

The spanish wine event
2nd edition

PRESS KIT



BWW

BARCELONA WINE WEEK

4-6.04.2022

Recinto Montjuïc
Pabellón 8

BWW

BARCELONA WINE WEEK

From 4th to 6th April 2022

www.barcelonawineweek.com



Fira Barcelona

Alimentaria Exhibitions

The second edition of the trade show brings together 650 companies and more than 60 PDOs

Barcelona Wine Week shows the greatest range of quality wines from all over Spain

With a full house at its exhibition space, Barcelona Wine Week (BWW), which will be held from 4 to 6 April at Fira de Barcelona's Montjuïc venue, is establishing itself as the benchmark event for Spanish wine. Around 650 Spanish wineries and more than 60 Spanish Protected Designations of Origin are taking part in the second edition, which will focus on international business and on the evolution of sustainability and digitisation in the sector as major challenges for the future.

The event will occupy full capacity in Hall 8 of Fira de Barcelona's Montjuïc venue, 10,000 m² of net exhibition space, a 20% increase in the number of participating wineries and a 50% increase in the presence of quality labels compared to the previous edition. BWW consolidates the leadership of its unique proposal, which brings together a quality offer representative of all the geographical and varietal diversity of wine in Spain, mainly structured by region.

Within the trade show, the BWW Lands area will grow by 30% compared to the first edition and will bring together a large part of the Spanish Protected Designations of Origin (PDO). The ones that add the largest number of wineries are: DO Cava, DO Empordà, DO Jumilla, DO Montsant, DO Navarra, DO Penedès, DO Ribera del Duero, DO Rueda, DO Terra Alta, DO Ca Rioja and DO Ca Priorat. In this space, structured by quality labels, there are shown both small wineries and established groups of the stature of Familia Torres, Bodegas Pinord, Abadal, Grupo Enate and José Pariente.

For its part, BWW Brands will bring together some of the most emblematic and recognised wine brands, together with companies offering equipment, accessories and services for the wine sector. Protos, Marqués del Atrio, Perelada and the Freixenet are some of the major wineries that will be exhibiting for the first time at the show, while Araex, Juvé&Camps, Matarromera, Bodegas Manzanos, Iguazú Vinos and Vermuts Miró, among others, will once again be taking part.

"This is a great edition that has received the support of wine companies, quality labels and institutions in the sector. We've achieved to bring together the largest offer of quality wines in Spain with the objective of promoting business and the opening of new markets, and thereby help a sector at a key moment to address its great challenges and opportunities for the future," says Javier Pagés, president of BWW and the DO Cava.

BWW reaches full occupancy with the participation of most of the country's PDOs

350 top international buyers have scheduled more than 4,000 business meetings

The programme of activities includes 80 experts to discuss indigenous varieties, digitalisation in wineries and wine tourism

International boost

In this sense, Barcelona Wine Week promotes its chosen international focus by contributing to the wine market's reactivation, encouraging the culmination of business deals and favouring exports.

"Events such as BWW contribute to projecting a complete country-brand image of our product, which is beneficial for the increase of its value in the market, an objective shared by all the players in the sector", says José Luis Benítez, CEO of the Spanish Wine Federation (FEV), an organisation that has supported the event since its first edition.

Through the Hosted Buyers invitation programme, in partnership with ICEX, will visit the trade show to meet with exhibitors; around 350 international wine buyers from 52 countries, mainly from Europe, Latin America and North America. These are major opinion leaders from distribution companies, importers and supermarket chains whose presence at the event will lead to more than 4,000 business meetings with exhibiting companies. They will be joined by 1,300 national buyers from large-scale distribution, retail and specialised outlets. In total, it is estimated that around 20,000 professionals will visit the trade show.

More than 35 talks and tastings scheduled at BWWHub

Local varieties as a point of reference for sustainable viticulture will be the main focus of many of the activities that will take place in the BWW Hub, the area in which, with the help of around 80 experts, more than 35 sessions will be held aimed at enhancing the educational and sensory experiences linked to wine, some of which will also be focused on business.

Master of Wine Pedro Ballesteros and Sarah Jane Evans; winemakers Miguel A. and Mireia Torres, Carlos Moro, Mauricio González Gordon and Núria Altés; sommeliers Ferran Centelles and Giorgia Scaramella and the professor of viticulture at the University of La Rioja, Fernando Martínez de Toda, among others, will discuss sustainability in the world of wine and participate in tastings and presentations.

All those attending the trade show can access the 'Wine Tasting Journey / Hidden grapes', a self-tasting bar where 57 products of small productions made from 47 indigenous minority varieties are available.

Wine tourism, digitalisation, innovation and business opportunities will be other central themes of the sessions at the BWW Hub, with the support of the Spanish Wine Federation (FEV in its Spanish initials) and the participation of renowned experts such as the president of Chartier World LAB Barcelona, François Chartier; the Master of Wine Frank Smulders; the guidebook authors José Peñín, Andrés Proensa and Lluís Tolosa; the sommeliers María José Huertas and Zoltan Nagy; and the CEO of the Spanish Wine Market Observatory, Rafael del Rey.

27 proposals for selected pairings

BWW Gastronomy is the space where wine will be highlighted in the restaurant industry through its wine pairing proposals: there have been selected a total of 27 wine references -including white, black, rosé, sparkling and sweet wines-, which will be paired with their respective 27 dishes. Nine different pairings will be offered on each of the three days of the trade show.

In addition, from 1 to 8 April, the BWW Likes the City programme will involve various restaurants, hotels, specialised shops and cultural spaces around the city of Barcelona, which will show their complicity with the world of wine by offering tastings, food and wine pairings and other experiences both to professionals visiting the trade fair and to citizens interested in wine culture.

Some of the establishments and cultural centres that have joined this initiative, in collaboration with Barcelona Turisme, are the hotels Mandarin Oriental, Barcelona Golf Resort and Mas de la Sala; MOCO Museum and the restaurants Bartreze, L'Escamarià, Pura Brasa and Happy Rock. In addition, within the framework of BWW Likes the City, the Barcelona Rosé International Bubbles Awards ceremony and the G-Night, the great Grenache party, will take place.

Barcelona, April 2022

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The show will be a showcase for new and innovative products

Indigenous varieties set the trend in the vintages to be presented at BWV

The largest Spanish wine fair will showcase the rise of indigenous varieties and the wide range on offer from wineries to move towards greater sustainability of crops and production. At the same time, at Barcelona Wine Week you can discover curiosities such as rock, geek and underwater ageing wines or a giant concrete tank in the shape of an egg.

As well as being the star attractions of the programme of activities at the second edition of Barcelona Wine Week, local grape varieties also play a prominent role in the new products that numerous wineries will be presenting at the trade show. The recovery of these almost extinct grapes can make a decisive contribution to the development of more sustainable initiatives.

In this regard, Castile and Leon - Tierra de Sabor will present an experimental project on minority varieties. Their research team found more than 1000 vines that could belong to 129 different varieties in almost 200 plots. 14 of them had very good oenological and/or agronomic qualities and were also very good at adapting to climate change in their places of origin. These are grapes capable of performing well in the vineyard and forming part of a blend, different from one another and also different from the established varieties.

For its part, the artisanal micro-winery Garage Wine has specialised in rescuing indigenous, local or minority varieties from Castile la Mancha. They work eight plots of land from which they make a total of ten wines that are totally plot-based and which they vinify as 100% single-varietal. This year they will produce around 16,000 bottles.

Bodega Berroja, which is celebrating its 20th anniversary, will present a Txakolí made using the ancestral method, with whole grapes of the native Hondarrabi Zuri variety, from a steeply sloping plot with a stony soil with great drainage capacity.

A Penedès with height and an underwater albariño

Part of the vineyards of the Parés Baltà family winery - one of the first wineries to be certified organic (2002) in the area and biodynamic (2013) in the whole peninsula - are located at 700 metres above sea level, in the highest area of the Penedès. Currently, the two oenologists are experimenting with almost forgotten ancestral varieties such as Moneu

Large and small wineries are reintroducing indigenous varieties in the production of new wines

The range of certified organic wines from all the DOs participating in the trade show is increasing

Innovative winemaking and packaging techniques will also be presented at the trade show

and Forcada. Some of them have proven to be highly drought-resistant and long-cycle. The result of these microvinifications is Neoltic, the new 2021 vintage of Sumoll, with a very limited production of 400 bottles.

From the Rías Baixas emerges one of the most curious references to be shown at the trade show: ATTIS Mar, an Albariño with six months of underwater ageing. This winery also makes two orange Albariño wines that are very well received by consumers of natural wines.

Organic and vegan

El Lagar de Moha, a family winery in the Rueda D.O. in the process of converting to biodynamics, will show its wines with organic and vegan certification. An example of the winery's innovative mentality is its Tiempos Modernos, an organic Godello, the first of its designation of origin.

Another winery that makes organic and vegan wines is Dominio de Punctum, which makes *pét nat* (*Pétillant Naturel*), i.e. natural, unfiltered sparkling wines. The technique for making them is the oldest technique for producing sparkling wines (predating the traditional method by 200 years). This wine is fermented once in the tank, no sugar is added and before the end of the process it is bottled and the fermentation is finished. The result is a rustic wine with minimal intervention, enjoying all the benefits and authentic flavours of organic farming.

Rock 'n' roll wines... and freaks

Do rock and wine go well together? At Wines N' Roses they know they can, and that's why they offer a range of wines based on some of the most successful rock songs in history: The Final Countdown (Europe), Highway to Hell (AC/DC), Sympathy for the Devil (The Rolling Stones), Light My Fire (The Doors) or Born to Be Wild (Steppenwolf).

For its part, Enológica Wamba wants to expand its market share with the second vintage of its Friki range, especially its Friki Parcelarios Cavarrosa Alta, Cavarrosa Baja and Villaveta wines, and its skin wine, Friki Naranja.

Egg-shaped concrete tanks and wines in cans

Some wineries will defend their commitment to new wine-making techniques. This is the case of Bodegas Pandora, in the Rueda DO, with the launch of Pandora Ovo, a Verdejo aged in concrete eggs, a pioneering technique in the area, as it is a process that has never been used before in this appellation.

Sonoma by SAS, a manufacturer of concrete tanks, will be presenting SuperEgg, a globally unique format that allows the terroir to be clearly displayed on the bottle, at the fair. The ovoid shape of the tanks brings advantages in the vinification of reds, as it achieves intense macerations, a great aroma and a strong grape colour. The production of white and sparkling wine in these tanks is also ideal, as oxidation is prevented.

In terms of packaging techniques, a growing trend in the world but still incipient in Spain is canning. At BWW, Wild Goose Filling and Los Bucaneros Canning will showcase their solutions for wine producers to access this increasingly popular format among young consumers in other countries at the Canned Wine Corner.

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Around 80 experts will take part in over 35 informative and entertaining activities

Sustainability, wine tourism and innovation, the main themes of Barcelona Wine Week

The second edition of Barcelona Wine Week (BWV) features one of the most attractive programmes of talks, tastings and presentations, led by renowned personalities from the world of wine. Around 80 internationally-renowned experts sommeliers and oenologists such as Sarah Jane Evans, Pedro Ballesteros, Frank Smulders, François Chartier, Miguel and Mireia Torres, Ferran Centelles, Audrey Doré, Giorgia Scaramella, José Peñín, and Andrés Proensa, among others, host the sessions organised by the leading Spanish wine trade show.

The key role of indigenous grape varieties and their contribution to sustainable cultivation and markets is the common thread running through much of BWV's activities. Trends such as wine tourism, wine culture, digitalisation and innovation in the sector will also feature prominently at the event. Around thirty sessions will take place in different areas of the BWV Hub area, aimed at promoting educational and sensory experiences linked to wine. Some will also be focused on business.

The presentation of Master of Wine Frank Smulders, expert in Spanish wine, will discuss the reputation of Spanish wines in the world and European markets' interest in leading wines made from local varieties. Another Master of Wine, Sarah Jane Evans, writer and editor at Decanter, will participate in the sessions 'Garnacha versatility in the context of climate variability' and 'Cava 2.0'. The era of sustainable development', the latter together with Pedro Ballesteros MW, Fernando Mora MW, Ferran Centelles, sommelier collaborator of elBullifoundation / Sapiens del Vino and Javier Pagés, president of BWV.

The tasting talk by Mireia Torres, director of Innovation and Knowledge at Familia Torres, and Sergi Castro, sommelier at Familia Torres, addressed the question of why native varieties can become part of the solution for the viticulture of the future.

Mediterranean identity

Bárbara Mesquida, winemaker and creator of Mesquida Mora; Pilar Salillas, oenologist and director of Bodega Lagravera, and Pepe Mendoza, winemaker and creator of Casa Agrícola, will defend Mediterranean identity through their native varieties at a tasting. François Chartier, one of the world's leading experts on blends and aromas and president of Chartier World LAB Barcelona, will preview the impact of the landscape's biodiversity on the flavour profile of wines.

Native grape varieties of sustainable production, the highlight of BWV's programme of events

Prestigious winemakers, oenologists, sommeliers, academics and wine critics will share trends to follow

Pedro Ballesteros, Sarah Jane Evans, Frank Smulders, François Chartier, José Peñín and Andrés Proensa, among the line-up of experts

To share positioning and trends in the consumption of wines made from local grape varieties in catering in recent years, three prestigious sommeliers from Spanish restaurants — Giorgia Scaramella, from Marc Fosh (Palma de Mallorca), Jon Andoni Rementeria, from Remenetxe (Gernika) and David Robledo, from Ambivium (Peñafiel) — will introduce and guide a tasting of six great wines in this category. In addition, Audrey Doré, head sommelier at the restaurant El Celler de can Roca (Girona) proposes a tasting of a selection from different Catalan PDOs.

The conversation between two leading Spanish wine critics and authors of Spain's most influential wine guides, José Peñín and Andrés Proensa, will discuss the evolution of wine in Spain over the last 40 years, looking at changes in consumption and the market and emphasising the decreased use of foreign grape varieties in comparison to local ones.

Tasting area

All those attending the trade show can enjoy the 'Wine Tasting Journey / Hidden grapes', an activity led by Ricardo Herrera (WA), from Enoaula, which features a wine bar with wines from 47 indigenous minority varieties, some of them as curious and little known as bruñal, caiño blanco, mizancho, moneu, garnacha peluda and tortosí. In this spacious self-tasting area, you will be able to taste 57 carefully selected references from small productions, many of which are difficult to find on the market.

There's been arranged a round-table discussion and a tasting of wines directly related to climate change as part of the presentation of the 6th edition of Green Wine Future, an international event scheduled to take place in May that advocates for awareness of the effects of climate change in viticulture and wineries. Carlos Moro, president of the Matarromera Group, Mauricio González Gordon, president of González Byass, Jaume Gramona, owner of Bodegas Gramona, and Pancho Campo, CEO of Chrand Events and founder of this event, will participate.

In the Speaker's Corner of the trade show, in partnership with the Spanish Wine Federation (FEV in its Spanish initials), there will be debates and round table discussions that will focus on digitalization, wine tourism and ways of attracting new audiences, the concept of wine as a culture, ecology and sustainability, and innovations in wineries and viticulture. Speakers will include Rafael del Rey, General Manager of the Spanish Observatory of the Wine Market, Núria Altés, owner of the Herència Altés winery and member of Wineries for Climate Action, Lluís Tolosa, sociologist and expert in wine tourism, and Ton Rimbau, creator of the Vins Rebels (Rebel Wines) On Road project, among others.

The Magnificent 7 of Cava: a class act

The journalist and sommelier Ramon Francàs will lead "Cava's Magnificent Seven", an exclusive tasting of select cavas that are still available on the market and have been aged for at least 10 years, representative of the Cava DO's qualitative pyramid.

The BWW Hub area is also the venue for the awards ceremony of the La Vanguardia Wine Guide, with the presence of its director, Lluís Tolosa, the sommeliers Meritxell Falgueras, María José Huertas, Ferran Centelles and Zoltan Nagy and the writer and wine tourism expert Alicia Estrada, as well as the ceremony of the Barcelona Rosé International Bubbles Awards, which give recognition to the best rosé sparkling wines.

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