



RIOJA

PRESS KIT
QUALIFIED DESIGNATION
OF ORIGIN RIOJA

THE DENOMINATION OF ORIGIN RIOJA, 100 KILOMETERS OF CONTRASTS

Our history: a unique brand

In the north of Spain, on both banks of the Ebro River, flanked by the majestic Sierra de Cantabria and Sierra de la Demanda, lies the **ancient wine region of Rioja**. Centuries ago, privileged conditions for vine growing made this area Spain's top quality wine-producing region, marked by its great contrasts of climates, valleys, altitudes, municipalities, landscapes, grape varieties, colors, and styles of wine. That is why we talk about Rioja and its 100 kilometers of diversity.

The pioneering character of Rioja has only seen growth and consolidation over time. Winemaking has been and continues to be the region's driving force and hallmark, which unique character has delighted generations of wine **lovers and paved the way to international markets for Spanish wine.**

When it comes to showcasing their terroir and their commitment to sustainability, the passion of the new generations of winemakers and growers herald an **exciting new era for Rioja.**

Centuries ago, privileged conditions for vine growing made this area Spain's top quality wine-producing region.

RIOJA ALAVESA

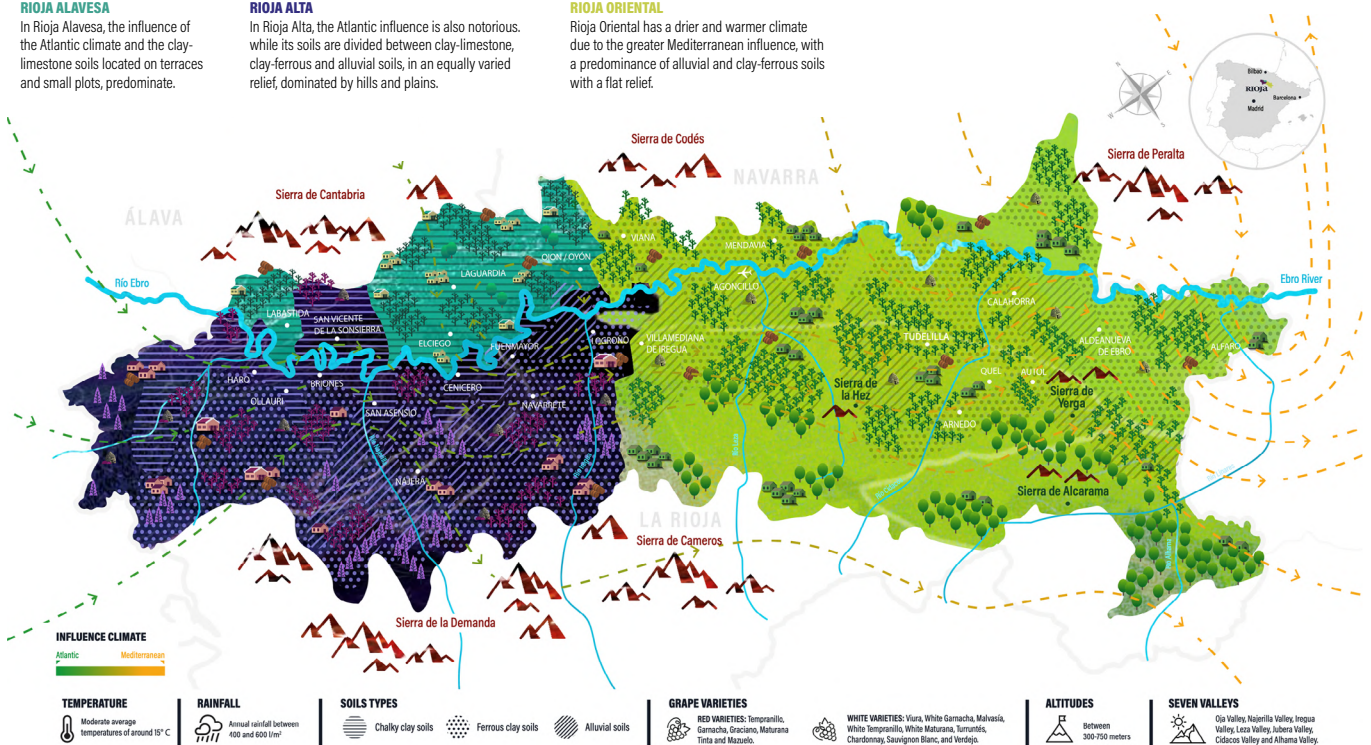
In Rioja Alavesa, the influence of the Atlantic climate and the clay-limestone soils located on terraces and small plots, predominate.

RIOJA ALTA

In Rioja Alta, the Atlantic influence is also notorious, while its soils are divided between clay-limestone, clay-ferrous and alluvial soils, in an equally varied relief, dominated by hills and plains.

RIOJA ORIENTAL

Rioja Oriental has a drier and warmer climate due to the greater Mediterranean influence, with a predominance of alluvial and clay-ferrous soils with a flat relief.



Some data from the DOCa Rioja



MORE THAN **66,000**
HECTARES OF REGISTERED VINEYARDS
SPREAD OVER THREE AREAS WITH
DIFFERENT WINEGROWING CHARACTERISTICS:
RIOJA ALTA, RIOJA ALAVESA, AND RIOJA ORIENTAL

PIONEERS IN THE CREATION OF THE
QUALITATIVE DISTINCTION OF EXCELLENCE
'VIÑEDO SINGULAR'



WITH MORE THAN **130**
VINEYARDS RECOGNIZED BY THE MINISTRY
OF AGRICULTURE, FISHERIES AND FOOD.



IN TOTAL,
144
MUNICIPALITIES

118 LA RIOJA
18 ÁLAVA
8 NAVARRA



RIOJA HAS THE LARGEST
NUMBER OF BARRELS IN THE
WORLD, DISPOSING OF OVER
1,331,000 PIECES

MORE THAN
600
WINERIES



AND MORE THAN
14,000
WINEGROWERS



RIOJA IS THE REGION THAT MARKETS
THE LARGEST NUMBERS OF LITERS
AND BOTTLES OF WINE IN SPAIN,
AND THE ONE THAT EXPORTS THE
MOST SPANISH WINE

14 AUTHORIZED GRAPE
VARIETIES ARE GROWN

5 RED:

- Tempranillo
- Garnacha tinta
- Graciano
- Mazuelo
- Maturana tinta

9 WHITE:

- Viura
- Malvasía
- Garnacha blanca
- Tempranillo blanco
- Maturana blanca
- Chardonnay
- Turruntés
- Sauvignon blanc
- Verdejo



PRESENT IN
136 COUNTRIES

TOP 8:

- Reino Unido
- Alemania
- Estados Unidos
- Suiza
- Países Bajos
- Irlanda
- Canadá
- Bélgica

With the Tempranillo variety covering 80% of the surface area

National leader and international benchmark: from Rioja to the World

Rioja is the first Designation of Origin in Spain, dating back to 1925, and the first to be certified as a Qualified Designation of Origin in 1991, a title that positions it as one of the Designations of Origin in the world that offers the greatest guarantees in terms of the quality and authenticity of its wines.

Its pioneering character, coupled with its **commitment to innovation and sustainability, have led it to achieve its position of reference in the national market**, a position that is consolidated every year and reflected in its promotional campaigns.

Rioja has strengthened its export leadership and ranks among the elite of historic European appellations of origin abroad. The Rioja brand is currently **one of the five most well-known among the most prestigious wine regions in the world**

and a benchmark for the Spanish brand outside of Spain.

FROM RIOJA TO THE WORLD

Driven by the motto **"Rioja, Spain's Finest"**, the Qualified Designation of Origin continues to strengthen its footprint around the world, launching permanent campaigns in key markets such as the United Kingdom, Mexico, the United States, Canada, Ireland, Germany, China, and Switzerland, among others, with valuable actions such as:

- Celebration of "100 km of diversity" master tastings around the globe.
- Reverse missions of professionals, buyers, and journalists.
- We collaborate with leading publications in the sector, such as Decanter or Wine Spectator.

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- Sponsoring relevant events and appointments in the sector worldwide.
- Arranging in-house events for consumers and professionals.
- Commitment to training with meetings, programs, seminars, and platforms such as Rioja Wine Academy aimed at raising professionals in the sector.

RIOJA WINE ACADEMY: PROMOTING KNOWLEDGE WORLDWIDE

Those willing to learn more about Rioja, its wines and the Wine Region can access the **Rioja Wine Academy**, a **free digital platform** that offers international **training programs** for wine, food, and wine tourism enthusiasts and professionals in the sector.

This innovative and pioneering space was launched in 2020 and since then has hosted over **18,000 user signups from over 125 nationalities**.



The Regulatory Council: composition and functions

MANAGEMENT AND DECISION-MAKING BODY

The Control Board is a public corporation whose management body is **composed of wine sector representatives**.

It is responsible for **promoting and controlling the quality** of the wines covered, promoting their image and **advancing the interests of the sector**.

This representation is articulated by different associations of wineries and wi-

negrowers, represented by 32 members. Supervised by the Ministry of Agriculture, Fisheries and Food (MAPA), the **respective representatives of the MAPA** and the administrations of the autonomous communities of **La Rioja, the Basque Country and Navarre** participate in the plenary session by express invitation, with voice but without vote.

Resolutions are adopted by a minimum of 75% of the votes cast and at least 50% of the votes of each professional sector.

Control Board functions:

- Advancing the Qualified Designation of Origin.
- Promoting the quality of the protected wines.
- Promoting the protected product.
- Proposing modifications to the Specifications.

PRODUCER SECTOR: 100 VOTES AND 16 VOWELS

34 VOTES - 5 VOWELS
It represents 34% of the area of the vineyard*



34 VOTES - 5 VOCAL
It represents 34% of the area of the vineyard*



8 VOTES - 1 VOCAL
It represents 8% of the area of the vineyard*



7 VOTES - 1 VOCAL
It represents 7% of the area of the vineyard*



6 VOTES - 1 VOCAL
It represents 6% of the area of the vineyard*



4 VOTES - 1 VOCAL
It represents 4% of the area of the vineyard*



4 VOTES - 1 VOCAL Unión De Cooperativas De Navarra
It represents 4% of the area of the vineyard*

3 VOTES - 1 VOCAL Dolare Cooperativas de Rioja Alavesa
It represents 3% of the area of the vineyard*

*Refers to vineyards that are not owned by wineries.

PRESIDENT



COMMERCIAL SECTION: 100 VOTES AND 16 VOWELS

It represents wineries that make 78% of the value of the marketing of Rioja wines.
78 VOTES - 10 VOWELS



It represents wineries that make 9% of the value of the marketing of Rioja wines.
9 VOTES - 2 VOWELS



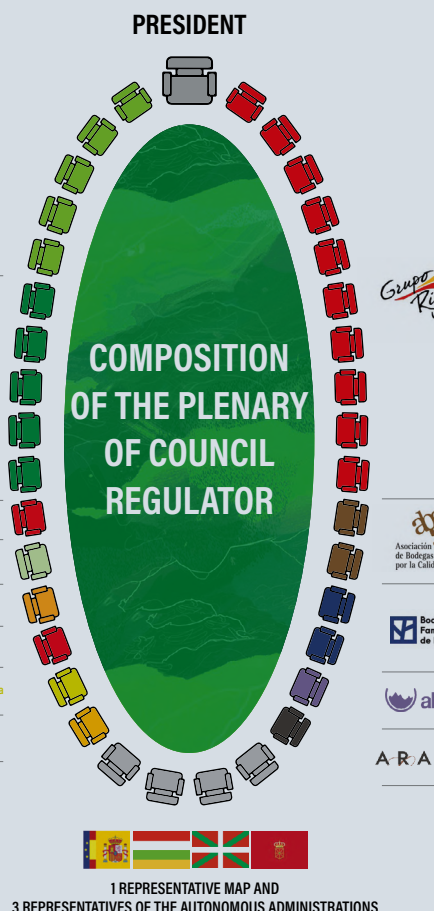
It represents wineries that make 8% of the value of the marketing of Rioja wines.
8 VOTES - 2 VOWELS



It represents wineries that make 3% of the value of the marketing of Rioja wines.
3 VOTES - 1 VOCAL



It represents wineries that make 2% of the value of the marketing of Rioja wines.
2 VOTES - 1 VOCAL



1 REPRESENTATIVE MAP AND
3 REPRESENTATIVES OF THE AUTONOMOUS ADMINISTRATIONS

You can learn more about the functions and composition of the Rioja Control Board [here](#).



2021-2025 Strategic plan: staying committed to the future of Rioja

Driven by the sector to ensure its future and contributing to its competitiveness, the DOCA Rioja Control Board has defined the **2021-2025 Strategic Plan**. This is the roadmap that leads to a future that **ensures the viability of Rioja, its progress in sustainability, and its contribution to developing the environment**. With this plan, Rioja also seeks to **strengthen its brand** and **further reinforce the benchmark position held on the market**.

STRATEGIC AXES

- ❦ **Axis 1:** Striving for a profitable balance and fostering quality.
- ❦ **Axis 2:** Enticing consumers and revaluing the brand and product.
- ❦ **Axis 3:** Promoting wine tourism.
- ❦ **Axis 4:** Leading in sustainability
- ❦ **Axis 5:** Establishing risk mitigation mechanisms.
- ❦ **Axis 6:** Promoting digitalization, innovation, collaboration, and knowledge.

You can consult the Strategic Plan 2021-2025 [here](#).



This is the roadmap that leads to a future that ensures the viability of Rioja, its progress in sustainability, and its contribution to developing the environment.



DOCA PIONEER IN WINE MAKING EXCELLENCE

Rioja is one of the world's leading designations of origin that **offers consumers the highest level of control over the quality and authenticity of its wines**, with, among other guarantees, the exclusive dedication of wineries and vineyards to the production of Rioja wine as well as the obligatory bottling at source for the marketing all its products.

The Designation's rigorous self-control regulations have always rested on the most advanced means, both human and technological, and have been a reference model for other wine-growing regions.

- Rioja implemented the **first guarantee of origin seal in 1925** and the first back labels for aging in 1974
- Since 2000, in addition to the information on quality, origin, vintage, and aging category shown on each seal, a

holographic seal has been added to ensure the authenticity of the product. The guarantee of quality and origin of Rioja wines is attested from the harvest and does not end up until the end of the marketing phase, one of the key moments where the inspection system is applied .

- For its part, the Control Board applies a qualification control to the wineries to verify and validate batches of wine qualified by the winery. The Control Board has recently launched a pioneering project, developed in cooperation with the Institute of Vine and Wine Sciences (ICVV), to further raise the quality standards of Rioja wine and enhance its value. This is a **general procedure for the Tasting Panel** which, through an advanced sensory quality control methodology for the wines of the Designation, standardizes the sen-

sory parameters and attributes involved in the suitability of the wines to be assessed, defining more precisely what Quality means for the Designation.

Year after year, in renewing and approving budgets, the Control Board of the DOCa Rioja allocates a significant amount to the control, preservation, and Quality improvement within the Wine Region.

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Types of wine: winemaking and aging

Rioja has achieved an incomparable diversity of wines, always maintaining their distinct personality and subject to the guarantee of quality offered by the Designation.

Wines can be classified by **Origin** (Zone, Municipality, Single Vineyard) and **Aging** (Generic, Crianza, Reserva, Gran Reserva).

GENÉRIC

These are first or second-year wines that retain their primary characteristics of being fresh and fruity. This category may also include other wines which, even if they have undergone an ageing process, are not certified by the Control Board.



CRIANZA

These wines are ones that have reached at least their third year and remained in oak barrels for at least one year. For white and rosé wines the minimum ageing period in barrels is 6 months, with a minimum period in the cellar of 18 months.



RESERVA

These are wines that have aged in oak barrels and bottles for a total period of 36 months, with a minimum of 12 months ageing in oak barrels followed and complemented by a minimum of 6 months ageing in the bottle. In white wines and rosé the ageing period is 2 years, of which at least 6 months must be in the barrel.



GRAN RESERVA

These are wines that have aged in oak barrels and bottles for at least 60 months, with a minimum duration of ageing in oak barrels of 2 years followed and complemented by a minimum of 2 years in the bottle. For white wines and rosé, the ageing period is 4 years, of which at least 6 months must be in the barrel.



VIÑEDO SINGULAR



The vineyard must be at least 35 years old and the maximum production allowed is 5,000 kilos per hectare for red grapes and 6,922 kilos per hectare for white grapes and with a 65% grape to wine ratio. It must come from a balanced vineyard with a limited vigour. The harvesting must be carried out manually and in an environmentally

friendly manner and its uniqueness must be recognised by the Ministry of Agriculture, Fisheries and Food. They bear a specific guarantee document. The wines made will undergo a double qualitative evaluation, and the second one has to be classed as "Excellent".

VINOS DE MUNICIPIO



Grapes coming from the said "municipality" and which have been produced, grown and bottled within its geographical area. An exception is allowed of including up to 15% of the volume of grapes from neighbouring municipalities, in which case they have to prove a long-standing link with the said vineyard of at least 10 years. The label must

bear the words "Vino de" together with the name of the municipality. The name of the municipality is displayed on the label with characters which are equivalent to or smaller than those used to represent the name of the Rioja Designation. Their documents contain a specific coding. The Board will check the geographical traceability of the product.

VINOS DE ZONA



Grapes from the "area", with the exception of the possibility of incorporating up to 15% of the volume of grapes from neighbouring areas under the same conditions as those described for vinos de municipio.

The name of the area is displayed on the label with characters which are equivalent to or smaller than those used to display the name of the Rioja Designation. Their documents contain a specific coding. The Board will check the geographical traceability of the product, as it does with the Vino de Municipio.

QUALITY SPARKLING WINES

The production of quality sparkling wines using the "Traditional Method" is allowed for all the grape varieties authorised by the Designation, including obtaining rosé and white wines. The label must include "Traditional Method" and the type of dry sparkling wine: *Brut*, *Extra Brut* or *Brut Nature*. They bear a specific guarantee document.

GENÉRIC

The minimum period required in one place for the second fermentation is 15 months.



RESERVA

24 months in the Reserva category.



GRAN AÑADA

36 months in the Gran Añada category.



Recognized quality and prestige

The exceptional quality of Rioja wines and their position among the most important wine regions in the world remains indisputable. Prestigious publications both at home and abroad echo its level of excellence.

- Rioja plays a leading role in Spanish publications and guides such as **Guía Peñín, Guía Proensa, and Guía de Vinos Gourmet.**
- Its recognition and international prestige are visible in **some annual publications such as Decanter magazine's Rioja monograph, Wine Spectator's list of the 100 best wines,** or the exclusive report on Rioja published each year by the Master of Wine Tim Atkin.

Rioja wines also win big in the **major international competitions**, including the Decanter World Wine Awards (DWWA) and the Concours Mondial de Bruxelles.



SUSTAINABILITY IN RIOJA, A KEY LEVER FOR ITS DEVELOPMENT

DOCa Rioja exists to create memorable and sustainable moments; it is committed to its land, its environment, and its people. It performs its work in a sustainable manner, with love and respect at every stage of the process of growing and making Rioja wines.

In its effort to improve and surpass itself every day, the Council has defined **sustainability as one of its strategic pillars, with the firm objective of establishing a leadership position in this regard, positively impacting its territory and contributing to guarantee its future**, seeking those memorable moments that can also be relived by future generations.

Some of the milestones that materialize Rioja's commitment in this area are:

- **Creation of the Committee of Experts on Sustainability**, which, among other initiatives, has estab-

lished the priority Sustainable Development Objectives on which the DOCa's action plan is based, promoting a diagnosis to determine the current state of sustainability in the Designation.

- Constitution of the **Operational Group for the Protection of the Landscape and Vineyard**, which works proactively to protect the landscape as the Designation natural heritage.

- Development of the **"Singular Vineyard"** project, a pioneering initiative in the Spanish wine scene that puts the spotlight on the singularity and uniqueness of different terroirs or vineyard estates in Rioja.

- Development of the **Plan for the Protection of Old and Centenary Vineyards**: Rioja is the region with the largest area of centenary vineyards in Spain and, possibly, in the world.

- Production of **organic and biodynamic wines**, subjecting all stages of the process and value chain to the highest and most rigid sustainability standards, without losing the quality.

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RIOJA AS A WINE TOURISM DESTINATION

Travel 100 km of contrasts

The Rioja wine region is the **wine tourism destination that receives the most visitors in Spain,**

as well as being a worldwide reference destination. With **more than 200 wineries to visit** among over 600 that the wine region has, landscapes and places of dreams and plans of all kinds, Rioja is a winning bet for all the curious, amateurs, and enthusiasts willing to get a glimpse of the wine culture.

Rioja is synonymous with a **differentiated, specialized, and high-quality offer** with experiences tailored to each visitor profile. That is why Rioja is full of surprises and leaves no one indifferent.

100 kilometers of contrasts, with a common denominator, that is, its hospitality. Added up to its open, cheerful, and festive character, years of work with high service standards have consolidated its position as the first wine tourism destination in Spain.

Rioja has a large number of proposals to approach the world of wine through unique experiences, yet all of them have a common feature: the taste for feeling the land, and the environment, connecting with the closest sensations, knowing the treasures that this diverse region has to offer. Discover a land where wine has splashed with incre-

dible contrasts with some ideas for your next trip:

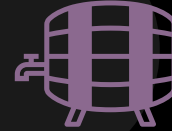
- Stroll through the vineyards on horseback, by bicycle or by segway, or contemplate them from a bird's eye view from a hot air balloon.
- Enjoy yoga and mindfulness sessions outdoors on the winery esplanade.
- Get to know different types of wineries (family-owned, centenary, avant-garde, etc.) through the experiences that each one offers (vertical, sensory, historical tastings, activities also for the youngest members of the family, creative workshops, and endless proposals).
- Indulge and pamper yourself with a spa or wine therapy session in the luxury facilities offered by the wineries. The calm and harmony provided by the diversity of Rioja's landscapes and its natural environment transmit well-being.
- Discover part of the Rioja Wine Routes by hiking and mountaineering, quad biking, kayaking, or canoeing; in Rioja, sport, nature, and culture go hand in hand.

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- Taste incredible pairings with Rioja wine and pinchos or in one of the Michelin-starred restaurants in the region.
- Stroll through some of the most beautiful villages in Spain, located in Rioja, and discover the vestiges of the past by exploring archaeological sites, medieval castles, dolmens, and dinosaur footprints.

Meet wine tourism where it was invented

The Rioja wine region is the driving force behind wine tourism in Spain, the region that receives the most visitors and a national and international benchmark in the wine tourism sector



It is the wine tourism destination with the most visitable wineries in Spain, with more than 200 wineries open to the public.

The economic impact of wine tourism generates high added value for the wineries of the DOPa Rioja and its surroundings, as well as for the rest of the Spanish wine tourism ecosystem.



The weight of international tourism in Rioja continues to grow over the years and now exceeds 29% of total demand, owing in part to its strategy of "premiumization" and supply specialization.

Rioja offers plans designed to be experienced with family, friends, or as a couple. It also hosts events and congresses, with special spaces for MICE tourism.

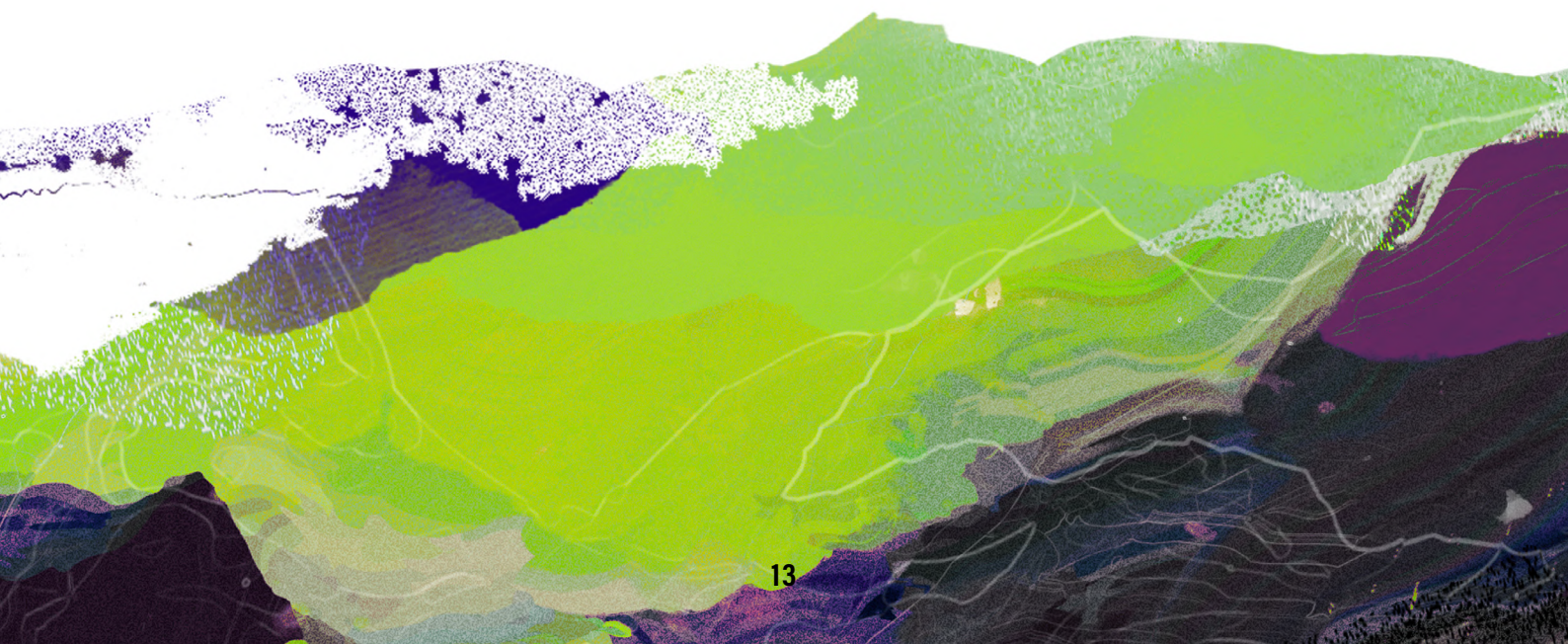


The wineries of Rioja have a high level of tourist specialization. 78% of the wineries in the region open to the public have a specific area dedicated to wine tourism; the professionals working in this area on average have more than 10 years of experience.

For the latest data on wine tourism in the region such as the evolution of the number of visitors, the average expenditure per tourist, the overall economic impact, and other curiosities about wine tourism in Rioja, consult the DOPa Rioja Wine Tourism Monitor 2022 [here](#)



RESOURCES



INFORMATION CONTACT

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