



SWEET BORDEAUX



ASSOCIATION OF IMATHIA'S
AGRICULTURAL COOPERATIVES
(PRODUCERS ORGANISATION)



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About The Charming Taste of Europe

The Charming Taste of Europe

Europe, a place with timeless charm, is the birthplace of the best quality products in the world. The Charming Taste of Europe is a special project that introduces exquisite items to the United States and Canada, such as Italian and French wine and fresh fruit from Greece, that showcase all of 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 United States of America and Canada. The Charming Taste of Europe project is promoted by the Consortium for the Protection of Wines of Abruzzo, the Association of Imathia's Agricultural Cooperatives (ASIAC) and the Union of Sweet Bordeaux Wines. These European agricultural products, famous around the world for their outstanding properties, will continue to promote with initiatives and events dedicated to consumers, journalists and professionals.

Through the superb high quality Italian wines, the juicy kiwis from Greece, and the melodious French golden wines produced with the artistry of agricultural traditions, this campaign will awaken the senses and a new culinary consciousness by connecting food, cultures, and territories and will undoubtedly bring European charm into the lives of many.

Consortium for the Protection of Wines of Abruzzo

The Consortium for the Protection of Wines of Abruzzo is a nonprofit association established in 2002, made up of all the subjects included in the control system, which aims to protect, enhance, and maintain the interests related to the Controlled Designation of Origin (DOC wines) of the region. It has 250 associates, including viticulturists, winemakers, and authorized bottlers. The Consortium carries out the activity of supervision, protection and safeguarding of wines with a Controlled Designation of Origin and Typical Geographical Indication.

The Association of Imathia's Agricultural Cooperatives (ASIAC)

The Association of Imathia's Agricultural Cooperatives (ASIAC) is a collaborative effort among the eight largest Fruit Producer Organizations in Greece, all officially recognized. Their primary goal is to pool resources and expertise to maximize their productivity and effectively target the international market. ASIAC and its members are headquartered in the Prefecture of Imathia, Northern Greece, an area with a rich history in fruit cultivation and processing. Their primary products include peaches and nectarines, apples, cherries, and kiwis.





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Union of LATE HARVEST Wines of Bordeaux

Born in the heart of a terroir that is unique to the world and exalted by ancestral skills, the late harvest Wines of Bordeaux are an adventure and endeavor of valiant men and women. Discover the story of these fabulous glimmering gold wines, with their complex aromas and richly enveloping palates. These wines are sensual, ethereal, and voluptuous for all occasions and all tastes: 8 Appellations, 8 interpretations of aromatic versions.

Consortium for the Protection of Wines of Abruzzo

Wines of Abruzzo

In a place where the enological experience is renewed day after day in the wake of tradition, the Wines of Abruzzo showcase the inhabitants of the land through their nuances and sincere character with an attentive eye on experimentation and consumer tastes. The Consortium protects wines with Controlled Designation of Origin such as Montepulciano d'Abruzzo DOC, Trebbiano d'Abruzzo DOC, Cerasuolo d'Abruzzo DOC, Abruzzo DOC, Villamagna DOC, and also protects wines with a Typical Geographical Indication.

Abruzzo DOC

The Abruzzo DOC was created to protect and enhance the main autochthonous regional varieties, among which Pecorino, Passerina, Cococciola, and Montonico were capable of satisfying even the most attentive and demanding consumers with fresh, fruity, and elegant wines. The Abruzzo DOC directly identifies the specific territory of these wines with a guarantee of quality, typicality, and origin. Since the 2010 harvest, top quality wines (mainly autochthonous white wines) are available in the market as a result of intense work both in the vineyards and in the cellars.

Pecorino

The origins of the Pecorino wine grape have never been clearly identified, but they definitely belong to the old "Italic" family of vines which also includes the Trebbiano variety. The Pecorino grapes are distinctive as they ripen earlier in the season, around mid-September just before the Trebbiano. This wine is exceptionally curious due to its fresh and strong acidity in addition to its high degree of alcohol. While alcohol affects the wine's smoothness, the acidity balances the wines ensuring they stay crisp and fresh.





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Cerasuolo d'Abruzzo DOC

Cerasuolo d'Abruzzo, which is the first designation in Italy dedicated exclusively to rosé since 2010, is a wine obtained from Montepulciano grapes using a particular vinification technique that limits skin contact in fermentation to a few hours or through "white" vinification. This is an ancient method widely used in the land of Abruzzo, which over the years has undergone a constant technical evolution while remaining strongly tied to tradition. Its extraordinary freshness combined with its elegant fragrances makes Cerasuolo d'Abruzzo a particularly lovely and fascinating wine. It's aroma is pleasant, delicately winy, fruity, and intense; its flavor is dry, soft, harmonious, and gentle, with an almond aftertaste.

Montepulciano d'Abruzzo DOC

Montepulciano d'Abruzzo DOC is the most representative of the wines of Abruzzo and one of the greatest Italian reds. Montepulciano d'Abruzzo DOC is made almost entirely from the Montepulciano grape with a small addition (max. 15%) of other red grape varieties that are suited to growing in the regional territory. This red grape ripens rather late and gives the wine its ruby red color with hints of violet, cherry, berries, and liquorice. This wine's most identifying qualities include its intense ruby red color, unmistakable fragrance of red fruits, flowers, and spices, and the dry, soft, and moderately tannic flavor. The "Riserva" requires an aging period of at least two years, in which for the minimum of 9 months are spent in oak barrels.

Trebbiano d'Abruzzo DOC

Trebbiano d'Abruzzo DOC is a versatile white wine made from Trebbiano d'Abruzzo and/or Trebbiano Toscano varieties. While sometimes created as a single varietal, they can also be blended up to a maximum of 15% with other white grapes suitable for cultivation in the Abruzzo region. Trebbiano has found an ideal ecosystem in the Abruzzo region with optimal results both for its young and aged wines obtained by fermentation or maturation in large or small oak barrels. Straw yellow in color, this wine stands out for its pleasant flowery and fruity bouquet with a dry and harmonious taste. Trebbiano d'Abruzzo DOC has what it takes to establish itself and expand its already broad circle of fans in the domestic and foreign wine scene.

Villamagna DOC

Villamagna DOC is a red wine with a dry, harmonious, and full-bodied flavor. The area around Villamagna, in the province of Chieti, has a special vocation for quality winemaking where a small group of producers created a new and interesting designation of origin. Convinced that a well-structured red wine could be produced from the area of Villamagna and the surrounding municipalities, Villamagna DOC was born in the 2011 harvest. This red wine, also existing as a "Reserve" aged version, is making a name for itself.





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ASIAC plays a significant role in Greece's fruit production sector, ranking among the country's major fruit producers. With a longstanding tradition and extensive experience in fruit cultivation and processing, all ASIAC members hold essential Quality Certificates, ensuring their products meet high standards.

Kiwi of Imathia

Kiwis are renowned for their distinctive appearance, characterized by brown, hair-like skin and juicy green flesh dotted with edible black seeds. The flavor profile of kiwis is notable for its unique combination of sweetness and tartness.

In Greece, the cultivation of kiwis has experienced significant growth in recent years, propelling the country to the third position in global kiwi exports. This expansion underscores Greece's increasing prominence as a key player in the international kiwi market. In addition to the traditional green kiwi variety, the introduction of yellow and red kiwi varieties has sparked considerable interest since the early 2000s. These alternative varieties offer consumers a diverse range of flavors and visual appeal, further contributing to the popularity of kiwis both domestically and abroad.

Why Imathia's Kiwi Stand Out

What truly distinguishes the kiwi production of Imathia is the deep sense of purpose shared by its growers. More than just cultivating fruit, they are committed to nourishing communities, both local and international, through sustainable and responsible farming. The region's unique combination of fertile plains, ideal climate conditions, and collaborative grower culture provides the foundation for exceptionally high-quality kiwifruit.

Thanks to close cooperation between producers and the cooperatives' expert agronomic teams, each step of cultivation is carefully monitored to preserve the fruit's distinctive aroma, taste, and nutritional richness. This collective approach also ensures knowledge-sharing among growers, reinforcing a sense of community and stewardship of the land.





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ASIAC (Association of Imathia's Agricultural Cooperatives) not only safeguards product quality but also invests in the future of its territory. It provides over 1,600 jobs and operates modern facilities equipped with cutting-edge technology for sorting, packing, and storing fruit. Through a strong commitment to sustainability, reducing plastic use and promoting eco-friendly practices, Imathia's kiwi growers are actively working to protect the land for generations to come.

How to pair wine with kiwis

Pairing Montepulciano d'Abruzzo DOC with Kiwi

While kiwi is most commonly enjoyed fresh or in desserts, it can also be an unexpected companion to certain red wines when used creatively in dishes. Montepulciano d'Abruzzo DOC, known for its bold character, deep ruby color, and notes of cherry, red berries, and spices, can complement kiwi's vibrant acidity and tropical sweetness in a balanced way. For instance, a grilled duck breast glazed with a kiwi reduction or a kiwi and balsamic chutney served alongside aged cheeses can pair beautifully with a glass of Montepulciano d'Abruzzo DOC. The wine's soft tannins and subtle spice enhance the dish without overpowering the fruit's brightness, making for a gourmet pairing experience.

Pairing Trebbiano d'Abruzzo DOC with Kiwi

Trebbiano d'Abruzzo DOC, with its straw-yellow hue, delicate floral notes, and crisp palate is a natural partner for kiwi's zesty and refreshing profile. This pairing works especially well in light, elegant dishes such as a kiwi and shrimp ceviche, a goat cheese and kiwi salad, or even a kiwi carpaccio with mint and citrus zest. The wine's vibrant acidity and subtle fruit aromas enhance the kiwi's brightness without overwhelming it, creating a refreshing interplay of flavors. Trebbiano d'Abruzzo DOC's versatility allows it to complement both the sweetness and the tart edge of kiwi, offering a refined match ideal for spring and summer menus.

Pairing Bordeaux Moelleux with Kiwi Bordeaux Moelleux, with its subtle sweetness, lively acidity, and expressive fruit notes, finds a charming companion in the vibrant character of kiwi. The wine's round texture and aromatic depth, thanks to the Semillon and Sauvignon grapes, highlight the kiwi's sweet-tart flavor, creating a harmonious contrast. Try this pairing with a kiwi pavlova, a fruit tart, or even a chilled kiwi soup with fresh herbs. The gentle sweetness of the wine softens the kiwi's tanginess, while the wine's freshness keeps the palate light. This duo offers an elegant balance that's both refreshing and indulgent, perfect for a spring brunch or as a sophisticated finale to a summer meal.





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Union of the Late harvest wines of Bordeaux

Late harvest wines of Bordeaux

A combination of 18th-century savoir-faire, millennial hi-tech and urban street life, located on the Atlantic coast in the southwest of France, Bordeaux is among the most exhilarating players in Europe. For centuries, the favorable microclimate in the South of Bordeaux has made this region the home to the most beloved vineyards in the world. The late harvest wines of Bordeaux are produced from their own unique sets of soils, gentle slopes, and a terroir which features different degrees of gravel, clay varying types of sand, and limestone that reside over an alluvial filled bed. This exceptional terrain gives birth to the varietal aromas of the Sémillon, Sauvignon, and Muscadelle grape varieties.

Bordeaux Moelleux

These wines benefit from the clay-limestone soil that is typical of the Bordeaux terroir in all the regions of the Gironde. The grape varieties of Bordeaux Blancs "Moelleux" are mainly composed of Sémillon and Sauvignon. Fullness, expressiveness, and irresistible freshness: the Bordeaux Blanc Moelleux is an ode to lightness, airiness, and balance, and concentrates the full extent of the fruity aromas of Semillon. Although delicate to produce, over-ripening harvest and careful vinification guarantee the quality of this wine. Pale yellow, shiny, and particularly expressive, it pairs perfectly with an aperitif, fresh appetizers, and light desserts. With 1,154 hectares under vine, Bordeaux blanc Moelleux wines account for an annual production volume of nearly 55,951 hectoliters, involving 117 winemakers.

Bordeaux Supérieur

Light, sophisticated Bordeaux Supérieur wines are a sweet indulgence you can store in your cellar. On the palate, the Bordeaux Supérieur white is balanced, supple, and wonderfully full-bodied. These sweet wines come from all over the Gironde wine region, known for producing high-quality, sweet white wines. The grape varieties included are Sémillon, Sauvignon, and Muscadelle. The wine matures over a period of 6 to 18 months, in either vats or barrels, depending on the product. They feature a beautiful, light-drenched, golden yellow color. The nose of a Bordeaux Supérieur white blends flower aromas with citrus notes, particularly lemon, mandarin, and orange. These





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wines, perfect for an aperitif, pair very well with sweet and savory salads and a variety of fish, cheeses, fruit compotes, and fresh fruits. The AOP covers just over 21 hectares, with an annual production of 531 hectoliters and 18 producers.

Cadillac AOC

In 1972, the AOC Cadillac was born at the heart of the Premières Côtes de Bordeaux, where a small handful of plots were exposed to generous sunlight from the southern side. This late harvest wine comes from the hillsides of the right bank of the Garonne and shows sophisticated aromas such as white blossom and citrus fruit. In the tradition of Bordeaux's great wines, the quantity of AOC is strictly regulated with late harvest by successive selection, limited yields, and vinification in small volumes. Its varieties are the Sémillon, Sauvignon, and Muscadelle. It is harvested by hand, vinified traditionally, and aged for 12 to 18 months. On the palate, the Cadillac unfolds a fine wine, both smooth and aromatic. It is an impeccable pre-dinner drink that pairs well with white meats, such as poultry, salads, and especially with cheeses. With over 62 hectares of vineyards, Cadillac wines are produced by 23 winemakers, resulting in nearly 938 hectoliters annually.

Cérons

Recognized since 1936, the late harvest wines of the Cérons designation come from three villages, Cérons, Illats, and Podensac, located about 25 miles south of Bordeaux. The Sémillon and Sauvignon varieties that are used for these wines get made in small batches using traditional methods. They are matured over a period of 12 to 18 months in vats or barrels. The grapes are harvested by hand so that the ripest grapes, affected by noble rot, are sorted in successive selections. Characterized by a lovely color that can range from straw yellow to old gold, the Cérons PDO is notable for its appealing vigor. Cérons wines can be described as delicate and complex, ample and fruity, consistent with the nature of a sweet wine in every respect. Perfect as a pre-dinner drink, Cérons pair well with white meats, such as poultry and rabbit, blue cheeses, like roquefort, and light fruit-based desserts. This small yet prestigious AOP spans just under 4 hectares, with annual production of 50 hectoliters and 8 winemakers.

Côtes de Bordeaux Saint-Macaire

Winding along the right bank of the Garonne River, the Côtes de Bordeaux Saint-Macaire PDO is a southeastern extension of the Premières Côtes de Bordeaux region. The canton of Saint-Macaire produces brightly-colored sweet wines that appear straw yellow with flashes of gold, with an intense nose, blending ripe yellow fruit, almond, wax, and other notes. The Semillon grape variety





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frequently presents delicate aromas of flowers and white fruits. It is often accompanied by Sauvignon, Sauvignon Gris, and Muscadelle grape varieties, which provide fruity notes and freshness. This AOP, while limited to just over 9 hectares, still contributes 140 hectoliters annually from 5 dedicated winemakers.

Loupiac

Loupiac is located on the slopes of the right bank of the Garonne, where it overlooks the river and clay-limestone slopes. Loupiac has been long appreciated and recognized for the consistency of its work in the category of late harvest wines. The Bordeaux vineyards are atypical in Loupiac because the vines are planted where the soils are gravelly and high in chalky clay. Made primarily with Semillon grapes, as well as Sauvignon and Muscadelle, the wine of Loupiac is created through the magic of botrytis cinerea, commonly known as "noble rot," which slowly develops on ripe grapes. The citrus aromas and liquorice notes give Loupiac its distinctive character. This wine is perfect for original, creative, and unconventional food pairings such as with sushi or a spicy mango salad. It also pairs well with the tasty delicacies of Asian, Chinese, and European cuisine. With over 155 hectares cultivated by 18 winemakers, Loupiac boasts an impressive annual production of more than 3,193 hectoliters.

Premières Côtes de Bordeaux

Planted at the foot and slopes of the hills on the right bank of the Garonne river, this AOC designated area boasts breathtaking landscapes. Its late harvest wines originate from the vineyards of 39 towns that extend across the right bank of the Garonne river located south of Bordeaux. The grape varieties used in this AOC are Semillon, Sauvignon, and Muscadelle. They are late harvest wines, produced using traditional winemaking techniques and aged from 6 to 12 months. Its wines are well-structured and exhibit beautiful floral notes. The Premières Côtes de Bordeaux wines offer an array of aromas that surprise the nose as well as the palate such as acacia, vanilla, peach, linden, and fresh fruit. These wines are excellent with cheese, white meat, fish, and even exotic appetizers. The AOP comprises nearly 29 hectares and sees a total production of 542 hectoliters annually from 22 winemakers.

Sainte-Croix-Du-Mont

The picturesque site and exceptional terroir of Sainte-Croix-du-Mont features steep hillsides overlooking the Garonne River from over 300 feet. The Sainte-Croix-du-Mont PDO joins the Loupiac and Cadillac PDOs as a clear leader among right-bank wines, especially for the production





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of late harvest white wines. The village of Sainte-Croix-du-Mont conceals a strange natural curiosity as it is built on a panoramic plateau formed by immense beds of fossil oysters accumulated in the Tertiary era. The appellation benefits from its exceptional terroir of stony clay-limestone soils and steep slopes with sun exposure from the southwest with a microclimate that lends itself to development of botrytis. Its primary varieties include Sémillon, Sauvignon, and Muscadelle. The wine is made in small batches using traditional methods. Delicate yet firm, charming, and generous, the wines of Sainte-Croix-du-Mont feature the flavors of raisins and ripe fruits (peach and apricot). They are exquisite with gourmet fish, as well as with shellfish, poultry, duck breast, and with certain cheeses and fruit desserts. With over 200 hectares in production, this appellation yields over 4,530 hectoliters annually from 22 committed winemakers.

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