



## “The Charming Taste of Europe” to Host Multiple Masterclasses about The Late Harvest Wines of Bordeaux Throughout The United States

*The campaign, co-funded by the European Union, entered its third and last year. Each masterclass will highlight the campaign as well as the Union des Vins doux de Bordeaux and its territory through food and wine pairings*

**New York, New York, February 2023** - “[The Charming Taste of Europe](#)” continues to support its initiatives in the US by promoting [The Late Harvest Wines of Bordeaux](#) and territory with multiple masterclasses throughout February 2023 each taking place in major US cities.

The Union des Vins Doux de Bordeaux is an association of four organizations, ODG des Bordeaux and Bordeaux Supérieurs, ODG des Premières Côtes de Bordeaux et Cadillac, ODG des Liqueux de Bordeaux, and ODG des Côtes de Bordeaux Saint Macaire, that ensures the protection of origin and quality standard of the 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.

These white wines of Bordeaux develop varietal aromas from the Semillon, Sauvignon, and Muscadelle varieties, for a complex, fascinating, and gourmet nose. In the mouth, they have the perfect balance between freshness and flavor. These wines are suitable for any occasion, from the most relaxed to the most elegant receptions complementing a wide variety of dishes.

The tour started in Miami on February 21st at Vinya Table, a restaurant and wine bar that includes a bar area, private dining rooms, and a shop selling a curated selection of wine and spirits from all over the world. Participants discovered the beauty of the Bordeaux region and its long winemaking tradition through various wine and food pairings. The masterclass was led by Alessandra Esteves, Director of Wine Education at the Florida Wine Academy & Co-Founder at 305 Wines.

Following Miami, multiple masterclasses will take place in Los Angeles. The first will take place on February 22nd at Wife and the Somm, a neighborhood wine bar and restaurant. The restaurant features an ever-evolving menu of seasonal food using quality ingredients which pair beautifully with the wines from Bordeaux. The following Masterclasses in Los Angeles will occur on February 23rd at The Cloverfield, a friendly eatery in Santa Monica. Both these masterclasses will be led by Monica Marin DipWSET/Bordeaux Certified Educator and participants will indulge in a lunch pairing featuring the white wines of Bordeaux . The final Masterclasses in Los Angeles will be at the Jonathan Club, a private social club founded in 1895, on February 24th, and led by Paul Sherman, an Advanced Sommelier certified by the American Court of Master Sommeliers.





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The last two masterclasses of the US tour will take place on February 28th in Washington DC at the Capital Wine School. The first will feature a lunch menu pairing with multiple white wines of Bordeaux. Both will be led by Jay Youmans, MW, managing director of the Capital Wine School.

Started in 2021, The **Charming Taste of Europe** is a three-year campaign 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. This campaign focuses on raising awareness of these high-quality products in the American and Canadian market.

The Charming Taste of Europe aims to educate participants on the beauty of the Bordeaux region by calling attention to its rich history and luscious, golden wines through educated wine professionals.

#### **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](http://charmingtasteofeurope.eu)

#### **To Follow The Charming Taste of Europe Campaign:**

**Website:** [charmingtasteofeurope.eu](http://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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