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The Charming Taste of Europe Highlights Imathia Kiwis as a Fresh, Versatile Choice for Summer Snacking

Fresh, nutritious and versatile, Greek kiwis offer an easy way to bring fruit into everyday summer eating

New York, NY – August 2026 – Freshness, convenience and wellness are increasingly shaping the way Americans snack. According to the International Food Information Council's 2026 Food & Health Survey, "fresh" is now the leading characteristic Americans associate with healthy food, cited by 40% of consumers. Against this backdrop, [The Charming Taste of Europe](#), a campaign co-funded by the European Union, is highlighting the **kiwis of Imathia, Greece as a fresh and versatile fruit** that can easily fit into everyday summer eating.

With their distinctive brown skin, juicy green flesh, edible black seeds and characteristic balance of sweetness and tartness, kiwis combine flavor with nutritional value. Naturally rich in vitamin C and a source of dietary fiber, kiwi can offer a simple way to incorporate fresh fruit into the daily diet, whether enjoyed on its own or as part of a meal.

The connection is particularly relevant as younger American consumers increasingly incorporate fruit into occasions beyond traditional meals, particularly breakfast and snacking. Imathia kiwis can be enjoyed simply sliced or scooped from the skin, added to yogurt and breakfast bowls, blended into smoothies, paired with other seasonal fruits or used to bring a fresh, sweet-tart note to summer salads.

The story behind these kiwis begins in **Imathia**, a region in Northern Greece known for its longstanding tradition of fruit cultivation. Its fertile plains and Mediterranean climate, characterized by mild winters and hot, dry summers, provide favorable conditions for kiwi production.

The [Association of Imathia's Agricultural Cooperatives \(ASIAC\)](#) brings together eight of Greece's largest officially recognized Fruit Producer Organizations. Local growers work closely with agronomic teams throughout cultivation, combining generations of agricultural knowledge with sustainable and responsible farming practices designed to preserve the fruit's aroma, taste and nutritional richness.

Greece has significantly expanded its presence in the international kiwi sector in recent years and is now the **third-largest kiwi exporter globally**. Through The Charming Taste of Europe,



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American consumers can discover not only the distinctive flavor and versatility of Greek kiwis, but also the territory and agricultural heritage behind them.

By connecting European agricultural traditions with contemporary American eating habits, **The Charming Taste of Europe** brings the flavors of Imathia to everyday summer occasions, one fresh bite at a time.

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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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