



**Quality wines
from the heart
of Europe**



“Taste the Difference: European Quality Wines from the Heart of Europe” Campaign Showcases Spanish Wines in a Miami Masterclass and Tasting Experience on April 10th.

U.S. media and trade professionals will have the opportunity to join Sommelier Nuria Garrote on April 10th at FIU for a Masterclass showcasing the exceptional quality of Spanish wines.

Miami, FL – April 6th – The European Union’s **Taste the Difference** campaign, whose beneficiaries are [Unione Italiana Vini \(UIV\)](#) and [PRODECA, Promotora dels Aliments Catalans](#), is bringing a unique wine experience to Miami, inviting industry professionals to explore the rich diversity of Spanish wines. This special event will take place at Florida International University (FIU), home to the prestigious [Vidal-Duart Wine Studies Program](#), renowned for its dedication to wine education and research on **April 10th**.

The [Vidal-Duart Wine Studies Program at FIU](#), a prominent part of the Chaplin School of Hospitality & Tourism Management, provides an ideal setting for this initiative. Known for fostering engagement with high-level professionals in the wine sector, this platform enhances the visibility and credibility of the "Taste the Difference" campaign, positioning it within an influential educational and professional environment.

The event will begin with an educational **Masterclass by Sommelier Nuria Garrote**, founder and owner of the wine importer VINOVI & CO., with over 15 years of experience in the wine industry, from **2:00 PM to 3:00 PM**. This exclusive session will explore eight outstanding wines from Catalonia’s Region (Spain) each bearing the prestigious **Denomination of Origin (DO)** certification. Garrote will guide participants, including wine educators and sommeliers, on an insightful journey through the quality schemes that define European wines, with an emphasis on what makes Spanish wines truly exceptional.

Following the Masterclass, from **3:30 PM to 5:30 PM**, attendees will enjoy a **Walk Around Tasting & Networking Session** at **FIU's Wine Spectator Lab Restaurant**. This interactive session will feature



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exhibitor tables representing a variety of **Denominations of Origin**, offering wine professionals and trade operators the chance to discover premium Spanish wines while connecting with industry experts.

Both activities are designed to introduce U.S. industry professionals to the excellence and authenticity of Spanish wines, while promoting the EU quality schemes (PDO, PGI) that distinguish these exceptional products.

This event is a unique opportunity for the U.S. wine industry to gain valuable insights into Spanish wines, build connections with producers, and explore the distinctive qualities that European quality schemes bring to the global wine market.

For more information about the "Taste the Difference" program and upcoming events, please visit: tastethedifference.wine

About Taste the Difference

The program: "European Quality Wines: Taste the Difference", co-funded by the European Union and managed by **Unione Italiana Vini (UIV)** and **PRODECA, Promotora dels Aliments Catalans**, is dedicated to promoting European PDO and PGI wines in China and the U.S. This initiative includes diverse activities such as walk-around tastings, wine seminars, workshops, and B2B meetings conducted both in the target markets. It also invites wine professionals to embark on study trips to Europe, in Italy and Spain, providing them with an immersive experience of European quality wines. The program aims to showcase the rich heritage and superior quality of European wines.

The beneficiaries: Unione Italiana Vini (UIV) is the oldest and most trusted organization in Italy's wine industry. The association includes members such as cooperatives, private wineries, agricultural organizations, bottlers, consortia, brewing equipment manufacturers, and laboratories. **PRODECA, Promotora dels Aliments Catalans**, is a public company established in 1986 that operates under the Regional Ministry of Agriculture, Livestock, Fisheries and Food of the Government of Catalonia. It supports the agri-food sector and its companies with the knowledge, tools and experience to increase their products in Catalunya and worldwide.

Media Contact:

Guadalupe Escurra, Colangelo & Partners
gescurra@colangelopr.com
+1 917 365 4962

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