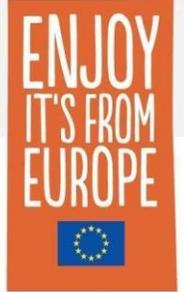




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“The Charming Taste of Europe” Brings US and Canadian Journalists to Discover the Late Harvest White Wines of Bordeaux

“The Charming Taste of Europe” campaign, has organized an exclusive press trip in order to comprehensively explore the wines from Bordeaux

New York, September 2022, - [“The Charming Taste of Europe”](#) is pleased to announce a selected group of US and Canadian journalists/importers will travel to the Bordeaux region of France from October 3rd to October 7th. The initiative is organized by the **The Union des Vins Doux de Bordeaux**, as part of the **‘Charming Taste of Europe’** campaign, which aims to increase awareness of some high-quality agricultural products in the American and Canadian markets.

The Charming Taste of Europe is a three-year campaign promoted by the Vini d’Abruzzo consortium from Italy 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 Union des Vins Doux de Bordeaux ensures the promotion of origin and quality standard of the late harvest wines produced in **8 appellations of the Bordeaux region**: Bordeaux Moelleux, Bordeaux Supérieur, Cadillac, Cérons, Côtes de Bordeaux Saint-Macaire, Loupiac, Premières Côtes de Bordeaux, and Sainte-Croix-Du-Mont.

During the trip, participants will get an introduction to the region and taste with 20 different winegrowers. They will also have the opportunity to harvest in the vineyards and explore traditional French cuisine as well as food & wine pairings. Next, participants will visit the Abbaye de la Sauve Majeure, an historical place and will explore the beauty of food & white wine with Japanese cuisine. The trip will conclude with a visit of different wineries.

The late harvest in Bordeaux usually takes place around September, however the grapes used within wines with higher sugar content are left until they become concentrated enough to warrant production. The grapes are also introduced to what is called Botrytis cinerea, or rather “noble rot”. This type of fungus helps concentrate the sugar within the grapes and increases the intensity of flavors throughout the wines.





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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 #charm.eu.

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](#)

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Hashtags: #thecharmingtasteofeu and #charm.eu

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