



THE ABRUZZO WINES CONSORTIUM ANNOUNCES THE INTRODUCTION OF A SINGLE REGIONAL IGT APPELLATION, TERRE D'ABRUZZO, AND THE "SUPERIORE" CLASSIFICATION FOR REGIONAL "D'ABRUZZO" DOC APPELLATIONS

The new 'Abruzzo Model' was unanimously approved by the Italian National Wine Committee and Agricultural Ministry. Thanks to the Charming Taste of Europe the wines of Abruzzo will be protagonist of numerous promotional activities in the US and Canada

New York, April 2022 - The MiPAAF (Italian Ministry of Agricultural, Food and Forestry Policies) and the National Wine Committee officially accepted a proposal made in 2019 by the producers of the [Consorzio Tutela Vini d'Abruzzo](#) to introduce the **'Superiore' classification for the regional "d'Abruzzo" DOCs** and to reduce eight IGTs to **to a single IGT Appellation, Terre d'Abruzzo**. An epochal turning point for Abruzzo winemaking, the new model is intended to strengthen the common identity of the region's winemaking heritage, while distinguishing individual territories and making the quality scheme more recognizable. The changes will be reflected on wine labels within the next two years.

Thanks to the **"Charming Taste of Europe"**, there will be numerous initiatives throughout the year to promote the wines of Abruzzo and these new developments both in the US and Canada. Started in 2021, 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. This campaign focuses on raising awareness of these high-quality products in the American and Canadian market.

"It is a great result, after many years of work, which redefines the production regulations thanks to the so-called 'Abruzzo Model,' explained **Valentino Di Campi**, President of the Abruzzo wine consortium. "This is a decisive step toward even higher quality winemaking undertaken by the producers. This approach aims to lift the regional image of the Abruzzo winemaking by showcasing the different territories of production and the extraordinary diversity. Abruzzo is a region that is increasingly cohesive and able to work as a team."



The distinctive ‘Superiore’ classification for the ‘d’Abruzzo’ DOCs indicates that the wines were made under more stringent production rules. These wines are intended for longer aging and will represent distinctive reserve wines coming from the various provincial territories. Under the new model, it will be possible to find in the market a Montepulciano d’Abruzzo Superiore Riserva, with the addition of the provincial mention, such as **Colline Teramane, Colline Pescaresi, Terre de L’Aquila or Terre di Chieti**. The recognition of ‘Superiore’ is the first step toward even more defined subzones such as villages, Additional Geographical Units, and ‘single vineyard’ mentions.

“The recognition of a higher quality with the Superiore classification and the common identity of all the DOCs that will fall under the ‘d’Abruzzo’ designation will make it easier to promote and communicate about Abruzzo winemaking and its different areas of production, especially abroad, underlines Di Campli. On one hand, the wines will be more recognizable in international markets and further establish the link of a wine with its territory of origin. On the other hand, the introduction of a single IGT Terre d’Abruzzo, which replaces the current eight IGTs, creates a strong regional image by removing fragmentation.” “This is a fundamental opportunity for the entire regional wine system that will finally allow Abruzzo wines to demonstrate the unexpressed potential of our territory, lending greater credibility to the region,” concludes Di Campli.

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



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