



SWEET BORDEAUX



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The Charming Taste of Europe Wraps Up a Successful 2025 Summer Fancy Food Show in New York

Showcasing Abruzzo wines, late harvest Bordeaux wines, and Imathia kiwis at North America's largest specialty food and beverage trade show, attracting thousands of industry professionals worldwide

New York, NY – July 2025 – [The Charming Taste of Europe](#) proudly participated in the 2025 [Summer Fancy Food Show](#), held from **June 29 to July 1** at the **Jacob Javits Convention Center in New York City**. This premier event, organized by the Specialty Food Association, is renowned as the largest specialty food and beverage trade show in North America, attracting thousands of industry professionals from around the globe.

The Charming Taste of Europe was featured at **Stand No. 2011 on Level 3**, offering attendees a curated selection of high-quality European products. The showcase included **exquisite wines from Abruzzo**, the **renowned late harvest Bordeaux wines**, and the fresh, **vibrant Imathia kiwis**, highlighting the rich culinary heritage and diversity of European agriculture.

The **Summer Fancy Food Show** is a key platform for introducing innovative products to the U.S. market, fostering international trade relationships, and celebrating the artistry of food production. With **over 2,200 exhibitors from 59 countries, including 384 first-time participants**, the show offers unparalleled exposure to a diverse audience of buyers, distributors, chefs, investors, and media professionals. It provides valuable opportunities for networking, trendspotting, and connecting with top industry decision-makers, helping brands increase awareness, generate quality leads, and stay ahead of emerging market trends.

Alessandro Nicodemi, President of the Abruzzo Consortium, commented:

"Taking part in the Summer Fancy Food Show was an invaluable opportunity to present the unique quality and character of Abruzzo wines to the American market. The event not only strengthened international relationships but also allowed us to share the passion and tradition behind our wines with a wider audience. We were proud to be part of this renowned fair, together with our esteemed partners, and to showcase the excellence of our region on such a prestigious platform."



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The Charming Taste of Europe's participation underscores the European Union's commitment to promoting high-quality, sustainable, and authentic food products in the U.S. market. By engaging with industry professionals and consumers, the initiative aims to strengthen the presence of European specialties in the American culinary landscape.

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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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