

# Three Years of Culinary Connection: European Rice Wraps Up a Successful Journey in the UAE

DUBAI, UNITED ARAB EMIRATES, May 14, 2025 /EINPresswire.com/ -- After three unforgettable years of sharing traditions, flavors, and stories, the European Rice campaign is drawing its UAE chapter to a close. What started as a mission to introduce sustainably European rice from Greece to the Emirates has blossomed into a rich exchange of culinary ideas and lasting partnerships.

Over these years, European Rice has not just showcased a product—it has shared a heritage. From the rice fields of Europe to the tables of Dubai, the campaign has fostered connections between passionate farmers and the UAE's vibrant food scene, creating moments of discovery and collaboration.

Here's what the journey has looked like:

- Three press gatherings in Dubai, where journalists, chefs, and influencers got hands-on with European rice—tasting, learning, and uncovering the rich traditions behind it.
- A strong digital presence, with engaging social media content and a dedicated website sharing recipes, behind-the-scenes farming stories, and the sustainable practices that make European rice special.
- Three consecutive appearances at Gulfood, the world's largest food trade show, where European rice took center stage, sparking interest and conversations with global buyers and culinary leaders.
- Seven B2B dinners, creating space for meaningful conversations between importers, distributors, and chefs, and giving them a chance to experience European rice at its best—on the plate.
- Two immersive trips to Greece for UAE chefs, food writers, and industry voices, where they walked the rice fields, met the growers, and saw firsthand how tradition and sustainability come together in every grain.

Though this chapter closes, the relationships formed—and the love for high-quality, sustainable European rice—will continue to grow within the UAE's diverse culinary landscape.

For more information about the "EUROPEAN RICE" campaign, upcoming events, and social media activities, please visit our website or follow us on our social media channels:

Facebook: europeanrice - [www.facebook.com/europeanrice](https://www.facebook.com/europeanrice)

Instagram: rice\_eu - [www.instagram.com/rice\\_eu](https://www.instagram.com/rice_eu)

YouTube: rice\_eu - [www.youtube.com/rice\\_eu](http://www.youtube.com/rice_eu)

Website: [www.europeanrice.eu](http://www.europeanrice.eu)

## THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH-QUALITY AGRICULTURAL PRODUCTS

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