

EXQUISITE EUROPEAN PRODUCTS

Newsletter
Santorini Volcanic Terroir
Year 2



Unbox

SANTORINI VOLCANIC TERROIR



PROTECTED DESIGNATION OF ORIGIN - **PDO**

More Articles on Santorini Volcanic Terroir

Unbox Santorini Volcanic Terroir! 2

What are PDO products? 3

The campaign 4

Year 2 in pictures! 5

In the news 10

What's next? 11

Interested to work with us? 11

Welcome

What an exciting year it has been! As the second part of campaign Santorini Volcanic Terroir is concluding, we are looking back on all the activities that took place during these last 12 months, and all the great people involved. Spreading the word on Santorini PDO products was never more delightful – be sure to catch up with us on our social media pages and website and join us in our next adventures!

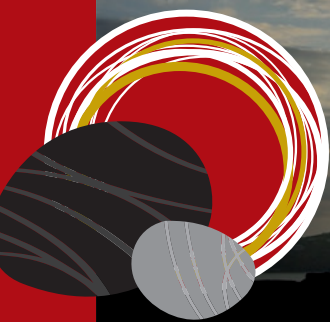


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Unbox

SANTORINI VOLCANIC TERROIR

PROTECTED DESIGNATION OF ORIGIN - PDO

Travel with us to the world-renowned island of Santorini through the taste of its exquisite agricultural products.

Located in the southern Aegean Sea, the Greek island of Santorini is known for its unique volcanic and anhydrous microclimate. This is why each and every product that is cultivated on the island has unique characteristics and unparalleled flavor.

You can taste the island's history through the exceptional wines, fava beans (special kind of yellow split peas) and tomatoes (tomataki) that are solely produced here.

Keep unboxing to find out more about Santorini's wines, fava and tomataki Protected Designation of Origin (PDO) products!

GREECE



SANTORINI



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What are PDO products?



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 campaign

Campaign “Promotion of Santorini Protected Designation of Origin products in USA and Canada” is funded by the European Union and the Union of Santorini Cooperatives Santowines for the promotion of Santorini Protected Designation of Origin (PDO) products in the North American market.

The campaign aims to:

- ✓ Increase awareness on European Protected Designation of Origin (PDO) products
- ✓ Educate on Santorini PDO products and their quality characteristics
- ✓ Encourage consumption of Santorini PDO products
- ✓ Increase exports of promoted products to target markets

Promoted products are:



Wines
PDO
Santorini



Fava
Santorinis
PDO
Santorini



Tomataki
Santorinis
PDO
Santorini

The campaign runs from March 2018 until February 2021.

For more information please visit: www.santorinivolcanicterroir.eu



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Year 2 in pictures!

Participation at Nantucket Food & Wine Festival in glamorous Cape Cod from 15-19/5/2019. The show hosted more than 3000 visitors over the course of 5 days, with numerous special tasting events. Santorini Volcanic Terroir participated at both the Culinary Tent as well as the show's Grand Tasting.



Organization of seminars for an in-depth presentation of Santorini PDO products

USA

La Republique, Los Angeles, 25/2/2020

Canada

Hellenic Community Center, Montreal, 27/2/2020



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We hosted numerous special events for opinion makers

U.S.A.

Arson, Miami, 23/1/2020

Even Keel, Fort Lauderdale, 24/1/2020

Grey Ghost, Detroit, 18/2/2020

Kyma, Atlanta, 27/2/2020

Canada

Arahova Decarie, Montreal, 18/2/2020

Zante, Montreal, 20/2/2020



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Tasting days in both countries were a huge success, attracting hundreds of people

U.S.A.

Mercato Miami, Miami Florida
14/2/2020
21/2/2020
24/2/2020

Canada

Cosmos Agora, Toronto, 29/2/2020
Greek Table Market & Deli, Toronto, 22/2/2020
Select Bakery, Toronto, 22/2/2020
Arto Bakery, Toronto, 26/2/2020
Greek Market Café, Richmond Hill Toronto, 29/2/2020



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An unforgettable fam trip to Santorini in October 2019, where influencers and journalists had the opportunity to visit the famous Santorini vineyards, its wineries and its tomato factories, while also taking cooking classes with delicious Santorini PDO products and getting to know the magnificent island and its culinary tradition.



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Cooperation with celebrated chef
Diane Kochilas for the production of
a unique cooking book with Santorini PDO
recipes! Interested to receive a copy?
Email us at info@santorinivolcanicterroir.eu



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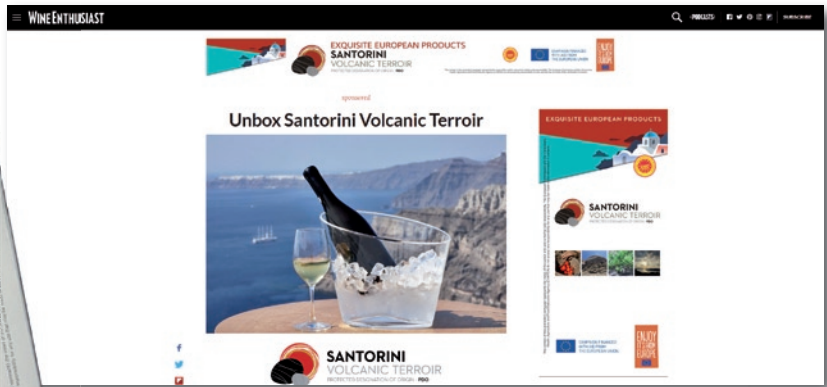
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In the news



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What's next?

As 2020 rolls in, SANTORINI VOLCANIC TERROIR is rolling up its sleeves for its next major stops: Sial Canada & Summer Fancy Food trade shows!

Two of the biggest food & wine shows were thousands of producers, traders and importers join forces from all over the world to see what's hot and new.


Visit us and get a chance to win a goodie bag full of Santorini PDO products!

For more activities coming up, stay tuned in our website and social media.

Interested to work with us?

Are you a journalist or a blogger located in the USA or Canada? Do you want to spread the word about Santorini PDO products in your country? We could be working together! Contact us at info@santorinivolcanicterroir.eu for more information and cooperation opportunities.

Get social with us:

 @SantoVolcan

 @SantoriniVolcanicTerroir

 @santorinivolcanicterroir



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