



SWEET BORDEAUX



ASSOCIATION OF IMATHIA'S
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The Charming Taste of Europe Celebrates Fall Flavors and Brings Late Harvest Wines of Bordeaux to Cities Across the U.S.

Wines from Abruzzo and Bordeaux and kiwis from Imathia bring fresh inspiration to autumn dining, while Bordeaux's late-harvest wines take center stage at tasting events across the U.S.

New York, NY – October x, 2026 – Fall brings a new palette of flavors to American tables, with seasonal ingredients and comforting dishes taking center stage. This time of year offers an opportunity to explore new food and wine combinations, bringing together familiar autumn favorites and the distinctive flavors of European products.

With this seasonal inspiration in mind, [The Charming Taste of Europe](#), a campaign co-funded by the European Union, invites American consumers to discover new ways to enjoy European food and wine. Through its three partners: the [Union of Late Harvest Wines of Bordeaux](#), the [Consortium for the Protection of Wines of Abruzzo](#), and the [Association of Imathia's Agricultural Cooperatives \(ASIAC\)](#), the campaign highlights the versatility of wines from Abruzzo and Bordeaux and kiwis from Northern Greece, offering inspiration for pairing these products with the flavors of the American autumn season.

The [Late Harvest Wines of Bordeaux](#), produced across six distinctive appellations—**Cadillac, Cérons, Loupiac, Premières Côtes de Bordeaux, Sainte-Croix-du-Mont, and Côtes de Bordeaux Saint-Macaire**—offer unexpected possibilities for autumn food pairings. With their rich aromas, natural sweetness, and balancing acidity, these wines complement both sweet and savory dishes. A **Loupiac**, for example, pairs beautifully with roasted butternut squash or glazed pork, while a **Sainte-Croix-du-Mont** makes an appealing match for aged and blue cheeses. Classic fall desserts, such as apple pie and pear tart, also provide an opportunity to explore these golden wines.

This fall, the [Late Harvest Wines of Bordeaux](#) are also celebrating the season with **a series of wine tastings and food and wine pairing events** dedicated to **wine professionals across the United States**. The program began in **New York** on October 18–19 at [Hawksmoor NYC](#), followed by Tastin' France at [O'Cabanon](#) on October 20. Additional stops include **San Francisco's** [Beacon Grand](#) on October 22, [Brigantine Seafood & Oyster Bar](#) in **San Diego** on October 23, and [Bar West](#) in **Portland** on October 26. The tour will then continue to [Kiran's](#) in **Houston** on October 28, [Madeira Park](#) in **Atlanta** on October 29, and [Digress Wine](#) in **Orlando** on October 30, before concluding with two events in the **Miami** area: [Bouchon Bistro](#) in **Coral Gables** on November 2 and [Bellini](#) in **Coconut Grove** on November 3.



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Moving to **central Italy**, the [wines of Abruzzo](#) offer a range of pairing possibilities for the American fall season, from hearty comfort foods to lighter seasonal dishes. **Montepulciano d'Abruzzo**, for example, known for its rich red fruit flavors, balanced tannins, and lively acidity, is a natural companion to slow-cooked meats, braised short ribs, and roasted mushrooms. For a lighter pairing, **Pecorino d'Abruzzo**, a white wine appreciated for its vibrant acidity and aromatic character, pairs beautifully with creamy pumpkin risotto or roasted root vegetables, balancing the richness of these autumn favorites. These examples highlight the diversity of Abruzzo's winemaking tradition, offering versatile options for everything from casual weeknight dinners to festive fall gatherings.

Adding a refreshing contrast to the rich flavors of fall, [kiwis from Imathia](#), in **Northern Greece**, bring a balance of sweetness and acidity to seasonal dishes. Grown in a region known for its favorable agricultural conditions, these kiwis offer a bright, tangy flavor that pairs naturally with many ingredients commonly found on American autumn tables. Their refreshing character makes them an excellent addition to seasonal salads featuring roasted beets, walnuts, and goat cheese, where their acidity balances the earthy and creamy elements of the dish. They can also complement roasted pork or turkey, offering a fruity contrast to savory flavors, particularly when served alongside traditional fall ingredients such as sweet potatoes or Brussels sprouts. As the cooler months invite richer, more comforting meals, Imathia kiwis provide a fresh element that enhances seasonal combinations while introducing a distinctive Mediterranean touch to American fall dining.

From the golden wines of Bordeaux to the distinctive reds and whites of Abruzzo and the refreshing kiwis of Imathia, these European products bring new possibilities to American autumn dining. Through [The Charming Taste of Europe](#), consumers are invited to look beyond familiar pairings and discover how different flavors, textures, and culinary traditions can come together at the table. Whether for a simple family dinner or a seasonal gathering with friends, these combinations celebrate the pleasure of sharing good food and exploring new tastes.

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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



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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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