

Season's Greetings from Tuscany: Savor Quality from Europe Returns to North America in 2026



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VINO NOBILE DI
MONTEPULCIANO



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New York City, New York Jan 15, 2026 (IssueWire.com) - The Savor Quality from Europe campaign sends warm holiday greetings and an early look at its 2026 North American Events Program. Co-financed by the European Union, this three-year initiative unites Vino Nobile di Montepulciano DOCG and artisanal olive oils from APOT – Tuscan Olive Oil Producers Association, bringing Tuscany's finest products, as testimonials of European quality products, to audiences across the U.S. and Canada. Through immersive seminars, press events, and walk-around tastings, media, buyers, and trade guests will explore Tuscan traditions as an expression of Europe's broader food and wine culture, while meeting the producers behind these quality products. Attendees will discover the stories, techniques, and heritage that define Europe's excellence in wine and olive oil.

2026 North American Tour — Preliminary Preview

The 2026 tour will showcase winemaking and olive oil traditions from Tuscany within the context of Europe's diverse agri-food heritage, reaching audiences across North America. Attendees can look forward to seminars, tastings, and opportunities to connect with producers embodying European quality standards.

United States (May 2026)

- New York – May 4: Press conference
- Los Angeles – May 6: Educational seminars and walk-around tastings with producers

- San Francisco – May 7: Educational seminars and walk-around tastings with producers

Canada (May 2026)

- Vancouver – May 11: Educational seminars and walk-around tastings with producers
- Calgary – May 12: Educational seminars and walk-around tastings with producers
- Toronto – May 14: Press conference

Members of the media, importers, distributors, retailers, and other trade professionals who wish to receive priority invitations and early access to event details are encouraged to contact the press office. A full schedule—including venues, confirmed dates, and registration links—will be released in early 2026.

Voices from the Producers

"Our wines carry the history of wind-swept hills, old vineyards, and generations of Tuscan traditions. We look forward to bringing that craft and heritage to audiences across North America next spring." — Andrea Rossi, President of Consorzio Vino Nobile di Montepulciano

"Every drop of Tuscan olive oil reflects the journey from soil and sunlight to tree and table. Our mission is to let people experience that craftsmanship firsthand and understand what makes Tuscan oils truly unique." — Carlo Gabellieri, President of APOT – Tuscan Olive Oil Producers Association

About the Consorzio del Vino Nobile di Montepulciano

Founded in 1965, the Consorzio safeguards and promotes Vino Nobile di Montepulciano, Rosso di Montepulciano, and Vin Santo. Today, it represents nearly 270 producers and leads initiatives to protect these denominations worldwide while advancing sustainability.

About APOT – Tuscan Olive Oil Producers Association

APOT brings together producers of Tuscany's PDO and PGI extra virgin olive oils, preserving centuries-old traditions while promoting quality and sustainability. Representing oils such as IGP Toscano, DOP Terre di Siena, DOP Lucca, DOP Seggiano, and Chianti Classico DOP, APOT ensures that Tuscan olive oil remains a symbol of authenticity and excellence.

Discover the campaign:

www.savorqualityfromeurope.eu

Facebook: @savorqualityfromeurope

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