

“The Charming Taste of Europe” Campaign Ends Its Second Year Across the US Market With Great Success

In the second year of the “Charming Taste of Europe” campaign many initiatives have been initiated throughout various US cities to educate consumers, media and trade operators on the quality standards of various European products.

New York, December, 2022 Throughout 2022 “The Charming Taste of Europe” has been proudly educating media, trade and consumers across the US market on the high quality of some agricultural gems from Europe, such as the wines from Abruzzo, Italy, the sweet wines from Bordeaux, France, the kiwi from Kavala, Greece, and the cherries from Rachi Pieria, in Greece as well.

“The Charming Taste of Europe” is a three-year campaign started in 2021 and 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.

Numerous events, including masterclasses in various US cities in the East and West coast highlighting the sweet wines of Bordeaux and the wines of Abruzzo, study trips to discover the delicious kiwis from Kavala and cherries from Rachi Pieria in Greece, and the Bordeaux region in France with its prestigious wines, the participation in the 2022 Summer Fancy Food Show, an interactive reception in New York City, are only some of the activities which took place during this year.

In addition to educational events, The Consorzio di Tutela Vini d’Abruzzo has been participating in ongoing in-store promotions throughout the US to build awareness and distribution of the wines native to Abruzzo. Throughout this promotion, in store tastings at large retail chains and wine stores will materialize. By the end of the year 70 Abruzzo in-store tastings will have taken place in over 40 different stores reaching more than 30,000 American consumers.

The promoters of The Charming Taste of Europe are proud of a successful 2022 and the participation in the various activities and are looking forward to a third and final year to continue educating consumers, media and trade professionals about the excellence of their selected European products.



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](#)

Instagram: [@charmeu_usa](#)

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Hashtags: #thecharmingtasteofeu and #charmeu

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