

CHIANTI MEETS U.S CONSUL GENERAL IN FLORENCE

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"Our wine is increasingly loved overseas; let's strengthen this bond"

A "toast" to seal the historic friendship between Tuscany and the United States. In recent days, the president of the Chianti Wine Consortium Giovanni Busi and the director Marco Alessandro Bani met with the US consul general in Florence, Mrs. Ragini Gupta . "It was a very fruitful meeting, which further strengthens the relationship between Tuscany and the United States in the name of Chianti wine, a product of excellence symbol of our territory, much loved overseas. Together with the Consulate we will work to further enhance the Chianti area and encourage cultural, tourist and commercial exchanges between Tuscany and the USA, which are already long-standing", said Busi, who continued underlining: during the interview, which lasted about 90 minutes, particular attention was paid to young people, to "sensitize students to the pleasure and value of drinking a good glass of wine, and to the knowledge of the product, its history, production techniques and the people who make it with commitment and passion, often for generations: Chianti wine is not just a product, but tells about Tuscan culture and tradition. We are happy with the outcome of this meeting and we hope to be able to repeat it as soon as possible in a context of renewed normality".

hef - 17107

Firenze, FI, Italia, 02/17/2021 17:01

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