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'The Charming Taste of Europe' Announces Participation in the Wine Media Conference in Lake Garda in Lombardia, Northern Italy

"The Charming Taste of Europe", will be present for the three-day event with a dedicated table and two seminars to discover the wines of Abruzzo and late harvest wines from Bordeaux

New York, September, 2022 - "[The Charming Taste of Europe](#)" is pleased to announce they will be participating in the Wine Media Conference from September 29th through October 1st in Lake Garda in Lombardia, Northern Italy.

The Wine Media Conference was founded in 2008 and is one of the largest gatherings of wine writers in the world. The annual conference attracts wine writers, bloggers, influencers and others in the wine industry.

During the event "The Charming Taste of Europe" will have a table on both Friday and Saturday where the participants will be able to taste wines from Abruzzo and Bordeaux and learn all about the Charming Taste of Europe campaign. In addition, there will also be two "Discovery Sessions" one on Bordeaux late harvest wines and one specific to Abruzzo wines.

The Wine Media Conference will also be an occasion to talk about the Charming Taste of Europe project as a whole and its other European products such as cherries from Rachi Pieria and kiwis from Kavala, both from Greece. To find out more about the Wine Media Conference and access the schedule please visit the following: www.winemediaconference.org.

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

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

Instagram: [@charm.eu.usa](https://www.instagram.com/charm.eu.usa)

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

Hashtags: #thecharmingtasteofeu and #charm.eu

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