



SWEET BORDEAUX



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“The Charming Taste of Europe” Returns to the U.S. in 2025 with Events Across the Country

A multi-city tour featuring masterclasses, B2B meetings, and promotional lunches highlights the richness and diversity of Abruzzo’s winemaking tradition.

New York, NY – June 2025 – [The Charming Taste of Europe](#) is pleased to announce its return to the U.S. market in 2025, continuing its mission to promote high-quality European wines and agricultural products to American trade, media, and consumers.

As part of this renewed effort, the [Consorzio Tutela Vini d’Abruzzo](#), one of the key partners of the campaign, held a series of promotional events in late April and early May across the United States. The program included Masterclasses, B2B meetings, and wine-focused lunches in Austin, New Orleans, and Charleston, led by campaign ambassador **Jeremy Parzen**, a noted wine educator, writer, and historian based in Houston, Texas, known for his expertise in Italian wine and his influential blog *Do Bianchi*.

The tour began in **Austin** on **April 28** with a **Masterclass and seated lunch** at [Il Brutto](#), welcoming **35 wine professionals** for an in-depth session focused on increasing product knowledge and highlighting the identity of **Montepulciano d’Abruzzo and other regional wines**.

On **April 29**, the campaign reached **New Orleans** for the first time with a promotional lunch at [The Tell Me Bar](#), engaging **23 local professionals** in a city celebrated for its vibrant hospitality and culinary scene.

The final stop took place on **May 1** in **Charleston** at [Costa Charleston](#), where **27 attendees** participated in a **Masterclass followed by B2B meetings**, creating direct connections between producers and key players in the local wine trade.

Also on **May 1, 2025**, the **Consorzio Tutela Vini d’Abruzzo** participated in the **Gambero Rosso World Tour** in **Washington, D.C.**, featuring **10 producers** in the **walk-around tasting** and hosting a **masterclass on Pecorino d’Abruzzo**.

In addition to the spring tour, the **Consorzio Tutela Vini d’Abruzzo** was also one of the official partners of the **USA Slow Wine Tour 2025**, which took place in **March** across five major cities: **New York City, Boston, Washington DC, Denver, and Los Angeles**. This strategic participation reinforced the visibility and credibility of Abruzzo wines within the U.S. market, positioning them for further growth among American trade and consumers.



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These initiatives are part of *The Charming Taste of Europe*, a campaign co-funded by the European Union that seeks to enhance appreciation for Europe's outstanding food and wine culture. With their balance of tradition, character, and quality, the wines of Abruzzo remain a central pillar of the campaign's message and continue to earn the attention and admiration of wine professionals across the U.S.

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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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