

AVERAGE SOCIALITE™

Dîner En Blanc 2016, NYC

Wednesday, September 16, 2016



Affair: New York Dîner En Blanc 2016

When: Thursday, September 15, 2016

Hot Spot: Robert Wagner Jr. Park, Battery Park City, NYC

Deets: Apothic White—the white wine with dark motives—reprised its role as the Official U.S. Wine Partner for the 2016 season of Le Dîner en Blanc, the world’s largest global pop-up dinner party. By the time the unique series of outdoor picnics featuring white-clad diners, waving napkins, music, pageantry, camaraderie and

gastronomy concludes later this fall, Apothic White and Le Dîner en Blanc will have visited more than 20 cities and delighted over 40,000 guests.

Apothic, a crisp, refreshing white blend with bright floral notes and vibrant flavors of peach and apricot, deftly combines Old World mystery with modern sophistication. Apothic is a natural partner for the refined and unique event that is part spontaneous picnic and part mystery tour.

From piers to beaches, from public squares to civic monuments, Apothic and Le Dîner en Blanc take guests to places they never imagined they could visit and sharing that experience with thousands of in-the-know urban adventurers. The event secretly takes over civic landmarks and reveals these mysterious locations at the last minute. Then, white-clad revelers converge from across each city to arrive at the secret location at the same moment... guests bring their own food and may pre-order the delicious flavors of Apothic White and share with friends, often spending weeks designing menus to prepare sumptuous and creative repasts. Le Dîner en Blanc has also become a popular venue for guests to exhibit their unique fashion style, showcase their taste for design, while enjoying Apothic White wine.

Apothic White comes to life at the event through its ever-popular photo booth. Attendees can capture their magical evening and share their Apothic-inspired experience on social media with the hashtag #ApothicWhite, along with a printed photo to take home. Apothic White will also be celebrated at satellite sampling events at other artistic and culinary landmarks surrounding the Dîner en Blanc evenings.

“We welcome Apothic as the blithe spirit of Dîner en Blanc—so truly complementary with our guests and their unique, individual bring-along cuisines and styles,” says Sandy Safi, co-founder of Dîner en Blanc International. “Apothic’s elegantly decadent soul provides a perfect companion for Le Dîner en Blanc: unpredictable yet poised, relaxed, yet flavor-forward. Apothic White is a wine that’s not afraid to paint outside the lines.”

Christine Jagher, Marketing Director for Apothic, concludes, “Our Apothic White wine is a perfect match for the Dîner en Blanc guests. We are excited for this white wine with dark motives to connect with these guests, who are true cultural adventurers. Apothic is looking forward to helping them make memories along the way.”

About Apothic

Named for the mysterious place, Apotheca, where vintners stored their most coveted concoctions in 13th century Europe. The Apothic blends fuse Old World intrigue with modern sophistication. Winemaker Debbie Juergenson lets the character and flavor of each varietal guide the shape of her wines. Debbie offers a selection of distinctive blends including Apothic Red, Apothic White, Apothic Dark, Apothic Crush and Apothic Inferno. Apothic White is the #1 white wine blend in the US.¹ Apothic wines are priced around \$14 SRP.

About Le Dîner en Blanc

Launched in Paris in 1988 by François Pasquier and a handful of friends, Le Dîner en Blanc has become a worldwide epicurean phenomenon. Le Dîner en Blanc - Paris now attracts over 10,000 people each year. What was a “friends and word-of-mouth only” event has grown into an international sensation celebrated on five continents. While the technology behind the event may have changed over the years, the principles fuelling this fantastic event have not: guests continue to gather at a secret location for the sole purpose of sharing a gourmet meal with good friends in one of their city’s most beautiful public spaces. Founded in 2012 and headquartered in Montreal, Canada, Dîner en Blanc International is responsible for developing this secret posh picnic in over 70 cities in more than 25 countries around the world. Each event is headed by passionate local organizers who fell in love with the concept and wanted to bring it to their city, giving this rendezvous a local flair.

Spotted: Chic attendees. Celebs who have attended previous dinners include Gabrielle Union and Nicole Richie.

