

The Abruzzo Wine Consortium Targets US Wine Consumers With Two Educational Events and In- Store Promotions

With two educational events in San Francisco and various In-store promotions throughout the US, the Abruzzo Consortium continues to educate consumers on its signature native grape varieties

New York, November 2022 The [Consorzio di Tutela Vini d'Abruzzo](#) in collaboration with the [San Francisco Wine School](#) is pleased to announce two upcoming events to promote and discover the wines of Abruzzo. The San Francisco Wine School, founded in 2011, provides wine education and experiences for both professionals and enthusiasts.

The first event, *Discover the Charming Taste of Europe: A Journey through Abruzzo's White Wines*, will take place on November 18th at the San Francisco Wine School from 6:00pm - 7:30pm led by Master Sommelier David Glancy. Throughout the session participants will be guided through a tasting of two native white varieties, Pecorino and Trebbiano d'Abruzzo. The event can be attended both in person and remotely. To sign up for the event please click the following link: [RSVP](#).

The second masterclass also held at the San Francisco Wine School and led by Master Sommelier David Glancy, *Discover the Charming Taste of Europe: A Journey through Abruzzo's Rosé & Red Wines*, will take place on December 2nd from 6:00pm - 7:30pm. Throughout this session participants will get a chance to taste six expressions of the Montepulciano grape used in both Cerasuolo d'Abruzzo and Montepulciano d'Abruzzo. The event can be attended both in person and remotely. To sign up for the tasting please click the following link: [RSVP](#).

Both sessions will feature special guest panelists from the region who will guide the participants through the tasting in conjunction with David Glancy.

In addition to both masterclasses presented by The San Francisco Wine School, The Consorzio di Tutela Vini d'Abruzzo has been participating in ongoing in-store promotions throughout the US to build awareness and increase distribution of the wines native to Abruzzo. Throughout the entire year in store tastings at large retail chains in the United States as well as prestigious wine stores will partake in the initiative. By the end of 2022, 70 Abruzzo in-store tastings will have taken place in over 40 different stores reaching more than 30,000 American consumers.



The Consorzio di Tutela Vini d'Abruzzo partakes in these events as apart of **“The Charming Taste of Europe”** a three-year campaign started in 2021 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.

To learn more about “The Charming Taste of Europe Campaign,” visit charmingtasteofeurope.eu, 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.

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 #charmeu

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