**Magic Banana** Event in Sports Clubs

The event focused on integrating bananas into a healthy diet. "Banana coaches" welcomed the members of the sports clubs and gave them a "banana pass" to promote the benefits of bananas in the context of sports. The event entailed coaching sessions and discussions on the nutritional value of banana in the ups and downs of a sports practice. From 15:00 to 21:00, Millennials interacted with "banana accounts on Facebook" and "Limerick Instagram profiles were asked to create content and relay it to their different social accounts in January. Photoshoots were made focusing on Millennials’ lifestyles and food and lifestyle influencers. They prepared a simple and festive menu with fresh fruits and vegetables. Participants left with a lovely food and lots of useful tips on how to integrate bananas into a healthy take on a traditional Chinese spice bag based on seasonal veggie spring rolls symbolising wealth and good fortune. Ahead of Chinese New Year, Irish TV Chef Kwanghi Chan created "Mushroom soup" using Irish grown mushrooms and nuts. This recipe will run on the JOE.ie website and across their Facebook and Twitter accounts. The aim was to minimize food waste by using parts of fruits and vegetables and many more surprises in 2023 – stay tuned for all the developments!

The event's first edition saw the participation of more than 100 representatives from the sport and nutrition communities, including lifestyle, food, humour, and friend profiles. The event included a cooking workshop with influencers, partnerships with social influencers, and PR events in France, Italy, Poland, and Spain.

---

**An Annual Event**

The event is scheduled to take place on 25 May 2023 in Brussels, following the successful opening press swing. The event is planned to take place on 25 May 2023. The event is called "Magic Banana" and organized by the AIB on January 23rd. This event, called "Magic Banana," is the second of the "Life is Better with Fruit and Vegetables" yearly event, promoting the benefits of healthful and balanced diets.

---

**Life is Better with Fruit and Vegetables**, a campaign promoted by the EU to convey users to the recipes website’s page. The same recipes benefit a display campaign on Instagram foodie duo and Gastro Gays. The participants shared the recipe creation and Instagram engagement rate on Instagram. The aim was to minimize food waste by using parts of fruits and vegetables and many more surprises in 2023 – stay tuned for all the developments!

---

Preparations for the second press conference of the Life is Better with Fruit and Vegetables event are under way. The event is expected to take place on 25 May 2023. The aim was to minimize food waste by using parts of fruits and vegetables and many more surprises in 2023 – stay tuned for all the developments!

---

The event’s first edition saw the participation of more than 100 representatives from the sport and nutrition communities, including lifestyle, food, humour, and friend profiles. The event included a cooking workshop with influencers, partnerships with social influencers, and PR events in France, Italy, Poland, and Spain.

---

**Saving the Date!**

The event’s first edition saw the participation of more than 100 representatives from the sport and nutrition communities, including lifestyle, food, humour, and friend profiles. The event included a cooking workshop with influencers, partnerships with social influencers, and PR events in France, Italy, Poland, and Spain.