



'The Charming Taste of Europe' Announces Participation in the Wine Media Conference in Eugene, Oregon

The campaign, promoting the excellence of selected agricultural products from Europe, will be present for the three-day event with a dedicated table and two seminars to explore the wines of Abruzzo and sweet wines from Bordeaux in depth

New York, New York, July 21, 2021. The Charming Taste of Europe is pleased to announce its participation in the Wine Media Conference taking place in Eugene, Ore., from Aug. 5–7, 2021.

First held in 2008, the annual conference attracts wine writers, bloggers, influencers and those in the wine industry who communicate with them. Held virtually in 2020 due to Covid, the event returns this year with regular in-person participation and “an array of safety procedures in place,” according to organizers.

The Charming Taste of Europe is a three-year campaign promoted by the Vini d’Abruzzo consortium and the Union of Sweet Bordeaux Wines, along with fruit producers in Greece’s Union of Agricultural Cooperatives of Kavala (Kavala COOP) and Agricultural Cooperative of Rachi Pieria (“Agios Loukas”), co-financed by the European Union.

The campaign, which aims to increase awareness of these high-quality products in the American and Canadian markets, will present pours during the whole event at a dedicated table, where attendees can taste the exquisite wines of Abruzzo and golden Bordeaux wines.

The Vini d’Abruzzo consortium will offer a selection of wines from the Montepulciano d’Abruzzo DOC, Trebbiano d’Abruzzo DOC, Cerasuolo d’Abruzzo DOC, Abruzzo DOC, Villamagna DOC and Pecorino DOC. The Union of Sweet Bordeaux Wines will show some of its best examples from the following appellations: Bordeaux Supérieur, Côtes de Bordeaux-Saint-Macaire, Sainte-Croix-du-Mont, Loupiac, Cadillac, Premières Côtes de Bordeaux, Cérons and Bordeaux Moelleux.

During the event there will be two “Discovery Sessions” presented by Kayt Mathers, founder of Play Nice Public Relations, who will guide attendees in discovering the wines with curated tastings and educational presentations. The Wine Media Conference will also be an occasion to talk about the Charming Taste of Europe project, as well as its other European specialties, the cherries from Rachi Pieria and kiwis from Kavala, both in Greece. The conference agenda can be found online at www.winemediaconference.org.

To learn more about the Charming Taste of Europe campaign, visit charmingtasteofeurope.eu, which spotlights the characteristics of these European products. Pages dedicated to the Charming Taste of Europe can be found on social networks such as [Facebook](#), [Instagram](#) and [YouTube](#). The member organizations invite everyone to join the social media campaign using the hashtag #charmeu.





About the Charming Taste of Europe:

Europe, a place with timeless charm, is the birthplace of some of the highest-quality products in the world. The Charming Taste of Europe is a special project that introduces exquisite specialties to the United States and Canada, such as Italian and French wines, and fresh fruits from Greece, that showcase Europe's charm, beauty, culture, history, art, heritage and unmistakable tastes.

The mission of the Charming Taste of Europe, co-funded by the European Union, is to increase awareness of the merits and quality standards of select European wines and fresh fruits with promotional activities in the competitive markets of the U.S. and Canada. The Charming Taste of Europe is promoted by the Consortium for the Protection of Wines of Abruzzo, the Union of Agricultural Cooperatives of Kavala (Kavala COOP), the Agricultural Cooperative of Rachi Pieria ("Agios Loukas") and the Union of Sweet Bordeaux Wines. These European agricultural products, famous around the world for their outstanding qualities, will continue to be promoted with initiatives and events for consumers, journalists and trade professionals. For more information visit charmingtasteofeurope.eu

To Follow The Charming Taste of Europe Campaign:

Website: charmingtasteofeurope.eu

Facebook: [@CharmingTasteofEU](https://www.facebook.com/CharmingTasteofEU)

Instagram: [@charmieu_usa](https://www.instagram.com/charmieu_usa)

YouTube: [The Charming Taste of Europe](https://www.youtube.com/TheCharmingTasteofEurope)

Hashtags: #thecharmingtasteofeu and #charmieu



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