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The Charming Taste of Europe” To Participate In The 2023 Summer Fancy Food Show

From June 25th through June 27th “The Charming Taste of Europe ” will participate in The 2023 Summer Fancy Food Show, the biggest U.S. show devoted entirely to specialty foods and beverages.

New York, June 2023 - To further encourage their initiatives in the US, [“The Charming Taste of Europe”](#) will participate in the 2023 Summer Fancy Food Show with a stand dedicated to the campaign. The Show will take place at the Javits Center in New York City from June 25th to the 27th. “The Charming Taste of Europe” will be located at Level 1 - Hall 1B, Booth N°: 5474.

Open only to the trade, the 67th Summer Fancy Food show held in New York City is the largest trade-only specialty food event in the United States. The show attracts buyers, brokers, distributors and other various professionals in the industry. The “Charming Taste of Europe” invites all attendees to stop by their booth to discover the agricultural jewels of Europe it promotes: the kiwis of Kavala and cherries from Rachi Pieria, both in Greece, the late harvest wines from Bordeaux, France, and the wines from Abruzzo, Italy.

The booth will highlight all products associated with the campaign and offer participants a chance to taste a selection of white and red wines from the Abruzzo region.

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: [@charmieu_usa](https://www.instagram.com/charmieu_usa)

YouTube: [The Charming Taste of Europe](https://www.youtube.com/TheCharmingTasteofEurope)

Hashtags: [#thecharmingtasteofeu](#) and [#charmieu](#)

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