



SWEET BORDEAUX

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Back to a Routine with *The Charming Taste of Europe*: Quality European Products for Everyday Cooking

From weeknight pairings to simple recipes and cocktails, three European traditions inspire the return to the kitchen

New York, NY – September 23, 2026 – Returning to a regular cooking routine does not have to mean returning to the same meals. [*The Charming Taste of Europe*](#) brings wines and fresh fruit from Italy, Greece, and France into the kitchen, offering simple ways to add variety to everyday meals, from weeknight dinners to fresh preparations for aperitif hours. The EU-co-funded campaign connects U.S. consumers, trade professionals, and media with the [Consortium for the Protection of Wines of Abruzzo](#), the [Association of Imathia's Agricultural Cooperatives \(ASIAC\)](#), and the [Union of Late Harvest Wines of Bordeaux](#).

In **Abruzzo**, your meals can move easily from lighter dishes to more substantial fare. **Trebbiano d'Abruzzo DOC** and **Pecorino** bring freshness to shellfish, grilled fish, salads, vegetables, light risottos, and delicate cheeses, while **Montepulciano d'Abruzzo DOC** is a natural match for pasta with ragù, roasted meats, and aged cheeses. **Cerasuolo d'Abruzzo DOC**, Italy's first denomination dedicated exclusively to rosé wines, is a bright and versatile option for pizza, cured meats, seafood soups, and roast chicken.

Kiwis from Imathia, grown in **Northern Greece**, bring an interesting balance of sweetness and acidity to the kitchen. Their versatility makes them a perfect ingredient for both sweet and savory preparations, from a **kiwi and yogurt parfait layered with fresh fruit** to a **simple kiwi fruit tart** that lets their vibrant flavor shine. They can also be served alongside **fresh cheese** for a dessert or snack, and their natural acidity makes them a refreshing addition to beverages and other fruit-based preparations.

Bordeaux's golden wines offer far more than a traditional pairing with dessert. From delicate, fresh and fruity styles to richer, more complex wines shaped by noble rot, each appellation expresses its own balance between acidity and aromatic intensity. **Cadillac AOP**, with its freshness, richness and notes of ripe fruit, citrus and honey, is particularly versatile at the table. It pairs beautifully with poultry, Asian-inspired cuisine, mature cheeses and savory dishes.



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Premières Côtes de Bordeaux AOP offers a fresher, lighter expression, with vibrant fruit and floral aromas and a refreshing finish. Its natural balance makes it a versatile partner for fish, seafood, white meats, and fresh salads. **Cérons AOP**, produced in a small terroir, combines richness with remarkable freshness. Its complex aromas and elegant sweetness make it a natural match for roasted poultry, foie gras, blue and blue or Comte cheeses. These wines are also finding a new audience beyond the traditional dining table. Their aromatic intensity, freshness and natural sweetness make them particularly well suited to contemporary cocktails. The **Exotic Breeze**, for example, combines **Côtes de Bordeaux Saint Macaire AOP** with pineapple juice, lime and a touch of vanilla, creating a fresh and aromatic expression of Bordeaux's golden wine heritage.

Through [The Charming Taste of Europe](#), the three partner organizations promote greater awareness of European wines and fresh fruit by highlighting their quality, traceability, regional origin, and established production traditions. The campaign provides U.S. consumers, media, and trade professionals with a deeper understanding of the products and the European agricultural sectors behind them.

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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

To Follow The Charming Taste of Europe Campaign:

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YouTube: [The Charming Taste of Europe](#)

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