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The Charming Taste of Europe Celebrates Harvest Season Across Europe

Seasonal traditions across Abruzzo, Bordeaux, and Imathia reveal the connection between place, nature, and time

New York, NY – October 12, 2026 – Harvest is where nature, timing, and human expertise come together. Across **Abruzzo**, **Bordeaux**, and **Imathia**, this pivotal moment takes on different forms: from selecting wine grapes at their ideal maturity to patiently waiting for late-harvest varieties and gathering kiwis at just the right stage of ripeness.

These distinct harvest traditions are brought together by [*The Charming Taste of Europe*](#), a European Union co-funded campaign promoting the quality, heritage, and diversity of European agricultural products to American consumers and trade professionals. The campaign features 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](#). Together, they offer three distinct expressions of how territory, tradition, and seasonal rhythms shape the products that reach the table.

In **Abruzzo**, the 2026 harvest began earlier than usual, with Pecorino among the first grapes picked in early August as high summer temperatures accelerated ripening. The warm and dry conditions made careful monitoring particularly important, with producers adapting picking times according to grape variety, vineyard location, and maturity. While earlier-ripening varieties were harvested sooner to preserve freshness and acidity, the season continued into the fall for later-ripening grapes. By late September, Montepulciano had reached harvest maturity, with grapes from vineyards less affected by water stress showing good sugar and color development and some remaining on the vine into October for the production of more structured wines. “The final weeks of September were decisive, as weather conditions played a significant role in shaping both the quantity and the quality profile of the grapes,” said **Alessandro Nicodemi**, President of the [Consortium for the Protection of Wines of Abruzzo](#), adding: “We must not chase record quantities, but build value.”

Meanwhile, in **Imathia**, Northern Greece, attention is turning to the 2026 kiwi harvest as the fruit reaches maturity through September and October. The harvest of the widely grown Hayward variety begins from October 15, marking an important moment for one of the region's signature agricultural products. Timing plays a key role in determining fruit quality: rather than relying on the calendar alone, growers monitor specific maturity parameters before picking. Kiwis must reach



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at least 6.2° Brix or an average dry matter content of 15%, helping ensure that the fruit has reached the appropriate stage of physiological maturity. Once harvested, careful handling and storage allow the fruit to continue developing its characteristic sweetness, texture, and flavor, with the seasonal availability of Imathia kiwis beginning in November and extending through the following months.

After several heatwaves starting as early as June, the 2026 vintage is particularly promising for [golden wines of Bordeaux](#). These conditions have favored excellent maturity in Sémillon and Sauvignon grapes, while the early selections have allowed for the picking of the earliest grapes, often raisined. The harvest thus began as early as mid-September, giving rise to very fruity wines characterized by beautiful acidity, freshness, and vibrant aromatic expression. Since September 23, the morning fogs and light drizzles have created favorable conditions for the development of noble rot. The next harvests of botrytized grapes are expected to start in the coming days.

According to **Marie-Laurence Porte**, oenology consultant at Oenosens, the vintage is expected to favor a balance between freshness and indulgence: wines from raisining will bring tension and fresh fruit aromas, while those from noble rot will contribute body, volume, sweetness, and candied fruit notes. A complementarity that should result in sweet wines that are rich, fresh, and particularly fruity.

Together, these three harvests highlight the diversity of European agriculture and the close relationship between each product and its place of origin. While different crops, climates, and harvesting methods call for different approaches, each relies on a deep understanding of the land, natural conditions, and the right moment to harvest. Through [The Charming Taste of Europe](#), these traditions offer U.S. consumers a closer look at the people, places, and practices behind the products they enjoy.

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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



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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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