**Croatian Wine Enthusiasts Announce First International Pošip Day**

*Public-private Alliance of Organizations from Croatia, USA, Canada and Europe*

**New York, NY; Boston, Mass, -- May 21, 2020** – Today, the Croatian Wine Alliance, a group of global and US based teams promoting Croatian wines, is pleased to share the announcement of the first wine day dedicated to a Croatian indigenous white grape variety: Pošip. May 21st marks ***International Pošip Day***, a day to celebrate the beauty of what Pošip has to offer.

Croatia has a unique wine history dating back to 2,500 years, and four key wine regions, each growing distinct grape variety. Pošip from the Dalmatian region of Croatia (vitis vinifera) is typically bottled on May 21st following the harvest year. Pošip produces light and refreshing wines, yellow in color with aroma of herbs and citrus, taste of melon, apricot, pears, or vanilla, with a lovely saline minerality.

“We have been working with like-minded Croatian wine lovers across the globe on marketing projects, and creating an alliance was a natural next step,” said Mirena Bagur, co-founder of Croatian Premium Wine Imports, Inc., a distributor, online retailer, and advocate for wines of Croatia. “We are excited to round out partners such as the institutes, importers and associations of sommeliers and winemakers across US, Canada, Europe and Croatia that will tell the personal stories of Croatian varieties.”

***About the Croatian Wine Alliance***

Lead by [Aroma Wine Co.](https://www.aromawineco.com/) and Croatian Premium Wine Imports, Inc., the US-based duo is working with diversed organizations to raise awareness on Croatian wines, including the Croatian Chamber of Commerce; Croatian Unpacked, Canadian Importer; Adriatic Wine Company, European distributor, and many Croatian wineries. The organizers encourage all producing, distributing, or promoting Pošip globally to participate in the social media efforts.

Follow along Pošip’s adventures on [Instagram](https://www.instagram.com/internationalposipday/?fbclid=IwAR06ROsN42ljzmAG-JR8gEHTo-I_ImhYFPopIBewQdHpROIPUizQ5MT2baA) and [Facebook](https://www.facebook.com/International-Po%C5%A1ip-Day-110527757874254).

[**Aroma Wine Co.**](https://www.aromawineco.com/)

Anna M. Viducic is the Founder and CEO of Aroma Wine Co. and the National Croatian Wine Day in the U.S. Her passion for wine and a love for all its nuances were born out of her early restaurant experiences. Born into a Croatian family and raised in Paris, France, Anna’s passion for food, and wine are undoubtedly in her DNA. Today, Anna is tapping into her 20-plus years of experience and knowledge of the hospitality and wine industries to strategically guide wineries through the intricacies of the U.S. trade, media and consumer markets. For more information, please see Anna M. Viducic on social media: [Instagram](https://www.instagram.com/anna_at_aroma/) and [Facebook](https://www.facebook.com/AnnaAtAroma) and website: [Aroma Wine Co.](https://www.aromawineco.com/).

**Croatian Premium Wine Imports (CPWI)**

Based in Boston Metro Area, Mass., CPWI imports, retails-online, and ships indigenous Croatian wines to most US states. Starting with the indigenous wines from the Dubrovnik county in Dalmatia, including Plavac Mali, Zinfandel, Babić and Pošip, the company portfolio now includes 50+ wines from all Croatian wine regions. For more information, inquiries or to place an online order, visit [www.CroatianPremiumWine.com/wine](http://www.croatianpremiumwine.com/wine) , contact us at [info@croatianpremiumwine.com](mailto:info@croatianpremiumwine.com) and follow us at [Linkedin](https://www.linkedin.com/company/35569646/admin/), [Twitter](https://twitter.com/WineCroatian), [Facebook](https://www.facebook.com/croatianpremiumwine) and [Instagram](https://www.instagram.com/croatianpremiumwine/).

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**ORGANIZATIONS INVOLVED IN THE INTERNATIONAL POSIP DAY, as of 5/21**

**NOTE:** organizers encourage all parties, either producing, distributing or promoting Posip around the world to participate.

**Croatia:** Croatian Chamber of Economy, VINUM.IN magazine, EventLab and organizations

**US: Aroma Wine Co., Croatian Premium Wine Imports, Inc.,** The Embassy of the Republic of Croatia, and other importers such as WineWorldWide, Inc.

**Canada:** Croatia Unpacked, importer/promoter

**Europe:** Adriatic Wine Company, distributor/promoter

**Croatian Wineries Involved:**

* Korčula: Black Island Winery
* Pelješac: Grgić Vina, Marlais Winery
* Komarna: Rizman, Terra Madre
* Brač: Stina
* Šibenik: Testament, BIBICh
* Zadar: Kraljevski Vinogradi