **Pindzhur** and **Ayvar**, are a vegetable chutney made from fresh grown vegetables rich in vitamins and nutrients. Two major groups of Lyutenitsa are produced **finely ground, old - style and coarsely ground, home - made style**. New technological manufacturing lines used in combination with old-style recipes guarantee the high quality production of this high quality processed vegetable product.

Marinated Tomatoes is a product made with fresh tomatoes, delicious whole cherry tomatoes or roughly chopped and marinated in an herb vinaigrette. **Peeled tomatoes with tomato sauce**, as well as Chopped tomatoes can be consumed right away or added as versatile ingredient into a wide series of recipes

Imambayalda, a tasty aubergine dish with delicately intertwined flavours, it is one of the most popular recipes in the prepared food industry in Europe as with **Ratatouille** is a large chunks of tender vegetables, saturated with the ripe flavours of the summer sun and seasoned with olive oil. Their preparation requires time for their ingredients to caramelize, making them sweet and delicious developing this unique taste.

The **grilled vegetables** are marinated in more of a dressing than just oil and vinegar. This method softens the vegetables and makes them flavourful. **Roasted peeled peppers** are packaged in glass jars in order to perfectly protect their contents as never interferes with the product it contains.

The **Jam and marmalades**, namely **rose jam** and **rosehip marmalade** are readily available, nutritional, and easy to use and are conveniently packaged in a glass jars. **Apricot jam** can be used as a glaze for fruit tarts and other desserts throughout the winter and the holiday season.

Peaches and apricots compotes in syrups are produced exclusively from hand-picked well ripened whole fruits and are conveniently packaged in either a glass jar or cans. **Sour cherry Jam** is made from crushed cherries cooked with sugar to a soft jellylike consistency and contains no free juice or liquid.

Selection of these high quality European products is based on existing popularity of the processed products or those similar in the target Countries of Russia and the United Arab Emirates. These products are well known and best represent the best European quality from Bulgaria.



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For your general interest or for trade enquiries please find more information from:

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The Union of the Processors of Fruits & Vegetables