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“The Charming Taste of Europe” to Host Multiple Masterclasses about the Late Harvest Wines of Bordeaux throughout the United States and a Sponsor Lunch at the TexSom Awards

Each masterclass will highlight the campaign as well as the Union des Vins doux de Bordeaux and its territory through food and wine pairings. In addition, the prestigious Bordeaux wines will be featured in a partnership with TexSom at their award ceremony.

New York, New York, April 2023 - [“The Charming Taste of Europe”](#) continues to support its initiatives in the US by promoting The [Late Harvest Bordeaux](#) wines and territory with multiple masterclasses throughout April and May 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 Liqueureux de Bordeaux, and ODG des Côtes de Bordeaux Saint Macaire, that ensures the protection of origin and quality standard of the sweet 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.

In the following weeks the late harvest wines of Bordeaux will be protagonists of various food and wine events which will highlight their great versatility in the kitchen. Thanks to their unique harvesting and vinification method, these Bordeaux wines provide a perfect balance between freshness and complexity and are suitable for multiple occasions such as relaxed events and elegant receptions. In addition to their liveliness, the wines are a beautiful accompaniment to dishes both salty and savoury, and they perfectly complement Asian, Latin American and classic American BBQ recipes.

The tour will begin in New York on April 24th at the Harlem Wine Gallery with food pairing by Contento Restaurant NYC. Spoken person Mary Gorman-McAdams, MW will lead participants through a tasting that highlights the beautiful wines from Bordeaux and how they complement the elevated Peruvian dishes served.

Following New York, the tour will continue in Chicago on Wednesday 26th at Birch Road Lincoln Park, a clubhouse pioneered by the BYOB neighborhood concept and a haven for wine and spirits enthusiasts. Christy Fuhrman will lead and guide attendees through multiple food and wine pairings. After Chicago, Union des Vins doux de Bordeaux will continue at the Commonwealth Wine School in Boston on April 28th with a special class that will feature the Wines of Bordeaux accompanied by a sushi pairing with items such as Spicy Tuna, Negi Hamachi and Truffle Shiitake.

On May 2nd at the Acqualina Resort in Miami there will be a masterclass led by Dr. Gershwin Narraido, who will guide participants through Japanese fusion pairings alongside the beautiful wines from Bordeaux. The tour will conclude on May 3rd with Vinya Table in Miami led by Alessandra Esteves with a Cuban and Mexican style dishes.

In addition to the tour, the Union des Vins doux de Bordeaux will sponsor the Texsom awards lunch on May 1st at the Irving Convention Center in Miami, featuring various White Wines. During the lunch there will be 120-150 attendees including judges, production teams, retailers, sommeliers and others. A total of 6 to 8 wines will be shown accompanied by spicy Asian, Mexican or BBQ dishes.



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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

To Follow The Charming Taste of Europe Campaign:

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Hashtags: #thecharmingtasteofeu and #charmieu

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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