

Savor Quality from Europe: Exclusive Trade & Media Events Announced for May 2026

Official U.S. Roadshow Program – New York, Los Angeles, San Francisco



New York City, New York Apr 22, 2026 ([IssueWire.com](https://www.issuewire.com)) - This May, the *Savor Quality from Europe* campaign returns with a limited series of invitation-only events designed to immerse U.S. trade and media in the authentic flavors of Tuscany. Co-financed by the European Union, the initiative brings together Vino Nobile di Montepulciano DOCG and artisanal olive oils from APOT – Tuscan Olive Oil Producers Association—showcasing them as benchmarks of European quality, heritage, and sustainability.

Following a successful 2025 program, the 2026 U.S. tour highlights New York, Los Angeles, and San Francisco, offering curated experiences for select wine and food journalists, sommeliers, importers, distributors, retail buyers, and hospitality leaders—going beyond tastings to reveal the people, stories, and traditions behind these iconic products. Additional events will take place in Canada, including Vancouver, Calgary, and Toronto.

What to Expect: A Curated Taste of Europe

Discovering European excellence and Quality Schemes by leveraging the Tuscany case history, represented by Vino Nobile di Montepulciano wine and Tuscan extra-virgin olive oil.

The U.S. tour will both begin and conclude in New York City, featuring exclusive, high-level programming tailored for media and trade.

- **Press Conference & Lunch:** An exclusive session to discover Tuscany's wines and olive oils, featuring tastings and the chance to meet producers.
- **Vino Nobile di Montepulciano Masterclass:** In partnership with Vinous and as part of the *Vinous Icons Italy 2026 – New York City* event, this masterclass will explore the newly defined *Pievi* subzones of Montepulciano. Attendees will taste benchmark wines from leading estates, showcasing the unique character and elegance of each terroir.

In Los Angeles and San Francisco, guests will experience a full day dedicated to Tuscan wine and olive oil. The immersive program features:

- **APOT Masterclass:** Developed with the support of the Centro Ricerche Scientia Atque Usus (sAu) and Comunicazione Generativa ETS, the program begins with a presentation offering a multidisciplinary exploration of Italian extra virgin olive oil as a cultural and sensory expression of Mediterranean identity. It continues with a master class curated by Patrick Zinelli, providing a guided journey into quality principles, origin and traceability systems (PDO and PGI), Tuscan cultivars, and the distinction between premium and commercial extra virgin olive oils, concluding with a professional guided tasting experience.
- **Vino Nobile di Montepulciano Masterclass:** A guided tasting of DOCG and DOC wines, focusing on the region's stylistic identity and terroir expression, with insights into the newly defined *Pievi* subzones and their role in shaping structure, elegance, and diversity across leading estates.
- **Walk-Around Wine & Olive Oil Tasting & Curated Lunch:** Direct engagement with leading Tuscan wine producers—such as Carpineto, Il Molinaccio di Montepulciano, Fattoria Svetoni, Le Berne, La Ciarliana, Marchesi Frescobaldi, Podere Tiberini, Tenuta Valdipiatta, and Vecchia Cantina di Montepulciano—and leading Tuscan extra virgin olive oil producers represented by APOT, including IGP Toscano, DOP Terre di Siena, DOP Lucca, DOP Seggiano, and Chianti Classico DOP, offering a dual expression of Tuscany's wine and olive oil excellence.

New York - May 4 | Ai Fiori

Event: Press Conference & Lunch with APOT and Vino Nobile di Montepulciano

Location: 400 5th Ave #2, New York, NY 10018

When: 12:00 PM - 2:00 PM

Los Angeles – May 6 | Eatly LA

Event: APOT Masterclass, Vino Nobile di Montepulciano Masterclass, and Walk-Around Wine & Olive Oil Tasting

Location: 10250 Santa Monica Blvd, Los Angeles, CA 90067

When: 10:00 AM – 4:00 PM

Featured Expert: Diego Meraviglia is a president and director of Education of the North American Sommelier Association (NASA), who guides sommeliers and wine professionals across North America.

His philosophy is captured in his words, “*Wine is love, nature, history, passion, emotion, art... it is humanity. It is what we are,*” will guide his master class, offering U.S. audiences a unique perspective on Tuscany’s wines.

San Francisco – May 7 | Hotel Fairmont

Event: APOT Masterclass, Vino Nobile di Montepulciano Masterclass, and Walk-Around Wine & Olive Oil Tasting

Location: 950 Mason St, San Francisco, CA 94108

When: 10:00 AM – 4:00 PM

Featured Expert: Deborah Parker Wong (MSc, DipWSET) is a journalist, educator, and researcher and one of the most respected voices in the U.S. wine industry. She serves as Global Wine Editor for SOMM Journal and National Editor for the Slow Wine Guide USA. Guided by her motto—“*To learn, read. To know, write. To master, teach.*”—she brings depth and clarity to every exploration of Tuscan wines.

New York - May 15 | Hall des Lumières

Event: Vino Nobile di Montepulciano Masterclass

Location: 49 Chambers St, New York, NY 10007

When: 2:30 PM – 4:00 PM

Featured Expert: Eric Guido is a Vinous wine critic and editor with extensive experience covering Italy and other key wine regions. Known for his engaging writing and photography, he brings U.S. audiences a unique perspective on Vino Nobile di Montepulciano and Tuscany’s historic appellations.

Attendance & Registration

Savor Quality from Europe events are invitation-only experiences. Journalists, sommeliers, importers, distributors, retail buyers, and leading hospitality professionals can express their interest via the event registration links for [New York](#), [Los Angeles](#), and [San Francisco](#).

For press inquiries, please contact the campaign’s U.S. press office: Eter Gorgiladze at Beviour Marketing, eter@beviour.com.

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

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