

EUROPEAN WINES AND DELI MEATS RETURN TO THE SPOTLIGHT IN NORTH AMERICA

Sip and Savor launches its second year of events, training and experiences across the United States and Canada

April 1, 2026 – Following a successful first year of activities across the United States and Canada, *Sip and Savor: Pairing European Wines and Deli Meats* enters its second year with an **expanded program of initiatives** designed to further strengthen awareness and appreciation of Roero DOCG wines and European deli meats in North America.

Building on the strong foundations established in its first year, the EU co-funded campaign will continue to integrate **trade engagement, media relations, professional training and digital communication**, reinforcing its role as a dynamic platform connecting European producers with North American professionals and consumers.

The second year of *Sip and Savor* will feature a **rich calendar of activities** across key strategic markets, with initiatives designed to engage both trade professionals and consumers through immersive and educational experiences.

The program will open in Canada with the participation in **SIAL in Montréal**, one of the country's leading food industry events, and will continue through the year with targeted activations in Montréal and Québec City, combining trade events such as **RASPIPAV** with masterclasses and consumer-facing initiatives.

In the United States, *Sip and Savor* will continue its presence at major industry events such as **IDDBA in Orlando** and **TEXSOM in Texas**, alongside participation in the **AWS Annual Conference**. These activities will be complemented by educational sessions developed in collaboration with leading wine education institutions. Another key moment of the year will be the new **study trips to the Roero wine region**, which will welcome selected journalists and opinion leaders from the United States, offering them the opportunity to experience firsthand the territory, production methods and cultural heritage behind Roero DOCG wines and Italian salumi.

Among the highlights of the new program, **restaurant weeks in Montréal and Los Angeles** will play a central role in bringing the campaign's products directly to consumers. Through curated menus and dedicated dining experiences, these initiatives will showcase the versatility of Roero DOCG wines and European deli meats in a contemporary gastronomic context, creating meaningful connections with North American audiences.

Education will continue to play a central role in the second year of the campaign. Building on the success of its first-year initiatives, *Sip and Savor* will expand its program of masterclasses, sommelier training sessions and digital educational content, designed to make European quality systems and product knowledge accessible to a wider audience. Through a combination of in-person experiences and digital storytelling, the campaign will continue to highlight the values of origin, quality and authenticity that define Roero DOCG wines and Italian salumi.

, “*Sip and Savor* has shown us that when people discover Roero, they don’t just taste a wine—they connect with a place, a culture, and a way of working that has been passed down over generations. In this second year, our goal is to make that connection even stronger: to bring the identity of Roero closer to North American audiences through experiences that are direct, engaging, and memorable, and that clearly express the character and quality of Roero DOCG wines,” said **Massimo Damonte**, President of the Consorzio Tutela Roero.

“This new phase of the campaign will allow us to bring Italian deli meats to audiences in even more direct and engaging ways, from professional training to restaurant experiences tailored to contemporary consumers. It is a valuable opportunity to continue promoting the versatility, cultural identity and quality standards that make our products distinctive,” added **Marella Levoni**, President of Istituto Valorizzazione Salumi Italiani.

Sip and Savor is a three-year campaign by Consorzio Tutela Roero and Istituto Valorizzazione Salumi Italiani (IVSI), co-funded by the European Union, to promote European wines and deli meats in the US and Canada. More than a promotion, it is an invitation to explore and share the cultural and sensory richness of two European excellences through exclusive content, events and experiences across North America.

To stay updated on the campaign’s initiatives or to receive more information:

Digital accounts

Website: www.sipsavor.eu

Instagram: [@sipandsavor.us](https://www.instagram.com/sipandsavor.us)

Facebook: [@Sip and Savor - US](https://www.facebook.com/SipandSavor-US)

Youtube: [@SipandSavoreu](https://www.youtube.com/SipandSavoreu)

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