



SWEET BORDEAUX



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The Charming Taste of Europe Brings a Fresh Twist to Halloween Celebrations

Kiwi-inspired treats and unexpected wine pairings bring European flavors to America's spookiest holiday

New York, NY – October 21, 2026 – Halloween has become more than a night of costumes, candy, and trick-or-treating. Across the United States, the holiday also offers opportunities to gather around the table, from themed dinner parties and appetizers to festive desserts and unexpected food and wine pairings. With a little imagination, even familiar ingredients can take on a playful new identity, turning an ordinary gathering into a memorable celebration.

This Halloween, [**The Charming Taste of Europe**](#), a campaign co-funded by the European Union, invites American consumers to bring a European touch to their holiday celebrations. Featuring the [Association of Imathia's Agricultural Cooperatives \(ASIAC\)](#), representing kiwis from Northern Greece; the [Consortium for the Protection of Wines of Abruzzo](#); and the [Union of Late Harvest Wines of Bordeaux](#), the campaign offers inspiration for a Halloween menu that moves from imaginative kiwi treats to savory dishes and sweet endings, all complemented by distinctive European wines.

To kick off the Halloween festivities, [kiwis from Imathia](#), in **Northern Greece**, offer a colorful starting point for imaginative, eye-catching treats. Their bright green flesh and naturally sweet-tart flavor make them ideal for Halloween inspired creations. For a simple yet spooky snack, kiwi monster bites can be made by topping thick kiwi slices with cream cheese and dark chocolate chips to create funny monster faces. Alternatively, spooky kiwi eyeballs can be prepared using kiwi rounds, a spoonful of Greek yogurt, and a blueberry in the center for an eerie effect. Easy to assemble and requiring no cooking, these creations offer a refreshing alternative to traditional Halloween sweets and are sure to catch guests' attention.

As the celebration moves from playful treats to savory bites, the [wines of Abruzzo](#) bring a flavorful touch to Halloween entertainment. A **Trebbiano d'Abruzzo**, with its delicate citrus notes and refreshing acidity, makes an appealing match for ghost-shaped mini pizzas topped with mozzarella and tomato sauce, adding a playful element to the party menu. Another idea is to serve pumpkin-shaped puff pastry bites filled with ricotta and spinach, whose creamy texture and savory flavors complement the wine's freshness. These simple, themed appetizers offer an opportunity to combine Halloween creativity with Abruzzo's winemaking traditions.



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Halloween flavors also meet the [Golden Wines of Bordeaux](#), offering another way to explore seasonal pairings. A creamy roasted pumpkin soup with sage pairs beautifully with the freshness and aromatic richness of Bordeaux white wines. Their balance of fruit, acidity and sweetness also complements spicy beef chili and smoky barbecue dishes, bringing an unexpected French touch to American Halloween celebrations.

From imaginative kiwi creations to savory appetizers, Halloween offers a fun opportunity to explore new culinary ideas. Through [The Charming Taste of Europe](#), the flavors of Imathia, Abruzzo and Bordeaux come together to bring a European twist to this beloved American holiday and inspire a celebration filled with creativity and new flavors.

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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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