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Vini d'Abruzzo Consortium Presents a Restaurant Week in San Francisco Featuring its Renowned Wines

Wines from the Consortium for the Protection of Wines of Abruzzo will be explored throughout a selection of different restaurants. The initiative is part of The Charming Taste of Europe Campaign

San Francisco, July 2022 - "[The Charming Taste of Europe](#)" is pleased to present a restaurant week in San Francisco, collaborating with a variety of restaurants from July 25th to July 31st.

Throughout the week, reputable restaurants in the city will promote wines from the Consorzio Tutela Vini D'Abruzzo highlighting the quality of viticulture throughout the region. Wines include Abruzzo DOC Pecorino, Cerasuolo d'Abruzzo DOC, Montepulciano d'Abruzzo DOC, Trebbiano d'Abruzzo DOC and Villamagna DOC.

In a region where the enological experience is renewed day after day in the wake of tradition, the Wines of Abruzzo showcase the inhabitants of the land through their nuances and sincere character with an attentive eye on experimentation and consumer tastes.

The restaurants chosen include distinguished names such as Perbacco, Barbacco - Eno Trattoria, Ristorante Milano, Il Borgo, Piazza Pellegrini, Barbara Pinneria, Il casaro pizzeria and mozzarella bar, Spiazio Ristorante, Caffè Tiramisù and others. At each restaurant, participants will be presented with wines for tasting throughout the aperitivo hour. During this hour, participants will taste the wines and their classic pairings with various European cheese and cold cuts. Throughout the tasting participants will have the opportunity to get to better understand the viticulture and tradition of Abruzzo.

"We are very proud to partner with these renowned restaurants in San Francisco, which represent the excellence of the most authentic Italian cuisine. This city is very strategic for us, being one of the major US wine markets, and we look forward to our collaboration with them," says **President of the Abruzzo Consortium Valentino di Campli**.

To learn more about "The Charming Taste of Europe Campaign," visit [charmingtasteofeurope.eu](#), which highlights the characteristics of the selected European products. Pages dedicated to "The Charming Taste of Europe" can be found on all main social networks, such as [Facebook](#), [Instagram](#), and [YouTube](#). The participating Consortia invites everyone to join the social media campaign using the hashtag #charmeu.



Activity included into the - "The Charming Taste of Europe", Campaign co-funded by the European Union - Reg. (UE) 1144/2014 - N.101015721 - REG.1144/2014_CHARMEU_101015721



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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

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

Hashtags: #thecharmingtasteofeu and #charmieu

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