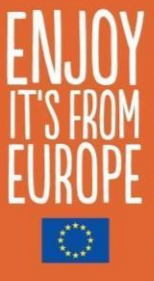




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The “Charming Taste of Europe” Brings US and Canadian Media to Experience the Wonders of the Abruzzo Region

In June, a selected group of US and Canadian journalists will explore the beauty of the Abruzzo wine region through a first hand experience of their terroir and native varieties

New York, May 2023 - [“The Charming Taste of Europe”](#) continues to support its initiatives by hosting an exclusive press trip to discover the beauty of the Abruzzo region promoted by the [Consorzio Vini d’Abruzzo](#). A selected group of US and Canadian journalists will travel to Abruzzo, at the heart of Italy, from June 5th to June 8th.

Abruzzo, stretches down the eastern side of the country all the way from the Apennine mountains to the Adriatic Sea. The region of Abruzzo is one of Italy’s best kept secrets, offering beautiful villages, landscapes, a rich history and enchanting viticulture.

As a guest of the Consorzio Vini d’Abruzzo participants will meet with local producers who will present some of the region’s native varieties including Montepulciano d’Abruzzo DOC, which represents over 80% of the total number of DOC wines produced in Abruzzo, Trebbiano d’Abruzzo DOC, a variety in that dates back to the 16th century and Abruzzo Pecorino DOC, an old variety derived from the Italian word “pecora” meaning sheep.

The Charming Taste of Europe, a three-year campaign started in 2021 and promoted by the Vini d’Abruzzo consortium, 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, aims to enlighten participants on the significance and elegance of the Abruzzo region by highlighting the charming 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.



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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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