



From 3rd to 5th February 2020
www.barcelonawineweek.com

The new Alimentaria Exhibitions trade fair will bring together most of Spain's wine regions

Barcelona Wine Week will showcase the power of Spanish wine in the international market

The first BWW (Barcelona Wine Week) will aim to become the largest platform for presenting the wide range of wines from practically all Spain's autonomous communities to international operators. Around 550 companies will attend the fair, at which 40 Spanish D.O.s (Designations of Origin) will be represented.

Barcelona Wine Week, organised by Fira Barcelona through its Alimentaria Exhibitions company, will bring together and highlight the variety and quality of the range of wines from the different Spanish regions, providing space for all kinds of wineries and specialities. This innovative professional event will be held for the first time in Hall 8 of Fira Barcelona's Montjuïc venue from 3rd to 5th February 2020.

Based on a disruptive concept and format, the fair, which aims to be the major Spanish wine fair aimed at international operators, will be a sensory journey around the country. Thus, the exhibition space will be divided into two large areas: the main area, BWW Lands, bringing together the wineries separated by Designations of Origin and other quality labels, as well as organic and biodynamic wines, and BWW Groups & Complements, where large groups of winemakers will meet companies offering equipment, accessories and services geared towards the sector. Similarly, distillates will be represented at the fair in the Barcelona Cocktail Art space.

Broad regional representation

The main domestic companies, institutions and organisations in the sector will take part in Barcelona Wine Week. The vast majority of the Autonomous Communities will be represented, as well as 40 D.O.s from around the country. In terms of contracted surface area and the number of exhibiting companies, Catalonia will be the Autonomous Community with the greatest presence, followed by Castile and León, La Rioja, the Basque Country and Navarre.

In total, approximately 550 companies will exhibit at the fair, which will be supported by the FEV (Spanish Wine Federation) and ICEX Spain Export and Investment.

As **Javier Pagés**, President of Barcelona Wine Week and the D.O. Cava Regulating Council, pointed out, "the fair will enable the Spanish wine industry to project the excellence and diversity of its wines to the world and showcase its work and the effort it's making in terms of innovation to diversify its products and adapt them to the different markets".

The trade show will highlight the regions, as well as the quality and uniqueness of each wine

Around 550 wineries from all over Spain will exhibit their products at BWW, at which 40 D.O.s will be represented

High-level buyers will come from strategic 50 countries in terms of Spanish exports

High-level international buyers

Barcelona Wine Week's priority is to increase the business opportunities and maximise the returns of the exhibiting companies, which will be able to establish numerous contacts with foreign wine buyers (importers, distributors, wholesalers, retailers, etc.), with the ultimate goal of increasing their exports.

Through the BWW Hosted Buyers programme supported by ICEX, the fair has invited nearly 300 high-level international professionals from 50 countries regarded as strategic by the sector, headed by the United States, Germany, China-Hong Kong, Canada, the United Kingdom, Sweden, Russia, Denmark, Colombia and the Netherlands. Each of these specialised buyers interested in the Spanish market (of which more than 50% have a turnover of more than 2 million euros per year) will hold a minimum of ten meetings with the selected exhibitors. Some of the most prominent hosted buyers will be US import company Tri-Vin Imports Inc, Weinwelt from Germany, COFCO W&W International from China, Vinoterra from Russia and Selfridges, the British retail chain.

"Barcelona Wine Week has devoted a great deal of effort to attracting the foreign buyers that are of the greatest interest to Spanish companies whose business is largely geared towards exports. At the same time, it will provide international visitors, mostly importers, with an exceptional opportunity to obtain first-hand knowledge of a wide range of high-quality Spanish wines, identify new trends and projects and enjoy original concepts linked to art, music and gastronomy", stated **J. Antonio Valls**, managing director of Alimentaria Exhibitions.

The trade fair's organisers have also invited 1,000 domestic buyers through the VIP Buyers programme. In total, the show expects to attract thousands of professional visitors and hold more than 5,800 B2B meetings.

A programme with over 50 activities

The new event will also be distinctive in that it will host a comprehensive schedule of activities offering surprising sensory experiences and promote wine knowledge, emphasising its links with culture and gastronomy.

The BWW Hub will host different kinds of tasting sessions and talks by prestigious experts, including Wine Spectator executive editor **Thomas Matthews**, sommeliers **François Chartier** and **Ferran Centelles**, Master of Wine **Pedro Ballesteros**, winemakers **Miguel and Mireia Torres** and oenologist **Antonio Flores**, among many others. Some of the topics the speakers will address will be: sustainability and respect for the land, the new ways of acquiring and consuming wine, the digital wine market, the latest trends in cocktails (such as non-alcoholic distillates) and sustainable distilleries. In addition, a series of synesthetic tastings will take place at the BWW Hub, where participants will be able to experience how music can affect the taste of wine.

Spain, the largest global exporter of wine

With the largest cultivated area dedicated to vineyards (953,000 hectares) in the world, Spain holds first place in wine exports, with more than 21 million hectolitres per year, according to data provided by the OEMV (Spanish Wine Market Observatory). Spain also increased its exports of bottled wine by 1.9% in the first ten months of 2019, a figure representing 802.3 million litres and valued at over 1,830 million euros. The main destinations for Spanish wines are the United Kingdom, Germany and France, although the most significant upticks in sales have been observed in Portugal, Japan, Canada and Russia.

Barcelona, February 2020

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The trade show offers activities that combine promotion with innovative ways of approaching wine

Training and activities for the five senses at Barcelona Wine Week

Tasting sessions linked to music and art together with training courses to learn about the latest trends in the sector. BWV will deploy a program of activities that will seek to create a 360-degree wine experience for visitors and in which women wine producers will play a central role. In addition, there will be cocktail sessions and activities in different places in Barcelona that will enable the fair to reach the whole city.

Making wine an experience for all five senses. With this in mind, Barcelona Wine Week presents a programme of activities that will associate wine with arts such as music and sculpture, thus renewing the traditional concept of the wine experience.

In addition, the trade show includes a complete training programme where professionals will be able to learn about the latest trends in the sector thanks to dozens of talks and debates. As **Marta Macías**, Project Manager of Barcelona Wine Week, points out, "we want the activities at the trade show to look at wine from all angles, to provide the most complete experience possible".

A sensory experience in the BBWHub

BBWHub, the training and experimentation area of the trade show, will bring together many of the activities. The Tasting Area will be there, where a dozen tasting sessions will be held to get an overview of wine in all its aspects. As an example, **Pedro Ballesteros**, Master of Wine from Spain, will lead a tasting of the best grenaches, and **Ferran Centelles** and **David Seijas**, sommeliers at El Bulli for a decade, will talk about wine promotion techniques in another tasting. Other participants will include **Antonio Flores**, oenologist and master blender specialising in sherry, **François Chartier**, expert in pairing and **Miguel and Mireia Torres**, from Bodegas Familia Torres.

In addition, at BBWHub wine will be linked to other sensory worlds, such as literature and music. Professionals will find in Books&Wine a book store with space to relax and consult books specialized in wine. The synesthetic tasting table will be close by, showing how music can affect the taste of the wine. The trade show will also have its own theme music, composed especially for the occasion, which will create a welcoming and inviting atmosphere designed to enhance the tasting experience.

Wine tasting will take place at the Tasting Area, combining wine with rock & roll and habanera songs

The Fabulous 50 by Women Wine Bar will be an invitation to taste 50 wines created by women

At BWV Gastronomy, restaurants such as Gresca and Monocrom will cook tapas that will be paired with wines presented at the trade show

Wine experts to know the latest trends

BWWHub will also have an area to bring the latest trends to professionals in the sector. The **Speaker's Corner** lectures and talks will feature the participation of prestigious experts, such as **Tom Matthews**, Executive Director of The Wine Spectator, who will talk about how Spanish wine is appreciated in the United States. **Bernat Guixer**, researcher at Celler de Can Roca, will present his proposal to make the world of wine sustainable, a few weeks after serving the menu of the Madrid Climate Summit; among others, **Agustí Peris**, sommelier and wine philosopher, will explain the importance of valuing the terroir in his work.

'Online Distribution of Wines' and 'Wine Tourism 3.0' are other examples of a programme of around 30 lectures that will pay special attention to the relationship between wine and the digital world.

Women will play a central role at the trade show

One of the great attractions of BWWHub is **Fabulous 50 by Women**, an extensive self-guided tasting area that will celebrate about fifty wines in which women are the protagonists. Unique and sustainable wines that are selected by a panel of expert oenologists and sommeliers, and will pay tribute to the role of women in the world of wine, where they are becoming increasingly central.

Women will also lead the two art installations that will preside over the trade show. Firstly, there is the spectacular installation **Purple Horizon**, by **Nika López**, a suspended centrepiece made from organic materials from the vineyard. Secondly, **María Ortega** will create a wall painting inspired by vineyard landscapes in which the public can participate by capturing memories and emotions associated with wine.

Gastronomy, pairings and cocktails

Outside BWWHub, **BWWGastronomy**, the gastronomic area of the trade show, will highlight the Mediterranean diet and the nutritional value of wine thanks to the participation of seven restaurants (Gresca, Xerta, Monocrom, D'Aprop, Casa Xica, 130 and Oriol Balaguer), which have designed tapas exclusively for the trade show, and which will be paired with some of the wines on display.

Additionally, BWW will devote a generous space to cocktails and distilled beverages, **Barcelona Cocktail Art**, which will enhance the training and tasting sessions arranged by experts from this country and abroad. The three thematic one-day seminars planned in this area will be dedicated to 'Sustainability of Regions', 'Trends and New Paths' and 'Back to the Origins'.

BWW likes the city!

For the purpose of involving the host city in the event, during the days the event is held, **BWW likes the city!** will be launched as a programme of activities by which BWW escapes the trade show, impregnating the city with wine, allying with sectors of commerce, culture and leisure.

For example, throughout the days of the trade show, the Wine Tourism Information Point at Mirador de Colón will offer a complimentary drink with the entrance to the monument to celebrate BWW. La Llotja de Mar will host the Barcelona International Bubbles Awards, an international competition to determine the best rosé sparkling wine, while the *Associació d'Amics i Comerciants de la Rambla* will organise a tasting at the Palau Moja. G-Night will be held as well, a party at the Sir Victor Hotel to celebrate Garnacha Day, and some restaurants in Las Arenas Shopping Centre will offer pairings with wines that will be presented at BWW. Furthermore, Barcelona Cocktail Art will extend its influence beyond the Fira and will feature the participation of 80 Barcelona cocktail bars such as dr. Stravinsky, Paradiso or Dry Martini, which will create cocktails specially designed for the occasion.

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A large number of the fair's wineries will present the products that will be setting trends in the market

Sustainability and territory lead the way for novelties at BWV

The first edition of Barcelona Wine Week will bring together hundreds of domestic and international wineries and distilleries to showcase the new products that will set trends in the sector in the near future. Sustainability and ecology will be prominent elements, with an increasing presence of natural, ecological and biodynamic wines. The other keynote will be innovation. Unusual ways of drinking wine and new distillates will be other hallmarks of the fair.

Sustainable and ecological products are a global trend, and the wine sector has not been unaffected by this movement. For this reason, many of the new products on show at Barcelona Wine Week (BWV) will point to a wine world that cares more for the environment.

One good example of this is the **muddy wine** from the **Rendé Masdéu** winery. In October 2019, flooding destroyed the facilities of this Tarragona firm, leaving hundreds of bottles beneath the mud. To recover, the winery sold the bottles covered with clay, turning them into a symbol of the effects of climate change, to such an extent that the Roca brothers served this wine on the menu they designed for the recent Climate Summit in Madrid.

High mountain wines are another good example of the same trend. Those produced by **Batlliu de Sort** and **Celler de Auvinyà**, among others, are examples of wines that are produced at higher altitudes than usual, seeking to avoid the increase in alcohol concentration and the loss of acidity that occurs at lower altitudes, where heat is increasingly persistent due to climate change.

Another growing trend related to sustainability is the increase in the number of natural, ecological and biodynamic wines. For instance, the **Parés Baltà** winery, a leader for biodynamic wines, will present its **Amphora Roja** and **Amphora Brisa**, two wines matured in clay amphorae made from materials found in an ancient Iberian oven from the winery's vineyards, an example of wine that is deeply rooted in its native land.

Healthy wines: non-alcoholic and to lower blood pressure

Wine is reinventing itself to remain attractive, seeking new forms of display and sale. Innovating its packaging to present drinks in a more attractive way to a younger target is one of these alternatives.

Healthy eating is another global trend, and it is also changing the way we consume wine. One good example of this trend is **Elivo's alcohol-free wine**. To make it, the brand, which also produces **halal wines**, removes the

Sustainability will be reflected in the wide range of natural and biodynamic wines

Wineries are innovating to create new ways of drinking wine that make this beverage attractive to all kinds of people

Distillates are being reinvented to offer everything from impossible flavours to alcohol-free spirits

alcohol while ensuring that it retains its usual taste and all its aromatic properties. The same company makes **wines with healthy properties** such as the **Tensia** range, which reduces blood pressure, and the **Longevia**, with antioxidant attributes.

Besides, an example of creativity in wine industry is **Wine Loves Music**, a marketing company that pairs wines with music, creating the most appropriate melody for each bottle. One of the founding partners is David Santisteban, a musician who has worked with artists like David Bisbal and Malú. Visitors will be able to listen to his creations during synaesthetic tastings organised by Wine Loves Music at the BWWHub.

From local to global

Two Spanish wines that are currently enjoying a boom as a result of the revalorisation of locally-sourced products will be well-represented at the fair. The “Sherry Revolution” is undoubtedly one of the trends marking the sector. The presence of this kind of wine in haute cuisine and the opening of “sherry bars” serving only these wines in England have restored its prestige. Jerez will be well-represented thanks, among other firms, to **Bodegas Yuste** from Cadiz, which will bring its **Amontillado Conde de Aldama**, an artisan bottled wine that recently won an award at the International Wine Challenge held in London.

Similarly, another revolution on display at the fair will be that of *txakoli*, a wine which, like sherry, has refined its production; previously regarded as a minor wine, it is now praised for its complexity and to be found in the most important kitchens. This is illustrated by the **Uno txakoli** of **Bodegas Bat Gara**, made from the native *Hondarribi zuri* and *Riesling* varieties.

One of the largest exhibiting wineries, **Jean Leon**, will be launching the vintage of one of its iconic wines, **Vinya La Scala Cabernet Sauvignon Gran Reserva**, one that is only made in years with exceptional harvests, such as 2013. The label of this wine features the work of the artist Gloria Muñoz, capturing the landscape of the Penedès vineyards. In the same way, the **Otazu** wineries, renowned for merging art and wine with their Otazu Vitral project, will present their **Merlot Rosé**, made using the traditional bleeding method which respects the quality of the fruit to the full.

Distillates innovate too

Companies will also bring their new products to Barcelona Cocktail Art, the distillates fair at which the latest trends in the sector will be on display. The local region will be present in the **40° 48N Harbour gin**, whose tiny batches are made the artisan way in the Ebro Delta, an area that has suffered the consequences of climatic phenomena in recent days, and the **Vodka Orgánico Palma** produced by **Mallorca Distillery**, made entirely on the Balearic Island with its organic wheat and salt flower.

As for **Priorat B&D Lab**, it will also evoke the region, although it will use innovation to reinterpret it. Thus, it will present its hot **Dos Déus** vermouth, one that explores the North European tradition of *glühwein* or mulled wine. Other innovations will include **Ayuuk**, the Mexican chili distillate made by **Empirical Spirits**, the distillery founded by two former Noma employees that creates impossible flavours, and the **Chilean Moonshine “Revolution”** whisky, made from beer waste.

The first Barcelona Wine Week, the professional wine fair organised by Fira de Barcelona through its Alimentaria Exhibitions company, will be held in Hall 8 of Fira de Barcelona’s Montjuïc venue from 3rd to 5th February 2020 with the participation of some 550 wineries exhibiting and 40 D.O.s (Designations of Origin).

Barcelona, February 2020



BARCELONA WINE WEEK

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Fira Barcelona

Alimentaria Exhibitions

Barcelona Wine Week will host an exhibition area for spirits

Barcelona Cocktail Art will point out the last trends in cocktails and distillates

The area will be thought-provoking on the future of the industry through talks by experts in the sector and will show a complete range of products in its exhibition area. Barcelona Cocktail Art, now celebrating its second edition, is part of Barcelona Wine Week, the leading Spanish wine trade show organised by Fira de Barcelona through its company Alimentaria Exhibitions.

With the concept *The future is green*, the Barcelona Cocktail Art section will bring together, through a full programme of lectures and round tables led by more than a dozen professionals from the sector, all the innovation in the industry to become a learning space. It will also have an exhibition area where new business opportunities will be created.

Among the speakers already confirmed to participate in Barcelona Cocktail Art are **Óscar Díez**, director of Wine Mixology, who will talk about the relationship between cocktails and wine; **Oriol Solá**, director of Food and Beverages at Marugal Hotel Management, who will bring attendees closer to the tradition and customs of sake; and **Daniel Gutiérrez**, archaeologist and consultant in Sustainable Development Strategies at Diagnosis Cultural, who will explain the value of landscape in products.

Javier Caballero and **Sheila Osorio** will also be there, founders of Alma, who will tell the story of this project, which aims to exchange knowledge through the beverages industry; **Andrea Lorusso**, who will talk about the art of using nature to create drinks with simple preparations, through the particular example of ratafia; **Ester Bachs**, expert in wine strategy, marketing and communications, who will dedicate her speech to vermouth and other trends; and **Pere Castells**, president of the Science and Cooking World Congress Barcelona, one of the creators of the former scientific department El Bulli and who will talk about cocktails for all segments of society through the reduction of alcohol.

As for international experts, the participation of **Christopher Stewart** from Denmark stands out; he will delve into the internal workings of the creative process of Empirical Spirits, a firm engaged in research and creation of distillate flavours; and **Gregory Constantine**, who will come from New York to present Air Co. the first vodka in the world with a negative carbon footprint.

Three thematic areas

The programme of lectures and round tables is structured around three themes. First, *Sustainability and Land*, in which we will talk about local products, ethnic and ethical distillates and sustainability in bars, for example, bars located on islands. *Trends and New Paths* will be focused on understanding the past, while also looking to the future and new trends. For its part, *The Future is Green* will offer a global vision of the distillate

Barcelona Cocktail Art is structured around three themes:

Sustainability and the land, Trends and new paths and The future is green

More than 80 bars in Barcelona will be involved through BWV likes the city!

The BCA Sustainability Spirits Awards will recognise sustainability and responsibility in the sector

revolution, from non-alcoholic to ethical – which takes into account their impact on the environment and communities – and democratic – with production methods within the reach of smaller budgets.

The area will also host the **BCA Sustainability Spirits Awards**, which will recognise sustainability and responsibility in the beverage, distillate and cocktail-related products sector. The aim of these awards is to value the effort and work of companies in their commitment to disruptive and sustainability-related projects. The **BCA Latam Leader** award will also be presented, which this year goes to **Celso Loyola**, creator of the Chilean Moonshine Whisky, made from beer waste and which will be on display at the trade show.

George Restrepo is co-organiser of the area through Coctelería Creativa, the leading website in cocktails and spirits in Spanish and one of the five most influential ones in the sector in the world, with nearly 200,000 followers. **Restrepo** explains that *"sustainability is an imminent challenge for the distillery industry. Customers are demanding higher quality products, information on their traceability, transparency of processes, reduction of the environmental footprint and alternatives for new consumption needs"*.

Marta Macías, Project Manager of Barcelona Wine Week, explains that *"Barcelona Cocktail Art will combine business promotion with the more informal side of the cocktail and spirits sector. Our aim is that this space will have something for everyone, thanks to its unique content and an innovative proposal"*.

The city of Barcelona will be involved

During Barcelona Wine Week, the city of Barcelona will be involved in the activities of the trade show program through **BWW likes the city!** This is an off-site 360° action plan that involves various business sectors, from catering to hotels, including specialised and fashion shops, decoration and culture.

Regarding the Barcelona Cocktail Art section, more than 80 bars will join the BWW Likes the City! initiative, which aims to connect the end consumer with the cocktail and distillery industry through special drinks designed just for those days.

Among the bars that have joined this initiative are those owned by influential bartenders such as: Jordi Reig and Julio Montero (Coctelería Torre Rosa), Daniela Sanguinetti (Rara 39), Jerónimo Vaquero and Pedro Rodríguez (Boadas), Javier de las Muelas (Dry Martini Organisation), Josep María Gotarda (Ideal Cocktail Bar), Juan José González (Caribbean Club), Santiago Ortiz (33 by Santi Ortiz), Ignacio Ussía (The Alchemix), Mike Cruickshank (XIX Bar y Balius), Pablo Pelatti (Pelatti's Vermuteria), Ángel David Asencio (Dux and Konbe Bar), Lito Baldovinos and Pau Ritter (Grupo La Confitería), Xavier Pernía (Tandem Cocktail Bar), Enrique Prado Gamboa (Bar La Higuera) and Roger Rueda Crespo (Dr. Lagarto).

Barcelona, February 2020

Monday 3rd

11:00 am - 11:45 am
BARCELONA COCKTAIL ART – Presentation
Wine Mixology
Óscar Díez, director Wine Mixology

11:45 am - 12:30 pm
BWWHUB - SPEAKER'S CORNER - Round Table
From the vineyard to the wine glass via your smartphone
Gloria Vallès, CEO Winestyle Group
Alberto Saldón, director Bodega Lalomba
Amaya Cervera, founder of Spanish Wine Lover

11:50 am - 12:35 pm
BARCELONA COCKTAIL ART - Round Table
Sake, tradition, production and use
Oriol Solà, food and beverage manager Marugal Hotel

12:40 pm - 01:25 pm
BARCELONA COCKTAIL ART – Presentation
Sustainability and land
Dani Gutiérrez, Archaeologist and consultant at Cultural Diagnosis

01:30 pm - 03:00 pm
BWWHUB - TASTING AREA -Tasting and pairing
Tasting of sea wines with habanera singing
Jordi Grau Segarra, oenologist Grau Wines and Liqueurs
Armando Guerra Monge, director Bodegas Barbadillo

02:30 pm - 03:30 pm
BWWHUB - SPEAKER'S CORNER - Presentation
The dissonances of wine
Oscar Moreno, psychologist and marketing director Wine Loves Music
Samuel Miranda, CEO and musical director Wine Loves Music
**This activity will also be held on Wednesday 5 at 01:30 pm.*

03:30 pm - 04:30 pm
BWWHUB - SPEAKER'S CORNER - Round Table
Wine Tourism 3.0, tasting the land through networks
Meritxell Falgueras, free-lance Wine and the city
Anne Cannan, Management Bodega Clos Figueras
Adriana Ochoa, technical director Bodegas Ochoa

03:30 pm - 05:00 pm
BWWHUB - TASTING AREA - Presentation
Grenache and climate change
Pedro Ballesteros, sommelier and Master of Wine
Joan Ignasi Domènech, Terra de Garnatxes

05:30 pm - 06:30 pm
BWWHUB - TASTING AREA -Tasting
Ancestral varieties / climate change
Miguel Torres, general manager Torres Family
Mireia Torres, director of innovation and knowledge Torres / Jean Leon Family

Tuesday 4th

11:00 am - 11:45 am
BARCELONA COCKTAIL ART – Presentation
The sustainable bar
Mario Villalón, co-founder of Angelita Madrid
Pere Castells, President Science and Cooking Word Congress Barcelona
Raimondo Palomba, bar manager at Atelier in the Canary Islands

11:45 am - 12:30 pm
BWWHUB - SPEAKER'S CORNER - Round Table
The (visual) language of wine
Rafael Del Rey, President of the Spanish Wine Market Observatory
Albert Virgili Hill, co-owner of Democratic Wines. Xitxarel-lo
Maria Garrido, Marketing Director of Bodega Martín Códax

11:50 am - 12:35 pm
BARCELONA COCKTAIL ART – Presentation
The distillate revolution
Chris Stewart, head of R&D at Empirical Spirits

12:00 pm - 01:30 pm
BWWHUB - TASTING AREA -Tasting
Wine & Rock'n'Roll
Pilar De Haya, event manager at Lavinia
Frederick Oldenburg, Freelance journalist
Juan Manuel Bellver, general director of Lavinia

12:40 pm - 01:25 pm
BARCELONA COCKTAIL ART – Presentation
The future of distillates
Gregory Constantine, CEO of Air Co.

01:30 pm - 03:00 pm
BWWHUB - SPEAKERS' CORNER - Presentation
An international vision of Spanish wine, an American perspective
Tom Matthews, Executive Editor at The Wine Spectator

03:30 pm - 04:30 pm
BWWHUB - TASTING AREA - Tasting
Cava, universal harmony
François Chartier, creator of harmonies for D.O. Cava
Javier Pagés, President of DO Cava

05:00 pm - 06:30 pm
BWWHUB - TASTING AREA - Tasting
Balance in the winery
Ferran Centelles, sommelier at elBulliFoundation
David Seijas, sommelier and founder of Gallina de Piel Wines

Wednesday 5th

10:30 am - 12:00 pm
BWWHUB - TASTING AREA -Tasting
Biological ageing, to the limit
Antonio Flores, oenologist and master blender specialising in sherry wines at González BYASS

11:45 am - 12:30 pm
BWWHUB - SPEAKER'S CORNER - Round Table
The world of wine is not sustainable, shall we make it sustainable?
Bernat Guixer, researcher at Celler de Can Roca
Sebastien Andrés, country manager at Viventions Spain and Portugal
Dani Martínez, sommelier at Celler de Can Roca
Arturo Montalvo, National Sales Manager Península Viticultores

12:30 pm - 01:30 pm
BWWHUB - SPEAKER'S CORNER - Presentation
Natural terroir, beyond words - the sommelier's trade
Agustí Peris, sommelier
Manel Pla, CEO of Terroir Champenois

01:30 pm - 02:30 pm
BWWHUB - SPEAKERS' CORNER - Presentation
The dissonances of wine
Oscar Moreno, psychologist and marketing director at Wine Loves Music
Samuel Miranda, CEO and Music Director at Wine Loves Music
**This activity is also held on Monday at 02:30 pm.*

03:00 pm - 04:00 pm
BARCELONA COCKTAIL ART- Presentation
Non-alcoholic distillates uncovered
Eugenio Muraro, founder and CEO of MeMento
Paul Mathew, founder of the alcohol-free aperitif Everleaf Drinks

04:00 pm - 05:00 pm
BARCELONA COCKTAIL ART – Presentation
Women in power
Montse Pujada, coach

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27.01.2020
Darrera actualització del llistat d'expositors
Ultima actualización del listado de expositores
Last exhibitors' list update