

## Press Release



The “International Xinomavro Day” has been officially established! On 1<sup>st</sup> of November, the dominant, red, wine grape variety from North Greece steps into the world wine map.

In recent years, Greek wine industry has made significant efforts and great leaps on the production of quality wines, enhancing the brand and improving the image of the Greek vineyard both in Greece and abroad.

As a result, the indigenous varieties can be adopted by conscious consumers and true wine connoisseurs worldwide, as the rest international varieties.

The Association of Winemakers “Wines of North Greece” recognizes the charismatic “Xinomavro”, as it holds the top rank among the Greek varieties. Thus, it is decided to establish the “International Xinomavro Day” in order to promote the noble variety around world.

After all, “Xinomavro”, one of the Greek ambassador varieties, is already recognized and appreciated making friends beyond the borders.

The date of the celebration is the 1<sup>st</sup> of November, which marks the end of the harvest as well number 1 is easily remembered and reminds that “Xinomavro” is the # 1 variety of Northern Greece!

Greek winemakers invite food professionals, consumers, and friends of high-quality branded wines, to spread this wonderful idea by choosing on November 1<sup>st</sup>

“Xinomavro”, red, rosé or white (blanc de noir), fresh or matured, dry, semi-dry or semi-sweet, foamy, semi-sparkling, sweet or even as a grape marc spirit.

In addition, “Xinomavro” as a “multi-dynamic” variety, can be found in different types and styles of wines, sometimes classic-rustic and sometimes modern-innovative.

On November 1<sup>st</sup>, we can pay a tribute to the Greek noble “Xinomavro” by opening a bottle or enjoying it by the glass, always in moderation, at home or in a wine bar or restaurant or if you are in Greece you can visit a winery producing this variety.

Moreover, we can do something more. To spread the news everywhere, within our work environment, our family, people that we randomly meet every day, in wine bars we use to go, in our preferred restaurant, share the idea on social media and with the closest people in our life.

In case you are involved in wine or gastronomy industry, you could easily create an event for “Xinomavro”, on November 1, to celebrate with your customers.

After all, wine can create bonds and unite us.

This year, on November 1st, Earth is celebrating “Xinomavro”!

November 1, “International Xinomavro Day”.

We hope that our proposal will be embraced with excitement and globally established.

We wish you all the best and good luck with the “International Xinomavro Day”!!!