

Le Dîner en Blanc and Apothic White Wine Come Back to Manhattan in September

August 22, 2016 ElizaBeth Taylor

Apothic White —the white wine with dark motives—has announced it will reprise 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.

The special event is coming back to New York City Thursday September 15.



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, 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.

For more information on tickets and the beauty of Apothic please visit:

<http://newyork.dinerenblanc.info/>