

EXQUISITE EUROPEAN PRODUCTS



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS



Unbox SANTORINI VOLCANIC TERROIR

PROTECTED DESIGNATION OF ORIGIN - PDO

Santorini Volcanic Terroir – the journey of Santorini PDO products in the USA and Canada

Welcome to the newsletter of **Santorini Volcanic Terroir**, a unique campaign for the promotion of **Santorini PDO** wines, fava and tomataki in the USA and Canada! Keep reading to find out more about our campaign, its activities and the key elements of **Santorini PDO products**.



About the campaign

Campaign Santorini Volcanic Terroir is funded by the European Union and the Union of Santorini Cooperatives – Santo Wines and aim at the promotion of Santorini PDO products (wine, fava and tomataki) in the USA and Canada. The campaign launched in 2018 and –after a Covid-related halt – concluded in October 2023.



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Campaign activities



Despite the fact that Santorini has become a household name for its wines, especially its Assyrtiko, it is often the case that consumers and professionals are not fully aware of the unique cultivation and production systems in place on the island, or its amazing wine-making history.

In addition, the other prized products of its volcanic terroir, fava and tomataki, are often not widely known outside the food professionals.

Targeting at the markets of North America, campaign Santorini Volcanic Terroir launched a series of promotional and educational activities throughout the life span of the campaign, aimed at the wine/food professionals as well as opinion makers and the food & wine aficionado consumer.



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Through its participation at trade shows such as Summer Fancy Food Show, SIAL Canada and Nantucket Wine Festival, Santorini Volcanic Terroir interacted with hundreds of professionals. In addition, press events and masterclasses were held in Montreal, Toronto, Chicago, San Diego, Los Angeles, Boston and New York resulting in over 500 professionals and opinion makers being educated on the quality, traceability and unique characteristics of Santorini PDO products. In addition, extensive advertising took place in respected media such as Wine Enthusiast, Le Devoir Plaisirs, Foodism, Sophisticated Living.

Tasting days were organised in New York, Miami, Phoenix, Montreal and Toronto, attracting an enthusiastic reception by the participating consumers being introduced to the world of Santorini PDO.

Last but not least, Santorini Volcanic Terroir co-sponsored the Volcanic Wines Conference 2023, held in New York, where a dedicated masterclass was also addressed to professionals.

But what could be a more representative introduction to Santorini PDO products, than to actually visit the place of production? Over 30 opinion makers from the USA and Canada were invited to Santorini, in order to visit the vineyards, meet the local producers and taste the products in their native land!



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The next chapter

With Santorini Volcanic Terroir, the US and Canadian markets were introduced to the unique PDO products from the volcanic terroir of Santorini. The campaign reaches its closure, having reached a large number of professionals, opinion makers and consumers accumulatively from a wide range of online and onsite activities and advertising.

Thank you for being part of this journey and stay tuned for the next chapter of Santorini PDO products in the USA and Canada!

Keep in touch at FB, IG, X @santorinivolcanicterroir
www.santorinivolcanicterroir.eu

Fill in our questionnaire about Santorini PDO products and receive a complimentary cookbook with unique Santorini recipes!

[Click here to access the questionnaire](#)



Santorini

There are some places in this world which appear to be exactly the opposite: otherworldly.

A breathtaking landscape and unparalleled architecture has rendered Santorini a world-class destination. The story behind the island is equally fascinating; Santorini came about after one of the largest volcanic eruptions on Earth in recorded history. During the eruption, the centre of the island collapsed thousands of feet into the sea, forming the famous Caldera of Santorini. This landmark created spectacular views throughout the island and is truly one of the natural wonders of the world. The destruction left the main island of Thira in a half-moon shape and also created a group of smaller islands that make up Santorini. They are Thirassia and Aspronisi.

You can taste the island's history through the exceptional wines, fava beans (a special kind of yellow split pea) and tomataki (cherry tomatoes) labelled with the highest quality distinction of the European Union as products of Protected Denomination of Origin (PDO).



Protected Denomination of Origin

PDO (Protected Designation of Origin) is a certification used by the EU to identify, promote and protect a name of a quality agricultural product or food.

PDO identifies a product:

- (a) originating in a specific place, region or a country
- (b) whose quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors
- (c) the production steps of which all take place in the defined geographical area.

PDO products are reputable for their excellence and uniqueness, sealed with the quality stamps of the European Union. Highly traceable, unique and continuously monitored for their quality, PDO products are truly the crown jewels of European production.

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The products

Wines Santorini PDO

Santorini has a well-known and flourishing wine industry. The wine production dates back thousands of years, approximately around the 3rd millennium BC. The vineyards have continuously produced wines for 4,000 years, save for a period of approximately three hundred years immediately after the volcanic eruption, where all life was eliminated due to the volcanic ash (known as "aspa") and lava covering the island from side to side. Today, the vineyard of Santorini consists of approximately 1200 hectares of family-owned vineyards, which in their unique geographical conditions and cultivation techniques comprise part of Greece's intangible cultural heritage.

PDO SANTORINI wines are known for their crisp acidity, intense minerality and distinctive salinity in the palette, all volcanic origin characteristics that have deservedly given them a foremost place in the wine lists of the best restaurants both in the United States of America and Canada.

PDO Santorini wines include the single variety Assyrtiko, Santorini Nykteri - Santorini Nykteri –which blends Assyrtiko with the aromatic Athiri and the delicate Aidani and last but not least Vinsanto, the noteworthy, naturally sweet wine from sun-dried grapes produced exclusively in Santorini. The dominant white grape variety originating from the island is Assyrtiko, one of the finest white grapes in Europe.



Tomataki Santorinis PDO

Tomatoes in Santorini are one of a kind! These tomatoes, called "tomataki" which means "small tomato" in Greek, have developed a thicker skin due to the meager rainfalls and blustery weather on Santorini.

The small tomatoes are ruffled on the outside with a hard skin, but they have a very sweet taste with intense aromas. Even though these tomatoes are very small, they are packed in lycopene, which is widely known for its antioxidant qualities.

The seed was brought in 1818 and was sown at the Capuchins Monastery. Later on in 1875, they started cultivating the tomatoes in Santorini in a much more organized way. Tomataki matures relatively quickly in comparison to normal varieties of tomatoes and they are much tastier than other hybrid varieties of tomatoes. The volcanic soil that the tomataki are grown in gives them their characteristic flavor. Fresh tomatoes are available for 2-3 weeks at the end of June.

Fava Santorinis PDO

Fava beans originated in Ancient Greece and have grown exclusively in Santorini for more than 3500 years. Santorini Fava is a legume from the plant "Lathyrus Clymenum L" and is considered a super food with more than 20% plant based protein. The production of fava is very small due to the availability of land and growing conditions on the island which makes fava a true delicacy. Santorini's production does not exceed 450 pounds.

Fava Santorinis have a rich and velvety texture with an earthy and slightly sweet taste, making them a treasured ingredient with chefs around the globe.



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