



SWEET BORDEAUX

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## The Charming Taste of Europe Makes Its Mark on 4th of July Festivities

*Italian and French wines, along with fresh Greek kiwis, brought a gourmet European flair to American Independence Day celebrations.*

**New York, NY – July , 2025** – Earlier this month, American tables were elevated with a touch of European excellence, thanks to the inspiration offered by [The Charming Taste of Europe](#) campaign. Highlighting some of Europe's most celebrated products, **elegant wines from Abruzzo, Italy, elegant and fruity late harvest wines from Bordeaux, France, and vibrant kiwis from Greece**, the campaign encouraged consumers to enhance their **Independence Day gatherings** with refined pairings and seasonal flavors.

As backyard barbecues lit up neighborhoods across the country, **Montepulciano d'Abruzzo DOC** proved to be the ideal pairing for grilled dishes, bringing depth and character to every bite. Its rich aromas of ripe red berries, hints of spice, and velvety tannins complemented smoky flavors beautifully, elevating everything from classic burgers to marinated ribs. This iconic Italian red, known for its bold personality, added a touch of elegance to informal gatherings without overpowering the essence of the grill.

The aperitif moment provided the perfect opportunity to showcase the diversity of European wines: **Cerasuolo d'Abruzzo DOC**, a fresh and elegant rosé, offered a refreshing start to the evening, while **Premières Côtes de Bordeaux DOC** late harvest wines impressed with floral aromas and citrus fruits flavors. The brilliant pink hue and delicate notes of cherry and almond in Cerasuolo made it a charming choice for appetizers or to enjoy poolside under the summer sky. Meanwhile, the golden Bordeaux wines brought contrast to cheese platters and savory canapés, offering a perfect balance of savoury and acidity. Together, they created an inviting and memorable prelude to the holiday meals.

As celebrations turned to dessert, **juicy kiwis from Greece's Imathia region** added a naturally sweet and refreshing touch to the table. Carefully cultivated by expert cooperatives and grown sustainably in ideal conditions, these vibrant fruits stood out for their aroma, flavor, and freshness. For an elevated finish, they paired beautifully with the aromatic, **Bordeaux moelleux DOC wines**, whose citrus notes complemented the fruit's brightness.



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Through its celebration of flavor and heritage, *The Charming Taste of Europe* continues to bring Europe's most iconic food and wine traditions to life for audiences across the United States.

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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](http://charmingtasteofeurope.eu)

### To Follow The Charming Taste of Europe Campaign:

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