



SWEET BORDEAUX



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“The Charming Taste of Europe” Presents a Multi-City Event Series Highlighting Abruzzo’s Terroir and Wines

A New Series of Educational and Trade-Focused Events Showcases the Wines of Abruzzo in Seattle, Los Angeles, and New York City

New York, June 2025 – Following a successful spring tour, [*The Charming Taste of Europe*](#) continues its 2025 campaign in the U.S. market with a new series of events designed to promote high-quality European wines and agricultural products to American trade, media, and consumers. The next round of initiatives will bring the campaign to **Seattle, Los Angeles, and New York City**, shining a spotlight on a curated selection of products from Italy, France, and Greece, and highlighting the unique winemaking heritage of the Abruzzo region through masterclasses, tastings, and B2B encounters.

The first stop will be **Seattle**, where on **Tuesday, June 17, 2025**, the Consorzio Tutela Vini d’Abruzzo will host an exclusive event at [La Spiga Osteria](#) (1429 12th Ave). The program will begin at **11:00 AM** with a **Masterclass** led by wine expert **Tanya Morning Star**, focusing on one of the region’s most intriguing white wines: **Pecorino d’Abruzzo DOC**. Guests will explore the unique profile and character of this increasingly celebrated variety. The tasting will be followed by a **lunch**, and from **1:00 PM to 3:00 PM**, a session of **one-on-one meetings between producers and U.S. importers** will provide space for business dialogue and relationship-building.

The following day, on **Wednesday, June 18, 2025**, the campaign will move to **Los Angeles**, where a similar program will take place at [Il Fornaio Beverly Hills](#) (301 N. Beverly Dr). The day will begin with a **Masterclass from 12:00 PM to 1:00 PM**, highlighting the structure and elegance of **Montepulciano d’Abruzzo**. Following the tasting, a **series of one-on-one meetings between producers and U.S. trade professionals** will take place, along with a seated lunch to continue discussions in an informal setting.

To conclude this first leg of the U.S. tour, on **Monday, June 23, 2025**, the Consorzio will host a final event in **New York City**, held at [Il Gattopardo](#). The day will begin from **11:00 AM to 12:45 PM** with a **Masterclass** led by **Alison Napjus, Senior Editor and Tasting Director at Wine Spectator**, who will guide attendees through a tasting of the most iconic wines from Abruzzo, showcasing the region’s exceptional diversity. The Masterclass will be followed by **lunch**, and from **1:30 PM to 3:30 PM**, a **Walk-Around Tasting** will welcome members of the trade and media to explore additional labels and connect directly with producers.



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These events represent a valuable opportunity to spotlight the rich agricultural heritage of Europe and to deepen appreciation for the unique wines and traditions of the Abruzzo region. Through immersive experiences that combine education, tasting, and direct dialogue with producers, “The Charming Taste of Europe” fosters meaningful connections between European excellence and the U.S. market, while celebrating the authenticity, diversity, and cultural significance of its featured products.

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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 Union Des Vins Doux de Bordeaux. 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

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