SWEET BORDEAUX
ASSOCIATION OF IMATHIA'S AGRICULTURAL COOPERATIVES (PRODUCERS ORGANISATION)
Co-funded by the European Union
THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS
ENJOY IT'S FROM EUROPE
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The "Charming Taste of Europe" announces success of October events across Canada

In October 2024, The Union des Vins doux de Bordeaux and Consorzio Tutela Vini d'Abruzzo were featured at three events in Montreal, Toronto, and Vancouver

NEW YORK, October XX, 2024 - "**The Charming Taste of Europe**" is excited to announce the success of three events promoting the **Bordeaux White Wines Consortium** and **Consorzio Tutela Vini d'Abruzzo** in October 2024.

The initiative is part of **The Charming Taste of Europe** campaign, supported by the **Consorzio Tutela Vini di Abruzzo**, the **Union des Vins Doux de Bordeaux**, and their newest partner, the **Association of Agricultural Cooperatives of Imathia**, Greece's eighth-largest fruit producer, specializing primarily in kiwis. The program, co-financed by the European Union, aims to increase awareness of high-quality agricultural products in the Canadian market.

On **October 19** and **October 20,** the **Bordeaux White Wines Consortium** and **Consorzio Tutela Vini d'Abruzzo** were in attendance at the RASPIPAV Private Import Wine Fair 2024. The event hosted 1000 private customers at **Marché Bonsecours**, a domed public market built in 1847 located in Old Montreal. The unique experience gave consumers the opportunity to taste wines from around the world and engage with winemakers on their craft.

The following day, on **October 21st**, they were in **Toronto** for b to b meetings hosted at **Vantage Venues**, a premier event space with stunning views of Lake Ontario and Downtown Toronto. 20 guests attended this exclusive event and were able to taste a breadth of wines from Abruzzo and white wines from Bordeaux.

The final event was hosted in **Vancouver** on **October 23rd. The roadshow** wine tasting was held for 20 industry professionals at **Boulevard Kitchen & Oyster Bar**, a high-end restaurant known for its locally sourced seafood dishes. Guests mingled and networked while enjoying various Abruzzo wines and white wines from Bordeaux.

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For more information about the Charming Taste of Europe campaign, please visit: https://www.charmingtasteofeurope.eu/

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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 kiwis 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 Association of Imathia's Agricultural Cooperatives 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- Canada*
Instagram: *@charmeu_canada*
YouTube: *The Charming Taste of Europe*
Hashtags*: #thecharmingtasteofeu and #charmeu*

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