

# 2017 ANNUAL REPORT

CONTROL BOARD OF THE RIOJA DESIGNATION OF ORIGIN



Denominación de Origen Calificada



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**CONTROL BOARD OF THE RIOJA DESIGNATION OF ORIGIN**

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Fernando Salamero, president of the Control Board

# PRESENTATION

First of all, I would like to take advantage of this opportunity to thank all the members of the Plenary for their confidence in granting me the honour of presiding over the Control Board, a prestigious institution which is essential for the wealth of this region. I would like to acknowledge the magnificent work of the representatives of the grape growing sector who alternated the presidency, giving a good example of normality in the operation of our model of interprofessional management. In this new mandate, I face the challenge of completing the goals set out in the 2005-2020 Strategic Plan, which will allow Rioja to stand on the international scene as a benchmark region for its quality wines.

After so many years in the Control Board Plenary, I have taken on the presidency with enthusiasm and with the firm intention of dedicating all my efforts to achieving market unity among all industry stakeholders. The cohesion of the whole of the Designation of Origin is something intimately linked to the founding spirit of our Interprofessional and essential to continue developing the quality model that we have created among all, which is the key to our current success. If there is one historical trait of our wine region, it is its ability to equally accommodate grape growers and wineries, very different business models and all kinds of innovative projects.

Rioja is a great brand representing a wine region. There is only one and we have to continue our commitment to it. It is the umbrella that protects all of us, giving us an image of quality while allowing us to show the different mentions, categories and differentiations; undoubtedly the best value proposal for the future of all. This has been reflected in the events of recent months.

2017 was a year in which, unfortunately, the weather was quite adverse. The terrible frost of 28 April and the subsequent

drought affected production volume. We picked 349.5 million kg of grapes, less than in previous years, although this did not alter our balance. On the other hand, those same conditions produced berries in excellent condition, resulting in what will certainly be a memorable harvest. I would like to highlight the magnificent work of our grape growers and winemakers and congratulate them for it. Their unequivocal professionalism shunning erratic, impulsive actions, saved the day.

I would like to make a special mention of the group of professionals at the service of the Control Board, whose permanent dedication always constitutes a bastion for the success of the wine region, and particularly this year.

I have an optimistic assessment of 2017. Although it was a complex year, sales results were satisfactory thanks to a slight rise in sales volume and the consolidation of growth in exports and in value, following the trend of the last two years.

This year we have seen that Rioja has proved to be a vibrant, dynamic brand, addressing a new stage in the search for value arguments. It is a living brand that works towards the future without losing sight of our origins, our homeland. That is why it has extended its current offering with new indications alongside traditional barrel ageing categories, its main bulwark. The new indications reconcile the interests of winemakers to showcase wines that focus on their provenance and were already available on the market, as well as those of opinion leaders and end consumers who demanded more information on the actual label. This additional information reflects the great diversity of today's winemaking landscape in Rioja. It is, without a doubt, the first step in a new stage, not in the search for qualitative arguments but in their development, to bestow, in turn, value to our wines.

Immersed in this process of continuous improvement and faithful to our values (tradition, diversity and origin), we will continue advancing to set the foundations of the future of Rioja. We will always remain faithful to our principles over fashions and continue making our region what it is today: a leading, universal brand, present in more than 130 countries.



# THE CONTROL BOARD AN ORGANISATION AT THE SERVICE OF THE WINE REGION

## History

Rioja wines are covered by the oldest Designation of Origin in Spain. The modern Rioja was born in the late 19th century, establishing a clear link between the name of a product and the place where it was made. This sparked growing concerns among Rioja's grape growers and winemakers who sought to firmly guarantee the quality and authenticity of the wines produced in the region while protecting its identity against "usurpers and counterfeiters."

These concerns were finally addressed with the official recognition of the Rioja Designation of Origin on 6 June 1925, authorising the use of the word RIOJA as a collective brand to be put on the labels, as well as a special bottle seal. The legal basis for this measure had its precedent in the 1902 Industrial Property Act, which mentioned "indications of provenance" in Title IX.

The Royal Decree of 22 October 1926 created the first supervisory body of the Rioja Designation of Origin, a Control Board whose mandate was to demarcate the Rioja production area, control the issue of guarantee seals and recommend legal measures to be taken against "usurpers and counterfeiters of the Rioja brand." The regulations were approved in February 1928.

The enactment of the Wine Statute on 8 September 1932 provided a new legal framework for the development of designations of origin, most of which were already defined and included in this text. A year later, a Ministerial Order authorised the creation of the second Rioja Control Board with a composition, presidency, functions, etc. in accordance with the guidelines that the Statute.

In December 1944, representatives of grower-winemakers and exporters met in an Assembly promoted by the Trade Union Organisation and requested that the creation of the third Control Board, which was proclaimed by Ministerial Order on 24 January 1945. Closely linked to the Haro Oenological Station, whose director was also the Control Board president, the new Board approved its Regulations two years later, although its activities were quite limited until the mid 1950s.

The enactment of Law 25/70 of 2 December 1970, which approved the Statute on Vines, Wines and Alcohols, and the subsequent creation of a new Control Board marked the beginning of a process to improve control systems which eventually stood among the strictest and most effective in the world.

The renewal of the Control Board in May 1982 (in accordance with the regulations set out in Decree 2004/79, adjusted to the new democratic principles proclaimed by the Constitution) was the beginning a new stage which saw the gradual introduction of a perfectly articulated plan of both qualitative and quantitative controls applicable to both production and sales: vineyard and winery registers, control of growing practices, maximum production yields, an approval process for new wines, monitoring of ageing times and vintages, etc.

At the same time, unlike previous stages, the Control Board increased its budget allocation, infrastructure and staff to meet the demands posed by the strict fulfilment of its purpose, namely defending the designation, controlling and fostering quality and carrying the promotion of the generic Rioja brand. All this was funded with the contributions from grape growers and wine producers, whose representatives have prompted self-controlling regulations that are considerably stricter than those of the European Union.

The culmination of this process came in April 1991, with the awarding of the Calificada attribute to the Rioja Designation of Origin and the enactment of new regulations. This was a recognition of the unceasing efforts by the Rioja wine sector to achieve even higher quality goals and a solid reputation.

In 2004, a new stage started Ministry of Agriculture Order APA/795/2004 of 25 March 2004 amended articles 39, 40, 41 and 42 of the Regulations of the DOCa Rioja approved in Order APA/3465/2004 of 20 October 2004 in order to make it possible "to constitute the Control Board with the same level of representation and accountability as the Rioja Wine Interprofessional Organization, in accordance with the eighth additional provision of the Spanish Vine and Wine Act, in addition to introducing the necessary changes

in its functions and form of operation.”

The passing on 12 May 2015 of Act 6/2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope required the drafting of new Articles. On 5 June 2017, the Ministry of Agriculture and Fisheries, Food and the Environment approved the Articles of the Control Board of the Denominación de Origen Calificada Rioja, through Order APM/544/2017. These Articles, together with the Designation Specifications (PDO-ES-A0117) replace the previous Regulations of the DOCa Rioja.

### Composition and functions

The Plenary of the Control Board is the managing body of the wine region, appointed and supervised by the Ministry of Agriculture and Fisheries, Food and the Environment (MAPAMA). It consists of 32 members representing six winemaking and nine grape-growing associations (i.e. all the associations in the Rioja wine industry) and they are the same individuals constituting the Board of Directors of the Rioja Wine Interprofessional Organization, whose President is also the President of the Control Board, pursuant to current regulations. Also members of the Plenary, although without the right to vote, are the representatives of the Ministry of Agriculture and Fisheries, Food and the Environment and of the Public Administrations of the Autonomous Communities of La Rioja, the Basque Country and Navarre.

Articles 4 and 5 of the Articles indicate that the Control Board is responsible, among others, for the following purposes and functions: defending the Calificada Designation of Origin; fostering the quality of certified wines; promoting and disseminating the certified product; instituting actions in and/or out of court to defend the protected name against its illegitimate use and against actions that constitute unfair competition or other improper uses; proposing modifications to the Designation Specifications; keeping official records and internal records; reporting to the Spanish Ministry of Agriculture and Fisheries, Food and the Environment any practices not conforming to the provisions of the Designation Specifications and current legal regulations; rating each vintage or harvest; drafting and approving its operating articles and their modifications; setting maximum production allowed per hectare and maximum grape-to-wine ratio

annually; approving the standards for the harvest; issuing certificates of origin on request; setting the minimum requirements that must be met by the commercial labels of certified products; managing and issuing back labels, seals and other guarantee markers; checking on compliance with the Designation Specifications; monitoring compliance with these Articles; preparing and approving the annual budgets of income and expenses, as well as their accounts and budget settlements; and agreeing and demanding compulsory fees from registered members.

Regarding the functions to be performed by the president of the Control Board which, as envisaged, “is the president of the Board of Directors of the Interprofessional Organization and who, according to its Articles, may be a member of the Board or a person external to it”, in Article 9, the position is attributed the legal representation of the Control Board before all other entities and any other as may be delegated by the Plenary. Functions include calling and setting the agenda of the Control Board Plenary Sessions; chairing both Plenary Sessions and meetings of the Standing Committee, organising discussions and voting; ensuring compliance with the decisions that are taken and endorsed in the minutes of the meetings, issuing the certifications of the decisions reached; ensuring the coordination and rapprochement among associations, and carrying out any other function expressly attributed to the position by Law, the Articles or the Plenary.

With regard to the operating structure set out in Article 16, the Board is to meet at least once every two months and whenever the president deems it necessary or it is requested by at least 15% of voting representation. Decisions require a minimum of 75% of votes present or represented and at least 50% of the votes of each professional sector. The president does not have a casting vote.







COMMERCIAL SECTOR (100 votes and 16 members)

**GRUPO RIOJA - Grupo de Empresas Vinícolas de Rioja**  
(78 votes and 11 members)

Fernando Salamero Laorden  
Raquel Pérez Cuevas  
Víctor Pascual Zárate  
Alexander Tomé Santaolalla  
Rafael Vivanco Sáenz  
Ismael Echazarreta Echazarreta  
Rubén Baz Rodríguez  
Diego Pinilla Navarro  
Rodolfo Bastida Caro  
Jesús De Miguel Martínez  
Iñigo Torres Andrés

**B.F.R.-PROVIR – Bodegas Familiares de Rioja-PROVIR**  
(8 votes and 2 members)

Juan Carlos Sancha González  
Eduardo Hernáiz López

**ABCTR - Agrupación de Bodegas Centenarias and Tradicionales de Rioja (8 votes and 1 member)**

Begoña Jiménez Díaz

**ABRA - Asociación de Bodegas de Rioja Alavesa**  
(4 votes and 1 member)

Inés Baigorri Uribe

**ARAEX - Asociación Profesional ARAEX**  
(2 votes and 1 member)

José Javier Ruiz de Galarreta San Vicente

**Representative of the Ministry of Agriculture:**

Jesús María Orío de Miguel

**Representatives of the Autonomous Communities:**

C.A. La Rioja: Daniel del Río de Pablo.  
C.F. Navarra: Ana Sagües Sarasa  
C.A. País Vasco: Bittor Oroz Izaguirre



Picture of the October 2017 Plenary

**PRODUCING SECTOR (100 votes and 16 members )**

**FECOAR - Federación de Cooperativas de La Rioja**  
**(36 votes and 5 members)**

Fernando Ezquerro Cuevas  
Juan Luis González Najarro  
Raúl Leza Leza  
Abel Torres Sáenz  
Antonio José Benito Esteban

**UCAN - Unión de Cooperativas de Navarra**  
**(4 votes and 1 member)**

Juan Carlos Berrio Fdez. de Manzanos

**DOLARE - Cooperativas de Rioja Alavesa**  
**(3 votes and 1 member)**

Ramón Emilio Muro Aguirrebeña

**ARAG-ASAJA - Asociación Riojana de Agricultores y Ganaderos- Asociación Agraria de Jóvenes Agricultores**  
**(29 votes and 4 members)**

José Antonio Torrecilla Martín  
Alejandro Las Heras Pérez  
Ignacio Orive Gil  
Gonzalo Pastor Díaz

**UAGR - Unión de Agricultores y Ganaderos de La Rioja**  
**(9 votes and 1 member)**

José Luis Pisón Martínez

**UAGA - Unión de Agricultores y Ganaderos de Álava**  
**(8 votes and 1 member)**

Jesús Bauza Nuin

**UPA - Unión de Pequeños Agricultores**  
**(7 votes and 1 member)**

Eusebio Fernández García

**UAGN - Unión de Agricultores and Ganaderos de Navarra (2 votes and 1 member)**

Jorge González Sáinz

**EHNE - Euskal Herriko Nekazarien Elkartasuna-Nafarroa**  
**(2 votes and 1 member)**

Alberto Sáenz Sáinz

**MEMBERS OF THE CONTROL BOARD AND REPRESENTATION (on 31 March 2018)**



# THE CONTROL BOARD PLENARY AND COMMITTEES

## Committees

The Control Board has a Standing Committee and four Working Committees: Promotion Committee; Administration, Personnel, Finance and Internal System Committee; Technical and Control Committee and Regulations Committee. These committees meet periodically to deal with matters within their area of responsibility and submit proposals to the Plenary for approval.

1. **The Standing Committee** sets the agenda for plenary sittings and deals with any procedural or urgent issues that may arise between one plenary sitting and the next. Other responsibilities include gathering information about decisions regarding labelling, examining minutes and decisions on fines and taking on general or specific plenary directives and mandates.

2. **The Regulations Committee** was specifically constituted to study the Designation's Regulations, their modifications and any other legal matters which may arise.

3. **The Technical and Control Committee** deals with all matters associated with qualitative and quantitative controls, proposing the relevant steps to the plenary in order to implement such controls and enforce the Regulations.

4. **The Administration, Personnel, Finance and Internal System Committee** puts together the Board's budget and deals with matters related to the administration of budgetary funds and personnel.

5. **The Promotion Committee** proposes programmes of action for the Board to the Plenary in the areas of communication and promotion.

6. **The Strategic Plan Analysis and Development Committee** was created in 2008 to keep track of the Rioja 2005-2020 Strategic Plan.

7. **The Zones and Municipalities Committee** has been created in this mandate to address issues related to the development of vinos de zona and vinos de municipio.

### STANDING COMMITTEE

**Chair:** Fernando Salamero Laorden (Grupo Rioja)

#### GRUPO RIOJA

Raquel Pérez Cuevas, Victor Pascual Zárate,  
Alexander Tomé Santaolalla, Iñigo Torres Andrés,  
Rubén Baz Rodríguez, and Rafael Vivanco Sáenz

#### ABC

Begoña Jiménez Díaz

#### ABRA

Inés Baigorri Uribe

#### BFR-PROVIR

Juan Carlos Sancha González

#### ARAEX

Javier Ruiz De Galarreta San Vicente

#### FECOAR

Fernando Ezquerro Cuevas, Raul Leza Leza  
and Abel Torres Saenz

#### ARAG-ASAJA

Jose Antonio Torrecilla Martín  
and Alex Las Heras Pérez

#### UAGA

Jesús Bauza Nuin

#### UAGR

José Luis Pisón Martínez

#### UAGN/EHNE

Jorge Gonzalez Sáinz

#### UPA

Eusebio Fernández García

#### DOLARE /UCAN

Ramón E. Muro Aguirrebeña



## ADMINISTRATION, PERSONNEL, FINANCE AND INTERNAL SYSTEM COMMITTEE

<b>Chair:</b> Alex Las Heras Pérez (ARAG-ASAJA)	DOLARE: Ramón E. Muro Aguirrebeña EHNE: Gregorio Amatriain Marín	Martínez UAGA: Silvia Rodríguez Calleja
ABC: Begoña Jiménez Díaz	FECOAR: José Manuel Madorrán and Miguel	UAGN: Jorge González Sáinz
BFR-PROVIR: Álvaro Ruanes Basabé	Negueruela Ortega	UAGR: Gonzalo Gil Gil
ABRA: Mateo Marañon Calleja	GRUPO RIOJA: Santiago Frías Monje, Iñigo	UCAN: Jesus Javier Pardo Lorente
ARAEX: Juan Luis Cañas Herrera	Torres Andrés, David Sáez De Ojer Tobalina,	UPA: José Luis Navarro Muro
ARAG-ASAJA: Miguel Legarre Resano	Iñaki Sesma Arnáiz, and Jesús De Miguel	

## PROMOTIONAL COMMITTEE

<b>Chair:</b> Iñigo Torres Andrés (GRUPO RIOJA)	BFR-PROVIR: Ana Belén Jiménez Sánchez DOLARE: Ramón E. Muro Aguirrebeña	and Rodolfo Bastida Caro UAGA: Miren Itxaso Compañon Arrieta
ABC: Begoña Jiménez Díaz	EHNE: Ramón Llorens García	UAGR: Eladio Jubera Miguel
ABRA: Emilio Aguillo Mateo	FECOAR: Raul Leza Leza and D. Gonzalo Salazar	UAGN: Jorge Ruiz Armendáriz
ARAEX: Javier Ruiz De Galarreta San Vicente	de Gurendes	UCAN: Jesús Javier Pardo Lorente
ARAG-ASAJA: Miguel Martinez Castillo and Clara Herrero Ordoñez	GRUPO RIOJA: Raquel Pérez Cuevas, Ruth Chocarro Melgosa, Ricardo Arambarri Pérez	UPA: Antonio Maandoral Cerrolaza

## TECHNICAL AND CONTROL COMMITTEE

<b>Chair:</b> Fernando Ezquerro Cuevas (FECOAR)	DOLARE: Ramón E. Muro Aguirrebeña	Romanos
ABC: Begoña Jiménez Díaz	EHNE: Alberto Sáenz Sáinz	UAGA: Gonzalo Grijalba Medrano
ABRA: Norberto Miguel Aguillo	FECOAR: Gabriel Elvira Martínez	UAGN: Pedro Jesús Lòpez Ciria
ARAEX: Juan Luis Cañas Herrera	and Abel Torres Sáenz	UAGR: Roberto Ruiz-Clavijo Díez
ARAG-ASAJA: Juan Luis Martínez Lacanal and José María Ruiz Ramírez	GRUPO RIOJA: Iñigo Torres Andrés, Eduardo Romero Alvarez, Fernando González Muñoz,	UCAN: Juan Carlos Berrio Fdez. de Manzanos
BFR-PROVIR: Pedro Salguero Aznar	Rafael Vivanco Sáenz, and Manuel Rivero	UPA: José Ramón Peciña Ramírez

## REGULATIONS COMMITTEE

<b>Chair:</b> Rubén Baz Rodríguez, (GRUPO RIOJA)	BFR-PROVIR: Maria José Nestares Eguizábal DOLARE: Ramón Muro Aguirrebeña	and Manuel Rivero Romanos UAGA: Jesús Bauza Nuin
ABC: Begoña Jiménez Díaz	EHNE: Lope Muñoz Muñoz	UAGN: Jorge González Sáinz
ABRA: Inés Baigorri Uribe	FECOAR: Juan Luis González Najarro and José	UAGR: Leticia Olasolo Viteri
ARAEX: Javier Ruiz de Galarreta San Vicente	Mª Daroca Rubio	UCAN: Jesús Javier Pardo Lorente
ARAG-ASAJA: Julio Manuel Leza Angulo and David Puras Martínez	GRUPO RIOJA: Raúl Arias Casares, Jesús Martinez-bujanda Mora, Iñigo Torres Andrés	UPA: Miguel Ángel Alcalde Ripa

## STRATEGIC PLAN ANALYSIS AND DEVELOPMENT COMMITTEE

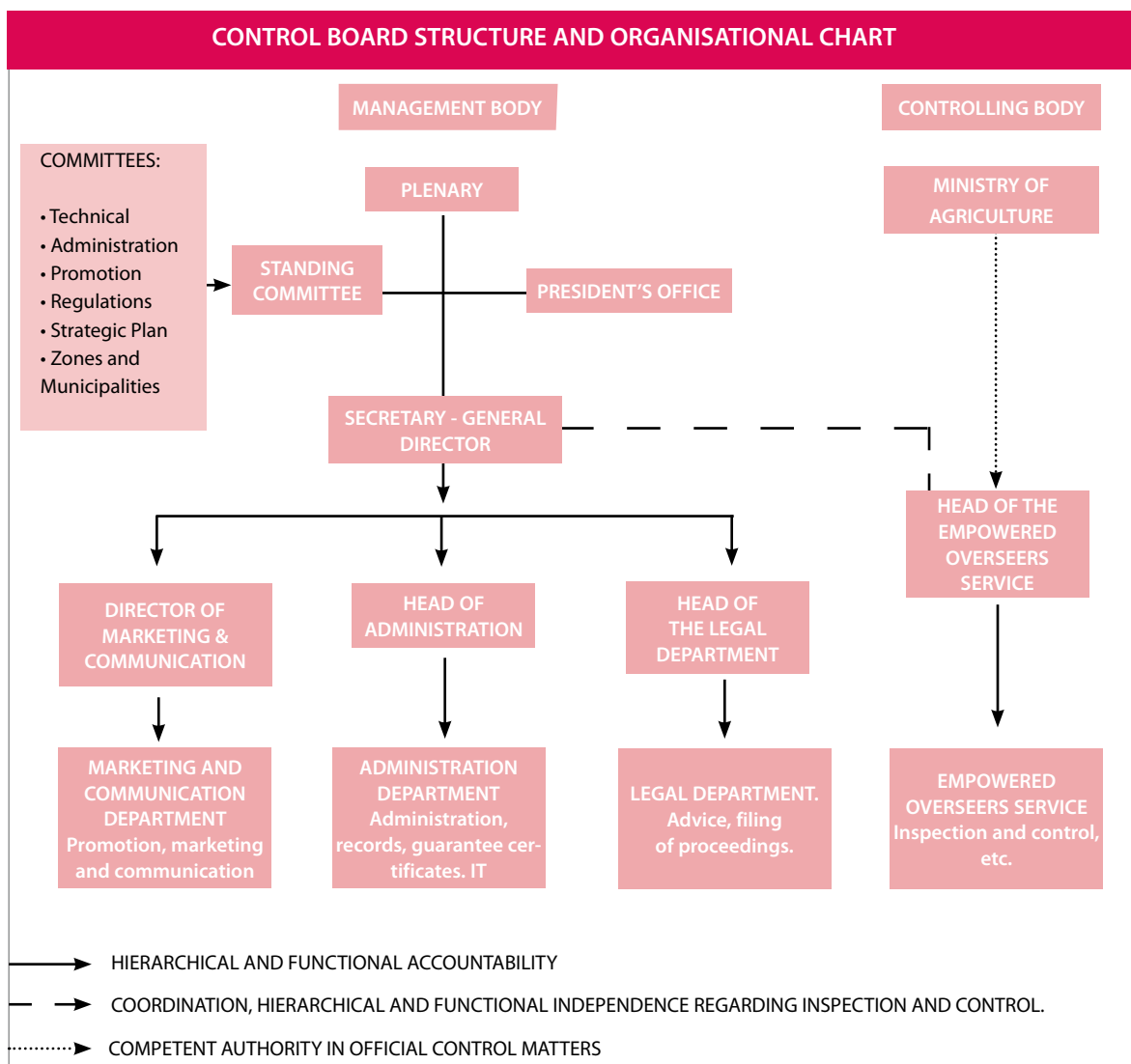
<b>Chair:</b> D. Juan Carlos Sancha González (BFR-PROVIR)	DOLARE: Ramón E. Muro Aguirrebeña EHNE: Alberto Sáenz Sáinz	Echazarreta UAGA: Jesús Bauza Nuin
ABC: Begoña Jiménez Díaz	FECOAR: Javier Aldana Espinosa	UAGN: Jorge González Sáinz
ABRA: Saúl Gil Berzal	and Fernando Ezquerro Cuevas	UAGR: Leticia Olasolo Viteri
ARAEX: Javier Ruiz de Galarreta San Vicente	GRUPO RIOJA: Iñigo Torres Andrés, Ruth	UCAN: Juan Carlos Berrio Fernández
ARAG-ASAJA: Igor Fonseca Santaolalla and David Orodea Martínez	Chocarro Melgosa, Borja Eguizábal Pérez, Alejandro López García and Ismael Echazarreta	de Manzanos UPA: Miguel Angel Martínez Díez

## ZONES AND MUNICIPALITIES COMMITTEE

<b>Chair:</b> Ramón E. Muro Aguirrebeña (DOLARE)	EHNE: Alberto Sáenz Sáinz	UAGN: Jorge González Sáinz
ABC: Begoña Jiménez Díaz	FECOAR: Alfredo Hernán Fontecha and D.	UAGR: Leticia Olasolo Viteri
ABRA: Inés Baigorri Uribe	Antonio José Benito Esteban	UCAN: Juan Carlos Berrio Fernández
ARAEX: Javier Ruiz De Galarreta San Vicente	GRUPO RIOJA: Iñigo Torres Andrés, Raúl Arias	de Manzanos
ASAJA: Maria Jesús Vallejo Fernandez and Manuel Martínez Ansotegui	Casares, Jesús Martinez-Bujanda Mora, Rubén Baz Rodríguez and Manuel Rivero Romanos	UPA: Tomás Latasa Asso
BFR-PROVIR: Eduardo Hernaiz López	UAGA: Jesús Bauza Nuin	



# THE CONTROL BOARD STRUCTURE AND ORGANISATIONAL CHART




## Management Body

It consists of the Control Board Plenary, Standing Committee and working committees, President's Office, as well as the General Secretariat-Directorate and the Marketing and Communication, Administration and Legal departments, except the Empowered Overseers Service, which is a completely independent department carrying out inspection and control tasks..

## Control Board Plenary

It is comprised of the same members and voting percentages as the Board Directors of the Rioja Wine Interprofessional Organization, and it is appointed by the Spanish Ministry of Agriculture and Fisheries, Food and the Environment (MAPAMA). It is responsible for setting out the policy of the wine region, which is based on two pillars: promotion and focusing on markets; and development and production and



quality controls. It establishes guidelines, approves rules and regulations and develops general policies from the proposals submitted by the committees. Also present in the Plenary meetings (although without voting rights) are the Secretary-General Director, a representative of each of the Autonomous Communities and a representative of the Ministry. When matters affecting particular departments have to be discussed, the heads of these departments may be required attend.

### **President**

The President of the Rioja Wine Interprofessional Organization. Highest representative of the Control Board. Institutional and legal representation functions before any third party and any other representation delegated by the Plenary. The President calls meetings, establishes the agenda based on working committee requests, and chairs the meetings of the Plenary and of the Standing Committee, determining when discussions and voting should take place. The President ensures compliance with decisions made and endorses the minutes of the meetings, as well as certifications relating to the decisions reached. The President seeks to coordinate associations and strengthen their mutual ties. The president is awarded the necessary powers to enter into contracts as set out in the contracting procedures-manual and established spending levels.

### **Standing Committee**

Its functions are also defined in the Articles. It has no executive power, except when delegated by the Plenary, and it is composed of the Control Board President, the chairs of each of the committees and a maximum number of members based on the representation of each association. The Secretary-General Director and the heads of the departments affected by items on the agenda also attend the commission.

### **Working Committees and Committee Chairs**

They are non-executive committees which initially examine matters and proposals to be dealt with by the Plenary. Their chairs are elected from among the members of the Plenary. They call and moderate discussions in their respective commissions. They work in coordination with the Secretary-General Director and with the department heads who are also the secretaries of their respective committees. Committee chairs jointly decide with the Secretary-General Director and the Control Board President whether matters should be referred to the Standing Committee and, as the case may be, to the Plenary. They may represent the Control Board in matters regarding the area of responsibility of their committee.

### **Secretary-General Director**

The Control Board's chief executive, carrying out the normal tasks that would be carried out by the general director or general manager in a company. Ultimately, it is a question of making effective the delegation of management functions, taking on the responsibilities of the Board's day-to-day business. The Secretary-General Director is subject to the Plenary and reports to the President. In general, the Secretary-General Director's responsibilities include: supervising promotion campaigns; organising the staff in all its aspects; preparing submitting and monitoring budgets and financial statements; coordinating departments and, in particular, ensuring that the Legal Department and Administration Department provide the necessary means to the Control Body according to the budgets established for the Board every year. Annual targets are set by the Plenary and the Secretary-General Director makes a proposal to the Plenary on the annual objectives to be met by department heads.

### **Marketing and Communication Department**

The department is in charge of programming, developing





# STRUCTURE AND ORGANISATIONAL CHART

and deploying promotional campaigns approved by the Board Plenary in accordance with assigned budgets. When necessary, it provides market studies requested by the Control Board's various areas; for example, in order to make decisions regarding product requirements. Likewise, the department is in charge of the communication of all Board areas, including matters related to controls within an annual plan, which is continuously adapted to Board interests.

## Administration Department

The department provides the Board (Plenary, General Directorate, and other departments) with the information and resources it requires to carry out its tasks. It is responsible for the full financial and administrative organisation of the Control Board. The department collects information from the Control Body and manages and updates vineyard and winery records. It also stores and issues guarantee labels and seals. It also provides IT support and supports the wine approval process.

## Legal Department

It is a horizontal department in charge of the legal advisory service and of filing non-disciplinary proceedings. It also provides legal advice for the Control Body. It provides support to AICA and MAPAMA in the area of disciplinary proceedings.

## Operation of the departments

The heads of the Administration, Marketing and Communication and Legal departments report to the Secretary-General Director, who is their hierarchical and functional supervisor. Obligations include the fulfilment of annual goals approved by the Plenary or the Standing Committee to ensure the proper operation of each Department and their staff, as well as coordination with other departments.

## Control Department

Consisting of the Empowered Overseers Service. Its Director is independent of the Secretary-General Director, and therefore of the Plenary, with regard to fulfilling inspection and control functions, for which the Director reports directly to a representative of the Ministry of Agriculture and Fisheries, Food and the Environment. The Service is in charge of carrying out all inspection and control tasks required to ensure the origin of the products made by operators and to ensure fair competition among them with respect to compliance with Designation Specifications and Articles, as well as other provisions of the Control Board regarding the production and marketing of wines covered by the DOCa Rioja.

Certificate of compliance with the UNE/EN ISO/IEC 17020 standard (17065 under way). The overseers or inspectors who are part of this Department and carry out official controls are presumed to be accurate in their actions and proceedings.

The Empowered Overseers Service may require the collaboration and support of other departments of the Management Body to carry out its inspection and control tasks. Every year, the Director proposes an inspection and control plan together with the Secretary-General Director which is approved by the Plenary.

They may also carry out other technical, supportive or reporting tasks outside the realm of inspection and control which may be required by the Management Body to function properly.



# THE CONTROL BOARD AN ORGANISATION AT THE SERVICE OF THE WINE REGION

## CONTROL BOARD STAFF (on 31/03/2018)

### • FERNANDO SALAMERO LAORDEN

President

### • JOSÉ LUIS LAPUENTE SÁNCHEZ

General Director

### • PABLO FRANCO SARRIA

Controlling Body Manager

### • M<sup>a</sup> ANGELES NALDA MURGA

Legal Department Lawyer

### • JOSÉ IGNACIO MARTÍNEZ DE TORRE

Legal Department Lawyer

### • GREGORIO MARTÍNEZ RAMÍREZ

Head of the Administrative and General Services

### • RICARDO AGUIRIANO SAN VICENTE

Marketing and Communications Manager

### • CARMEN QUEMADA SÁENZ - BADILLOS

Head of Promotion and Public Relations

### • REBECA GÓMEZ AIELLO

International Marketing Technician

### • MARTA ECHÁVARRI ABASCAL

Head of Communication and Media Relations

### Overseer:

### • PEDRO SALGUERO RODRÍGUEZ

Controlling Body Deputy Manager

### • SONIA DOMÍNGUEZ LUMBRERAS

### • BERNABÉ ARRIETA VILLAREAL

### • BALTASAR MARCHAN NAVARRO

### • JAVIER MORAL ALONSO

### • JOSÉ ANTONIO BLANCO RUIZ

### • JOSÉ LUIS MARTÍNEZ OLARTE

### • ALEJANDRA RUBIO GIL

Technical Inspection Assistant

### • AMAYA FERNÁNDEZ BENGOA

Head of Quality

### • GLORIA CUNCHILLOS ABAD

1st class Administrative Officer - President's Office

### • ANA PÉREZ-IZAGUIRRE URQUIZU

1st class Administrative Officer - Legal Department

### • M<sup>a</sup> ANGELES NALDA SÁENZ-TORRE

Head of I.T.

### • M<sup>a</sup> VEGA VICENTE MANZANOS

Accountant - Administrative Services

### • M<sup>a</sup> DEL CARMEN YUS GARCÍA

1st class Administrative Officer - Technical Service

### • M<sup>a</sup> DOLORES PASCUAL MARTÍNEZ

2nd class Administrative Officer - Technical Service

### • M<sup>a</sup> JOSÉ FERNÁNDEZ-AZCONA PUJADAS

2nd class Administrative Officer - Technical Service

### • M<sup>a</sup> PILAR GONZÁLEZ SÁENZ

2nd class Administrative Officer - Technical Service

### • ANA ROSA LÓPEZ CACHO

2nd class Administrative Officer- Technical Service

### • INMACULADA TOMÁS CALVO

Administrative Officer- Technical Service

### • M<sup>a</sup> TERESA VICENTE BASARTE

2nd class Administrative Officer - Marketing and

Communications

### • ANA DÍAZ BRAVO

Specialist Tasting Technician

### • EDUARDO ECHARRI JUSTO

Warehouse Supervisor

### • DANIEL OLMEDO GARCÍA

Concierge Receptionist

In 2017 a total of 262 people were hired for temporary services: 203 harvest helpers, 16 technical assistants, 11 employees for the Quality Plan, 18 vineyard technicians, 4 employees for winery stock checks, 9 administrative assistants and 1 temporary concierge.



The stars of the 2017 Christmas celebration were Pilar González, who celebrated her 25 years on the Control Board staff, and Francisco Pérez de Nanclares, who was retiring. Regrettably, Marisol Pardo passed away in March 2018 (on the right in the group photo). She joined the Control Board Administrative Service in 1975.







*The inauguration ceremony, which closed by the President of the Autonomous Community of La Rioja, Jose Ignacio Ceniceros, with a few words of congratulations to the new members of the Council, was attended by the General Director for Food Industry, Fernando Burgaz, on behalf of the Minister of Agriculture, accompanied by the head of the Ministry's Department of Viticulture, Luis Leza. Also in attendance were the regional ministers Iñigo Nagore and Isabel Elizalde, the deputy regional minister Bittor Oroz and the central government delegates in the three Autonomous Communities where Rioja is situated, Alberto Bretón, Javier de Andrés and Carmen Alba, as well as the provincial MP of Agriculture for Álava, Eduardo Aguinaco, and the general director of Rural Development of La Rioja, Daniel del Río.*

## Plenary renewal

**After a transparent, incident-free process, 9 agrarian and 5 winemaking organisations are represented in the Control Board Plenary, chaired by the winemaker Fernando Salamero**

On 21 June, following the renovation of the Board of Directors of the Rioja Wine Interprofessional Organization, the appointment of the 32 members currently comprising the Control Board Plenary was formalised. They represent 9 agrarian organisations and 5 winemaking organisations. The winemaker Fernando Salamero was elected president receiving all the votes cast. This closed the first cycle of alternating grape grower and winemaking presidents. It is a landmark that consolidates the interprofessional management model implemented in 2004.

The mandate of the ASAJA agrarian organisation and the Federation of The Rioja Cooperatives, each of which had a representative in the presidency for two years had now concluded. The Board of Directors of the Rioja Wine

Interprofessional Organization was renewed and, hence, the Control Board Plenary. The process took place seamlessly. At the official ceremony inaugurating the new mandate, a tribute was paid to the members who concluded their mandate and the outgoing president, José María Daroca, said that, "as the first cooperative president, I am very proud to have contributed to the consolidation of a management model that is the envy of many wine regions of the world, a model that has been decisive in achieving a balance and stability essential for the economic profitability of our farms and wineries."

After highlighting some achievements of his mandate, including the agreements on planned production, the inception of viñedos singulares and the production of quality sparkling wines in Rioja, José María Daroca concluded by stating his conviction that "this institution takes precedence over all of us, both the members who leave their posts today and those who take them on, because I have been able to verify that the prestige and international projection of the Control Board is much greater than what we ourselves believe."

The new president, Fernando Salamero, chairs Grupo Rioja and is a member of the Control Board since 1982. He



*Fernando Salamero (r.), the longest-serving Plenary member, was unanimously elected president. He gave a plaque of recognition to the two presidents of the grape growing sector who have preceded him at the helm of the Control Board: José María Daroca (l.) and Luis Alberto Lecea.*



*The new president of the Control Board, Fernando Salamero, was accompanied at the inauguration by the five presidents who preceded him: Santiago Coello Cuadrado (1982-1992), Ángel de Jaime Baró (1992-2004), Víctor Pascual Artacho (2004-2013), Luis Alberto Lecea Blanco (2013-2015) and José María Daroca Rubio (2015-2017). After the official creation of the first Control Board on 11 January 1927 under the Presidency of Enrique Herreros de Tejada, head of the Logroño Provincial Government, the institution was also chaired by Antonio Larrea Redondo (1945-1971), Eugenio Narvaiza (1971-1982).*

also emphasized “the fundamental role played by this institution in the prosperity of the wine region and the thousands of families who are proud of this great brand that we have jointly created.”

Born in the Alava town of Elciego, with both family and professional ties to the Marqués de Riscal winery, of which he is Chief Financial Officer, Fernando Salamero has 35 years’ experience in the management of the Designation of Origin. He has participated in all the strategic decisions that have configured the current model of Rioja, including the awarding of the calificada status, bottling at source and the creation of the Interprofessional Organisation. His speech showed his conciliatory style, open to dialogue: “The foundational spirit of our Interprofessional Organisation, setting goals in tune with the level of the organisation and putting the general interests of the Wine Region ahead of the individual interests of organisations, is precisely the spirit that encourages me to take up the presidency.”

He commented on the “example of normality in the operation of our interprofessional management model” given by the two presidents from the growers’ associations who

preceded him. Salamero said that “structuring the industry through the Interprofessional and the Control Board is the best management tool for balanced growth and one of the keys to our success.” The main objectives for his mandate include his commitment to balanced growth for the Wine Region, “being imaginative in seeking new formulas to assure production is sufficient and of the maximum quality to meet winery supply needs.” Growth is to be based on the current model of quality, “always focused on increasing added and counting on the necessary weapons, such as investing in promotion.” He also stated his firm intention to develop the categories of *viñedos singulares* (wines from unique terroirs), *vinos espumosos de calidad* (quality sparkling wines), *vinos de zona* (wines from a given zone) and *vinos de municipio* (wines from a given municipality) “to complement the current categories on which we base our success.” Lastly, recalling his well-known personal commitment to promote wine tourism in Rioja, he assured that he will drive “the coordination of wine tourism in the region through the Control Board.”



# PLENARY DECISIONS

## PLENARY OF 10-2-2017

**CMO funds for promotion.** There was a unanimous decision to apply to the wine CMO for co-funding of promotion of Rioja wine in the so-called third countries. The grant was requested for the period from 1 June 2017 to 31 May 2018, with a spend of €3,067,935 in the United States, €716,511 in Mexico, €496,270 in Switzerland, €897,782 in China, €387,745 in Russia and €282,880 in Canada, as well as enabling the President to formalise all relevant procedures for this purpose. This was the tenth promotion plan presented by the Control Board to apply for funds earmarked for this purpose by the Wine CMO.

**OEMV Board of Trustees.** It was unanimously agreed to renew the membership of the Control Board in the Board of Trustees of the Spanish Wine Market Observatory (OEMV) in 2017 under the same conditions agreed for 2014, 2015 and 2016. The OEMV is carrying out a quantitative study of the 12 major foreign destinations to Rioja by quarters. The information is presented at an annual seminar organised by OEMV.

**Board Staff.** The Board reached a majority decision to sign the collective agreement governing labour relations in the Control Board for 2016 and 2017. Wage conditions to 31 December 2015 will be maintained in 2016 and there will be a 2.87% raise on 1 January 2017. There were changes in the area of leaves of absence and a compact was signed with certain employees. The appointment of Ms. Marta Echávarri Abascal to the position of Head of Communication and Media Relations was also agreed.

**Closing of financial year 2016.** On closing the financial year, it was unanimously agreed to authorise the Administration, Personnel, Finance and Internal System Committee to make the necessary transfers of budgetary items for 2016, subject to subsequent plenary approval.

**Cost of back labels.** The Plenary was notified that, as of 1 January 2017 a new price would come into effect for the guarantee labels, amounting to €6.292 per one thousand self-adhesive paper labels.

**Export statement.** With regard to the compulsory nature of the monthly statement which is submitted to the Control Board by wineries on Rioja wine consignments sold outside of Spain (specifically destination, type of wine, vintage, category, volume in litres, price per litre and brand name), the Plenary resolved to remind wineries that reporting these operations is mandatory and those who use the MOVIN program for their administrative control and reports to the Control Board should likewise use it to notify foreign sales, as these operators are not allowed alternative reporting formats.

The Plenary also resolved that the statement of operations abroad was to serve as a basis for participating in promotional activities in specific countries, except when actions are directed to wineries without a distributor or presence in the market. Likewise, it will also serve as a basis for participating in tastings that require a presence in the local market.

## PLENARY OF 7-3-2017

**Audit report and surplus of 2016 financial.** The audit report for 2016 states no objections after complete verification. The accounts convey the true picture of the financial and accounting situation of the Control Board, so the Plenary approves the implementation of the 2016 budget and proposes closing the year accounts submitted by the Administration, Personnel, Finance and Internal System Committee.

The Plenary reached a majority agreement to an expenditure amounting to €16,086,698.56 of the 2016 budget, which means an amount of €436,089.11 was not disbursed. A final surplus of €585,930.21 was calculated, once the variations in income had been computed together with additional ones, which by virtue of observing the same



proportion used for collecting, up to €215,570.08 could be attributed to the growers and €370,360.13 to the wineries when applied to funding the 2017 budget.

**Approval of the 2017 budget.** After applying the surplus amounting to €221,120.40, €36,304.22 from the growers and €184,816.18 from the wineries, there was a majority agreement that the income budget to cover ordinary and additional costs in 2017 would amount to €6,478,258.59. Of this budget income, €4,898,981.95 are distributed between growers and wineries at a ratio of 25.5% and 74.5% respectively, while the remaining €1,579,276.64 are distributed 50% between both sectors. Therefore, the overall contribution to the budget for ordinary and additional expenses is 31.47% (€2,038,878.72) for growers and 68.53% (€4,439,379.87) for wineries.

The levies collected amounted to 0.5263% on plantations, putting a value of €0.86 per kilo of grapes produced, and a contribution of 0.2917% on certified wines, which are rated on their commercial value (€2.95 per litre of non-aged wine, €4.28 per litre of Crianza wine, €6.05 for Reserva wine and €11.34 for Gran Reserva). The references that are taken into consideration are certified grape production volumes and bottles sold in FY 2016. In accordance with the provisions of art. 43.1.1 of the Regulation of the DOCa Rioja, proposal was forwarded to the General Directorate of Food Industry on the percentages of collection mentioned for the purpose of funding

the Regular and Additional Budgets.

Each sector is to contribute 50% of the budget for extraordinary promotional expenses, which amounts to €10,002,447.40. After applying the surplus of €364,809.81 left over from 2016 (€179,265.86 from the growers and €185,543.95 from the wineries), the same proportions were agreed for the calculations of the apportionment used with the Ordinary and Additional Budgets. Likewise, the funding sources for this special promotion budget include CMO funds. Pursuant to the provisions of article 43,1,1 of the Regulations of the DOCa Rioja, a proposal was submitted to the General Directorate of Food Industry that, in order to fund the Extraordinary Budget, the collection rates be set at 0.9289% for certified production of registered plantations and 0.3000% for certified wines.

**Investments, members and staff.** The allocation of an additional budget of €30,492 to be funded with savings on other items was unanimously agreed for adapting to traceability needs, in accordance with the UNE-EN ISO/IEC 17065:2012 standard and the integration in the same result and preparation of inspection tasks, thus facilitating management and communication with operators.

With regard to changes, it was reported that Mr. Martínez Lacuesta replaced Mr. Torres Andrés in the Plenary and Working Commissions representing ABC, that Mr. Mateo





## PLENARY DECISIONS



**Rioja Control Board pays tribute to Haro Oenological Station on its 125<sup>th</sup> anniversary.** The Control Board de the DOCa Rioja paid tribute to the Haro Oenological Station on occasion of the 125<sup>th</sup> anniversary of this institution, which has played a key role in the history of the Wine Region. Control Board president Jose Maria Daroca, presented a plaque of appreciation to the director of the station, Montserrat Íñiguez, highlighting the tremendous work carried out by the station in the areas of viticultural and oenological research, knowledge transfer to grape growers and winemakers, and the analytical control of wines, all of which has been instrumental in improving the quality of Rioja wines from the very beginning of its activities in the late nineteenth century.

Montserrat Íñiguez told the industry representatives on the Control Board Plenary that "the Haro Oenological Station has become of national benchmark, increasing the number of tests carried out on wines by 40% in the past five years, reaching 345,000 determinations on about 40,000 samples annually, 63% of which are made for wineries and entities outside the wine region, proof of the reputation enjoyed by Haro and La Rioja." "All the technological advances incorporated by the Oenological Station, such as its nuclear magnetic resonance equipment, allow it to obtain the wines 'fingerprints'. This has allowed us to keep abreast of the needs of industry and work with the required efficiency and speed," said the director, who also highlighted the work of this institution providing technical advice. "At the national level," concluded Montserrat Íñiguez, "the Haro Oenological Station has a reputation unmatched by any other station, and it certainly deserves many medals."

Prior to the tour of the Oenological Station facilities, the representatives of the 14 associations of winegrowers and winemakers who make up the Control Board Plenary held a plenary meeting on 10 February at the Bendaña Palace. This is the first time the Control Board has a plenary session in Haro and they were received and greeted by the mayoress, Laura Rivado.

Marañón Calleja had been appointed as representative of ABRA in the Administration, Personnel, Finance and Internal System Committee, and that Mr. Norberto Miguel Aguillo would replace Ms. Inés Baigorri in the meetings of the Standing Committee.

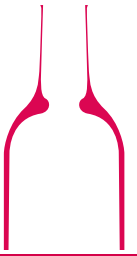
The Plenary was also informed about the hiring to the staff of the Control Board of Ms. Alejandra Rubio Gil as technical inspection assistant and Ms. Tatiana Ardanza-Trevijano Moras as project manager in the Marketing and Communication Department.

### PLENARY OF 14-3-2017

**Unanimous positioning on planting.** After discussions about the criteria applied by governments in allocating rights to plant new vineyards, the Plenary of the DOCa Rioja Control Board held an extraordinary session on 14 March 2017. At the meeting, it was unanimously agreed with the backing of all 14 grower and winery associations, to issue a statement to the Spanish Ministry of Agriculture and the three autonomous communities where the wine region is located.

The Rioja Wine Interprofessional Organization and





the Rioja Designation of Origin Control Board unanimously declare:

- Our total disagreement and outrage over the distribution of new vineyard authorisations in 2016, excluding professional grape growers and vineyard companies. We demand the utmost strictness, thoroughness and material proof of compliance with stated conditions.
- We request a review of criteria for allocating planting rights in 2017 so they include as a prerequisite for eligibility that the applicant, whether a grape grower or a vineyard company, have suitable capability and professional competence and that the increase in size of small- and medium-sized operations be a priority. In line with this, a way should be found to limit the maximum area per beneficiary and to ensure such beneficiary is excluded from further allocations once that limit has been reached, although the regional status quo should be maintained in any case.
- If the criteria for 2017 are not changed and their pernicious effect on professional growers in the Wine Region continue, the Rioja Associations and Organisations are committed to take the necessary steps to achieve that goal.

#### PLENARY OF 7-4-2017

**2016 vintage rated Very Good.** The Control Board of the DOCa Rioja awarded an official rating of 'Very Good' to the 2016 Rioja vintage. Good progress throughout the growing cycle offered highly-satisfactory results both in terms of quality and quantity. Certified production ultimately amounted to 315.57 million litres of certified wine. This 'VERY GOOD' rating is the average score obtained through a statistical procedure based on the results of the strict certification process of the 4,821 samples taken directly from the tanks of the wineries by Board technicians.

*Institutional wines: Young White 2016, Baro n de Ley; Barrel-fermented white 2016, Bodegas del Medievo; Young rose 2016, Bodegas y Vin edos Ilurce; Young red 2016, Bodegas y Vin edos Sola bal; Crianza red 2012, Bodegas Rami rez; Reserva red 2013, El Coto de Rioja; and Gran Reserva red 2009, Bodegas Faustino.*

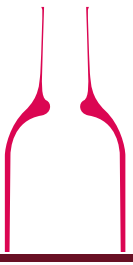
**Institutional wines.** The Plenary was informed about the selection of institutional wines by the Council's Tasting Committee from among the nearly 200 samples submitted by Rioja wineries to the competition called for that purpose. The seven wines chosen are a representative sample of the wide range of types and categories that currently make up the offer of wines covered by the DOCa Rioja. They are dressed with labels designed especially by the Control Board for each category.

#### PLENARY OF 7-6-2017

**Viñedos Singulares and Espumosos de Rioja.** The Plenary unanimously agreed to allow the production of quality sparkling wines by making the necessary changes in the Designation Specifications. Likewise, a majority decision was reached to adopt a descriptive guide for the preparation of the justifying report set out in article 14 of the Royal Decree 267/2017, as well as the inclusion of the requirements for the designation of wines from *Viñedos Singulares* (specific vineyards with unique characteristics).

**Wine tourism.** The Plenary acquiesced to the replacement of GRUPO RIOJA by the Control Board of the DOCa Rioja in the Great Wine Capitals Global Network, whose most relevant activity is the promotion of wine tourism through the annual Best Of Wine Tourism awards.





## DOCa Rioja approves regulation for identifying Viñedos Singulares wines and producing top quality sparkling Riojas

Coinciding with the last period of the Rioja 2005-2020 Strategic Plan, the region is entering a new era in search of value arguments to consolidate and reinforce its leading position in Spain and as a world-class quality wine region. The first milestone was the review of the definitions the traditional Reserva and Gran Reserva categories in 2016, establishing minimum bottle ageing periods for the Reserva category, to come into effect on 1 January 2019, and allowing for flexibility in one of the bottle ageing years in the Gran Reserva category. It would also be possible to make white varieties with any of the permitted grape varieties.

The second milestone was the approval by the DOCa Rioja Control Board Plenary of the regulations regarding the identification of wines as being from viñedos singulares (specific vineyards with unique characteristics). This is in response to market interest in having more information on the specific plots where the grapes to make a given wine come from. This reconciles the interests of winemakers to showcase these wines, which were already available on the market, as well as those of opinion leaders and end consumers who demanded more information on the label itself.

A process was implemented to allow these mentions to be included in the guarantee documents (back labels and seals) of the already successful Rioja Wine categories (Young, Crianza, Reserva and Gran Reserva), which continue as basis for regulation. The added information, referring directly to the terroir and origins of the wine, will reflect the great diversity offered by Rioja wine today.

The new mention seeks to set specific vineyards apart from their surroundings, with requirements in tune with the Control

Board quality and authenticity policy. For example, it will be necessary to technically demonstrate the natural limits of the 'unique vineyard', which will require long-time ownership, being more than 35 years old, and yields at least 20% below those allowed for the wine region as a whole. They will have to be well-balanced vineyards of limited vigour and will be required to be harvested manually. Production traceability will also be a requirement, with prior checks, and double quality assessment (initial certification and certification prior to being put on the market). The later will require an 'excellent' rating.

As of 31 December 2017, almost fifty owners had applied to the Control Board for recognition as Viñedo Singular for a total of 111 plots, with a total surface area of 172.3 hectares. This is proof of the excellent feedback from the industry, which is going to be able to launch the first wines with this mention in 2018 and 2019.

### Quality sparkling whites and rosés

The DOCa Rioja has adapted its regulations to take advantage of a business opportunity and include quality white and rosé sparkling wines. This complements the range of still wines traditionally protected by the Designation (reds, rosés and whites) with a quality product of of renown, obtained employing traditional methods and limiting in sugar content (Brut, Extra Brut and Brut Nature). This new mention will be incorporated in the bottle back labels and seals issued by the Control Board and will be specifically reflected on the label as well.

All the grape varieties authorised by Rioja Regulations



may be used to make Espumoso de Rioja and, in the case of sparkling rosé wines, they must use at least 25% red grapes. The vintage application must be submitted prior to the beginning of harvest, which must be by hand and grape-to-wine ratio should be limited compared to that generally permitted. Only healthy grapes can be employed in the vinification of quality sparkling wines having a minimum natural potential alcohol content of 9.5% vol. for both red grapes and white grapes. Red and white grapes should be delivered separately for each partial delivery or weighing.

In summary, the ready-to-drink Espumoso de Rioja must meet the following technical requirements:

Minimum acquired alcohol content of 11% vol. and maximum 13% vol.

Colour intensity of rosés should be between 0.10 and 1.8 AU/cm, resulting from the calculation  $A_{420} + A_{520} + A_{620}$ .

Maximum total sulphur dioxide: 140 mg/l

Maximum volatile acidity: 0.65 g/l

Minimum total acidity: 5.9 g/l

pH between 2.8 and 3.3.

The minimum second fermentation period required for Espumoso de Rioja is 15 months, 24 months in the Reserva category and 36 months in the Gran Reserva category. Finally, the product will be subject to a double qualitative evaluation, with a physical-chemical and sensory evaluation prior to market launch, requiring good/very good rating. All these demands illustrate the high level of quality of the type of sparkling wine that is intended to be offered to the market under the Rioja label, something that consumers will not be able to enjoy at least until Christmas 2019.

The production of sparkling wines in Rioja is small but has a history spanning well over a century in some wineries whose sparkling wines have been certified by the Cava Designation of Origin since its creation in 1972. As of 31 December 2017, eight wineries had already submitted their request to make *Espumoso de Rioja*.

## PLENARY OF 7-7-2017

**New Plenary.** Once the new members took on their posts at the 21 June Plenary session, the configuration of the Standing Committee was agreed upon and the chairs and composition of the Administration, Personnel, Finance and Internal System Committee, the Technical and Control Committee, the Promotion Committee, the Regulations Committee, the Strategic Plan Analysis and Development Committee and the Zones and Municipalities Committee were also agreed upon.

**Processing of files.** The updating of the procedure for processing non-disciplinary proceedings was unanimously approved, and the delegation of functions for this mandate was articulated.

## PLENARY OF 14-7-2017


**Register of Vineyards.** It was also agreed that, within the framework of the new harvest control system, lists and certificates on registration in the Control Board Register of Vineyards requested between 10 August and 31 December each year be issued free of charge.

## PLENARY OF 24-7-2017

**Contracting Manual.** The updating of the Procurement and Services Contracting Manual was approved by majority. The purpose of the manual is to set out the procedure employed by the Control Board of the DOCa Rioja when making purchases or hiring services and includes approval levels to incur in expenses and attributions for collections and payments, in order to ensure optimal, transparent and efficient operation of the Board.

**Board Vice-presidency.** The Board established a vice-presidency for the first time. The position was awarded to Fernando Ezquerro Cuevas, president of FECOAR, with the unanimity of votes cast.





DOCa RIOJA enhances the visibility of smaller geographical units, giving a push to an initiative started in 1998.



## Vinos de Municipio and Vinos de Zona complete the renovation of the current Rioja system

The Board Plenary approved the updating of the regulation of the *Vinos de Zona* (wines from a specific zone) and *Vinos de Municipio* (wines from a specific town/municipality) indications, with the aim of giving greater visibility to these minor geographical entities on labels. This also meets the concerns of operators who want to valorise the extensive variety of wines currently offered by the DOCa Rioja and opinion leaders and final consumers, who want to see more information on labels. The new geographical indications are to complement the traditional and successful range of wines made with blends from different sources.

The Control Board regulated a traceability procedure in 1998, which allowed the inclusion on labels of the names of Rioja Alta, Rioja Alavesa and Rioja Baja, an agreement that was extended in 1999 to the use of the name of the municipalities. Now another step has been taken contemplating situations in which the processors grow vineyards in bordering locations, so that the inclusion of up to 15% of the volume of grapes under these conditions is allowed. The requirement will be a long-standing link to the vineyard which will have to be a permanent project in order to prevent speculation. This margin of tolerance is part of the possibilities offered by EU regulations.

Another new aspect is the increase in size for the

representation of the towns or zones (formerly called sub-areas), a change of name that better expresses the philosophy of what Rioja wants to transmit. Up to now, the size of these indications was limited to a maximum of two-thirds of the Rioja indication. From now on, they can be represented on equal terms, the only requirement being that they cannot stand out more than the name of the wine region. Finally, those making *Vinos de Pueblo*, will have to use a different brand name than for other wines.

As regards the controls carried out by the Control Board to guarantee the traceability of the wine labelled with the name of the zone or municipality of origin, the winery has to notify the Control Board in advance of its intention, the wine has to be certified separately and checked later. Volumes and movements will also be monitored.

In order to guide a proper implementation of these changes, there is a commitment to promoting these indications. The committee to deal with these issues (which was active from 1998 to 2004) is to be chaired by Ramón Emilio Muro Aguirrebeña, representative of the Alava Cooperatives.





**2017 Harvest Standards.** The Plenary approved the 2017 Harvest Standards, which had to take into account a complex situation after an April frost affected part of Rioja vineyards. State-of-the-art computer technologies and an unprecedented number of vineyard inspections provided exhaustive data to set the year's Harvest Standards. The Standards are determined to best serve general interest, quality assurance, authenticity guarantees and maintaining the balance on which the current Rioja model is based.

The general production limits set for the harvest were 7,475 kilos per hectare for red varieties and 10,350 kg/ha for white varieties, thereby covering the Region's production expectations. In order to allow for the chance of adverse weather at the end of the growing cycle, growers were allowed to deliver grapes in excess of maximum yields of up to 325 kg of red grapes per hectare or 450 kg of white grapes. The wine made with these grapes will not, however, be certified by the DO and will have to be removed from the wineries by a deadline specified by the Control Board.

Following field inspections, in vineyards that were affected by the frost, maximum yields were lowered from the above figures. These were listed in Annex II of the Harvest Standards. The effect of the frost in about one third of the Region's surface area was not uniform and two groups of affected plots were identified in Annex II. The maximum yield for the vineyards most affected by the frost was 4,550 kg/ha for red grapes and 6,300 kg/ha for white. A second group with less severe frost damage was allowed to produce 5,850 kg/ha or 8,100 kg/ha respectively. Finally, grape-to-wine ratios for the 2017 vintage were set at the highest figures allowed by the Designation Specifications, namely 72 litres for every 100 kg of grapes.

## PLENARY OF 11-8-2017

**Vinos de Zona and Vinos de Municipio.** The Plenary unanimously agreed on the recognition of the designations of Vinos de Zona (wines from a specific zone) and Vinos de

Municipio (wines from a specific municipality), as well as on the relevant changes in the Designation Specifications.

**Rioja Oriental.** The Plenary unanimously decided to rename the Rioja Baja sub-area Rioja Oriental, a change that would apply within 2 or 3 months, a period during which the absence of legal objections would be verified, as well as possible problems arising from the notification of the change to the different markets, which would be tested by the Control Board country promotion agencies. Likewise, it was decided to notify this change to the Public Administrations and that dissemination work be carried out by the Council to implement the new name.

## PLENARY OF 5-9-2017

**Audit.** The Plenary decided to commission EUDITA AUDITEBRO S.A. to carry out a complete audit of the 2017 annual accounts for an amount of €6,812.30.

**Brand image study.** The development of a worldwide creative concept by the Shackleton advertising agency was agreed unanimously for an amount of €141,443. This follows from a strategic repositioning study carried out by Interbrand. The budget deficit of approximately €75.000 on the initial allocation for brand strategy will be financed against savings in other promotion items.

**Audiovisual promotion.** A decision backed by all votes cast was reached to generate audiovisual content with the collaboration of the actor Dani Rovira with a budget of €78,650, which could be used to materialise the global creative concept, boosted in social networks and advertised in other media, counting on the support of a youtuber that currently exceeds one million followers and funding the amount with savings in other promotional items.







# PLENARY DECISIONS

**Rosé colour intensity.** It was unanimously decided to modify the section of the Designation Specifications referring to the colour intensity, the new requirement to lie between 0.10 and 1.8 AU/cm, resulting from the calculation  $A_{420} + A_{520} + A_{620}$ .

## PLENARY OF 31-10-2017

**Planning of productive potential.** The Board Plenary decided to halt the increase of the plant mass of the DOCa Rioja, limiting it to 0.1 hectares for 2018 and restricting planting authorizations for replanting or conversion of rights from outside the territory of the DOCa. This effectively postponed the November 2015 agreement that set the limit for new vineyards in 2018 to 387 hectares until the entry into force of the new distribution criteria in 2019. The decision was based on a 0.3% rise in sales from September 2016 to August 2017.

This policy of limiting the increase in vineyard surface area in the DOCa Rioja aims to ensure the continuity of its model of sustainable development under the threat posed by the new vineyard planting authorisation system which came into effect in January 2016 after the last reform of the Wine CMO. This threat is described in the conclusions of the Study of vineyard surface growth possibilities in the DOCa Rioja, led by Emilio Barco and carried out by experts from the public universities of La Rioja, Basque Country and Navarre for the Control Board. According to the report, the current plantation authorisation system can lead to a significant risk of devaluation of the DOCa Rioja if the growth of the potential is not managed adequately, a risk that the Rioja wine sector seeks to protect against following the recommendations of the study, through the decisions taken within the Control Board.

**Yields for the 2018 harvest.** Together with the decision to halt new planting in 2018, the Plenary decided to set a minimum productive yield equivalent to 107% and grape-to-wine ratios of 72%, with the commitment to search, before

15 June 2018, and depending on sales performance, yields looking to reach the stock ratio set in 2015.

## PLENARY OF 15-12-2017

**2018 Budgets.** The Plenary approved a budget of €16,581,798.64 for 2018. After deducting the community funds received for co-funding promotional investments in third countries, the budget will be entirely borne by the sector, distributed at a ratio of 57,4% paid by the wineries and 42,6% by the grape growers. The objective is to continue maintaining the spend levels both in promotion, which takes more than 65% of the total budget, and in improving quality control processes.

This gives continuity to the commitment made by the various industry associations to maintain the high level of promotional expenditure achieved in the last two years to continue improving the position of Rioja wines in the main markets and continue collaborating in the development of wine tourism in the region, thereby adding value to the entire Designation of Origin. Spain and the U.S. have become, in view of their significance and prospective growth, the main recipients of promotion funds, with 2.77 and 2.74 million euros respectively. Ten other international markets have been targeted for promotion campaigns by Control Board, either to increase the value of exports in the case of mature markets with a traditional presence of Rioja, such as the UK, Germany, Mexico, Ireland, Canada and Switzerland, or to achieve greater penetration in emerging markets like China and Russia. Two traditional markets, Denmark and the Netherlands were included in the campaign this year.

In 2018, the Control Board and its country communications and promotion agencies will employ a new brand advertising strategy with a global message and values, redefined on the wake of a strategic repositioning study carried out by the DOCa Rioja in partnership with Interbrand and Shackleton, two firms specialising in image consulting and advertising creativity. During the coming months, the Control Board will



**ENAC Accreditation Commission certifies DOCa Rioja Control Board wine inspection body.** The National Accreditation Entity (ENAC) recognised the Control Board of the DOCa Rioja for its "technical competence to carry out inspections in the agri-food sector to the UNE-EN ISO/IEC 17020 standard." This accreditation reinforces the Council's power to act as an inspection body and represents a further step in the process of adapting the Region to the demands of the new wine legal framework established by Act 6/2015 on Designations of Origin. This Act met the demands of the Rioja wine sector in maintaining the model of quality control it has implemented in the past, a goal that the sector had pursued since the enactment of the Wine Act in 2003 caused legal uncertainty issues for the Region.

Given its accreditation in accordance with UNE-EN ISO/IEC 17020 and the fact that the DOCa Rioja Control Board is set out as a Public Corporation, the inspections carried out by its Overseers bear presumption of certainty, meaning they constitute public documentary evidence for the purposes disciplinary proceedings regarding any breach of Designation Specifications on the part of any operator. The Control Board must report regularly to the Ministry of Agriculture, and whenever requested, the results of the controls carried out, immediately notifying the competent authority of any possible breaches.

As set out in the aforementioned Act 6/2015 on Designations of Origin and Protected Geographical Indications with jurisdiction in more than one Autonomous Community, official control is the responsibility of the Ministry of Agriculture, which may delegate certain control tasks related to verifying compliance with the Designation Specifications before marketing, this being the case of the DOCa Rioja Control Board. In the event that the Ministry of Agriculture, in charge of supervising the application of the internal control system by the Board, should identify that this is not done properly, it may withdraw the presumption of certainty and consideration of public documentary evidence.

carry out a renewal of the creative concept as well as a new design and development of its websites worldwide.

Work will be carried out on communicating white wines as in recent years (which have performed well) and the various geographical mentions. In addition, wine tourism will remain prominent on the agenda, developing global projects such as the recent incorporation of the Control Board into the Great Wine Capitals Global Network and official Rioja educators training program, an initiative aimed at seeking partners in disseminating the culture and the values of Rioja, both in Spain and abroad, which already boasts close to 60 'ambassadors'.

**Exchange rate insurance.** It was agreed to sign two currency exchange protection insurance policies with Bankia in order to avoid the fluctuation of disbursements in dollars and pounds under the approved budget for 2018.



## Budgets and funding

Funding for Control Board's activities comes from contributions made by registered growers and wineries, based on the following:

- Compulsory fees for the value of protected production. These are based on actual grape production from the previous year's harvest.
- Compulsory fees for protected products. These are based on actual sales of each type of wine (Generic, Crianza, Reserva and Gran Reserva) in the previous year.
- Compulsory fees for documented certified value.
- Compulsory fees for back labels and seals. These are based on the back labels and seals issued to the wineries which sell the wine.

The basic budget of expenditure and investment is established considering the objectives of the activities and services that the Board provides for its members. In order to calculate the ordinary budget based on the income from protected production, the figures were taken from the approved volume of the previous year's grape harvest and an estimated

average price per kg of protected grapes in the wine region, calculated as 0,86€/kg. The basis for calculating the income budgeted for sales is the statistics on the number of litres sold in the previous year and the average prices per litre according to operators' monthly reported statistics for each of the categories of wine sold for export: €2.95 per litre for Generic wine, €4.28/l for Crianza, €6.05/l for Reserva, and €11.34/l for Gran Reserva.

This is used as the basis to apply the participations for each sector (growers and wineries) and the resulting percentages are applied to determine the compulsory fees for members.

Also, fees are applied on the documented value and the value assigned to guarantee and control documents, back labels and/or seals, both contributions being maintained without variation over previous years than those due to the amounts on the documents submitted. The compulsory fee on guarantee marks is an amount related to the number of documents that each winery received the previous year and this is divided into twelve monthly instalments.



*The certification and promotion of Rioja wine carried out by the Control Board is funded with the contributions made by the grape growers and wineries listed under the Designation.*



EXPENDITURE BUDGET FOR 2017	
<b>PERSONNEL EXPENSES</b>	
Permanent personnel costs	1,570,138.57
Temporary personnel costs	615,138.25
Social Security Contributions	589,203.34
Social costs	29,246.51
SECTION I TOTAL I	2,803,726.67
<b>EXPENDITURE ON CURRENT ASSETS AND SERVICES</b>	
Repairs and maintenance (Buildings, machinery and tools, transport materials, furniture, computer equipment, gardening, cleaning and tangible fixed assets)	94,871.70
Office equipment, supplies and miscellaneous (Materials, fuel, communications, transport, insurance for premises and vehicles, taxes, etc.)	296,666.64
Miscellaneous expenses (Public Relations, promotional material, protecting the brand and the Designation and unforeseen costs.)	320,637.44
Work done by other companies (Nielsen Report, computer programming, Press Office, Quality Plan, analyses, samples, maintenance, cleaning.)	286,826.17
Payments for services (Travel, maintenance, accommodation, assistance, etc.)	309,593.33
SECTION II TOTAL	1,308,595.28
<b>ACTUAL INVESTMENTS</b>	
Equipment for computer processes, furniture, equipment and others	86,660.00
Control measures for back labels and harvest	1,538,221.29
POS controls	41,055.35
Communication and Promotion (Fairs, exhibitions, functions, promotion in the media, communications, competitions, collaboration and promotional objects)	700,000.00
SECTION III TOTAL	2,365,936.64
<b>SUMMARY OF ORDINARY BUDGET</b>	
PERSONNEL EXPENDITURE	2,803,726.67
EXPENDITURE ON CURRENT ASSETS AND SERVICES	1,308,595.28
INVESTMENTS	2,365,936.64
TOTAL ORDINARY BUDGET 2017	6,478,258.59
<b>EXTRAORDINARY BUDGET</b>	
MARKETING AND COMMUNICATION PLAN (Domestic and foreign markets: United States, United Kingdom, Germany, Sweden, Ireland, China, Mexico, Switzerland, Russia y Canada)	10,002,447.40
TOTAL EXTRAORDINARY BUDGET	10,002,447.40
<b>TOTAL GLOBAL BUDGET 2017</b>	<b>16,480,705.99</b>



# FINANCIAL RESOURCES

Grants were received for promotional campaigns co-financed with CMO funds totalling €2,647,559.12, of which €1,156,895.51 came from the 2017 CMO contribution, which ended 31 May 2017 which had already been received, and the rest, €1,490,663.61, corresponds to the following CMO years ending on 31 May 2018 and is awaiting collection. In addition, a grant was received from the Rural Development Program of Navarra for an amount of €25,062.45.

## Extraordinary budget

The Control Board Plenary approved an Extraordinary Budget of €10,002,447.40 for the Marketing and Promotion Plan. This Extraordinary Budget, together with the amount approved in the Ordinary Budget for communication, represents a significant sum to promote Rioja wine on the various markets and is mainly used in advertising and promotion on the domestic and foreign markets. The actions to be undertaken in the area of marketing and communication are studied by a group of experts selected from among the associations represented in the Control Board, as well as the Board's own staff. The group of experts assesses plans, actions and budgets for each country and submits them to the Plenary for approval. The plans include advertising and promotional actions mainly in the United States, Germany, the United Kingdom, Sweden, China, Mexico, Switzerland, Russia, Ireland and Canada. Part of the budget was also assigned to advertising and promotion in the domestic market, with TV, radio, social media and point-of-sale communication campaigns.

## Expense budget

The basic budget for expenses and investments was defined taking into account the goals, actions and services that the Board provides for its members. The Budget includes personnel costs based on the Collective Agreement, maintaining control activities. Operating costs were similar, adapting items to the Consumer Price Index and to the requirements of activities. In the area of Communication and Promotion, there was a continuance of activities, research into wine tourism, tasting courses and on-trade and Internet dissemination.

The collection of POS samples both in Spain and abroad continued. An additional item was the investment in the implementation of the Rioja Trustseal holograph on labels and seals.

BUDGET DISTRIBUTION CRITERIA 2017					
DISTRIBUTION (%)	BUDGET	GROWERS	%	WINERIES	%
ORDINARY BUDGET	4,898,981.95	1,249,240.40	25.50%	3,649,741.55	74.50%
ADDITIONAL BUDGET	1,579,276.64	789,638.32	50.00%	789,638.32	50.00%
EXTRAORDINARY BUDGET	10,002,447.40	5,001,223.70	50.00%	5,001,223.70	50.00%
TOTAL BUDGET	16,480,705.99	7,040,102.42	42.72%	9,440,603.57	57.28%







# Activity Reports by department

ADMINISTRATIVE SERVICES

LEGAL DEPARTMENT

MARKETING AND COMMUNICATION

CONTROL DEPARTMENT



# ADMINISTRATIVE SERVICES

## Activity Reports by department

### ADMINISTRATION SERVICE

Strict compliance with the Articles of the Rioja Calificada Designation of Origin requires controlling and issuing a considerable number of documents each year. The most important documents are export documents, authorisations for transporting wines between registered wineries, processing vintage control forms for the different types and categories of wines and issuing wineries with the back labels and seals that guarantee the origin, quality, vintage and category of wines certified by the Designation of Origin.

The Administration Service is also responsible for the financial management of the Board from winemaking and budget supervision to accounting management, cash flow, and collection of the various types of taxes from grape growers and wineries (which constitute the Board's income) and relevant expenditures.

#### Document management

**Export documents.** In 2017, a total of 354 certificates of origin were issued for exports to foreign countries. Authentication of the wine's origin in the accompanying documents is not required for bottled wine, as each bottle bears its own individual certificate

**Transfer permits.** The total volume of wine transferred between registered wineries in 2017 amounted to 242 million

litres. A total of 3,830 permits were issued for transfers of protected wines.

**Vintage control forms.** The Control Board Administrative Services issued a total of 1,139 vintage control forms in 2017 for the various types and categories of wine.

**Back labels and Seals.** A total of 14,486 "documents for back labelling/sealing Rioja wines, and other expeditions exempt from requiring commercial documents" (which have to be filled in by both growers wine sellers) were issued and recorded for 2017.

Also, the 6,610 deliveries of back labels and seals made to registered bottlers of Rioja wine totalled 387,678,323 guarantee documents. Of these 1,325,610 were normal paper back labels, 4,682,426 were self-adhesive back labels, 80,142,838 were normal paper seals and 301,527,349 were self-adhesive seals. In addition to these deliveries, the relevant printers delivery documents were drawn up and registered. These totalled 2,671 forms and 680 return documents.

As in previous years, the use of seals rose. While in 2000 seals accounted for 78% of guarantee documents, this figure rose to 98% in 2017. This is due to the increasing use by wineries of back labels that contain information about the wine. The use of guarantee documents printed on self-adhesive rather than normal paper has also risen from 22% in 2007 to 79% in 2017.



# LEGAL DEPARTMENT

## Activity Reports by department

### LEGAL DEPARTMENT

The Control Board of the DOCa Rioja has a Legal Department that has been part of its organisational structure since 1986. It was later included in its Regulations through the Order of 3 April 1991, which granted it the Calificada status, maintaining its presence in the Articles of the Control Board of the Denominación de Origen Calificada Rioja approved in Order APM/544/2017 of 5 June 2017. It is one of the few Control Boards to have their own permanent service of this nature, which gives an idea of the level of development that the Designation has achieved.

#### New Control Board Articles

The Articles of the Control Board of the Denominación de Origen Calificada Rioja, approved in 2017, repealed Order APA/3465/2004, of 20 October 2004, which approved the Regulations of the DOCa Rioja, although certain precepts of the aforementioned Order shall temporarily remain in force until their contents are included in the Designation Specifications. Similarly, the Control Board will be governed by its verification and control actions, pursuant to the provisions of Order APA/3465/2004 while it is in the process of accreditation to the UNE-EN ISO/IEC 17065/2012 standard.

The activities of the Legal Department mainly involve processing administrative files within the Organisation. The reasons for instituting such proceedings are mainly requests regarding the production of grapes to make protected wines and the transformation of grapes into wine, wine certification

**Labels.** The legal department processed a total of 778 notifications of new labels, 288 for new brands and 485 for design changes in previously-authorised labels. A total of 7 labels were found not to conform to regulations in effect.

proceedings, processing label notifications, modifications in records (mainly new entries and deletions); and suspensions and cancellations in the various vineyard and winery registries.

#### Disciplinary proceedings

On 12 May 2015, Act 6/2015, on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope was enacted. From the date of its coming into effect, the Food Information and Control Agency is also in charge of filing and processing disciplinary proceedings for breaches under Act 6/2015.

On 17 March 17, 2017, Royal Decree 267/2017 was passed. The RD implements both Act 6/2015, of 12 May 2015, on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope and Act 12/2013, of 2 August 2013, on steps to improve the operation of the food chain.

The Control Board Legal Department closely cooperated with the Food Information and Control Agency in the drafting of all those reports which are required to process disciplinary proceedings.

#### Defence of the Rioja brand

The Legal Department also draws up legal reports on different issues that affect the Designation and the Control Board, taking the necessary steps to defend the Designation before public authorities and in court.

In this sense, the Legal Department works on the defence of the Rioja brand, at national, European and international levels, before the different Industrial Property Offices with actions in both the administrative and judicial spheres, having appeared before the criminal jurisdiction in a matter related to the fraudulent use of the Designation of Origin.

Another function of the Legal Department is to provide information and advice for registered growers and winemakers, and others. It also processes requests for documents made by



# LEGAL DEPARTMENT

courts of law (particularly in civil cases) resulting from suits between private individuals on plantations supervised by the DOCa Rioja.

## Administrative reports

In 2017, the department processed a total of 9,258 administrative reports arising from actions initiated in other departments of the Control Board. In the case of disciplinary proceedings, the reasons were basically the following: labelling violations; failure to notify irrigation; breach of Harvest Standards; introducing wine from outside the DOCa; introducing grapes from outside the DOCa; improper use of the Grape Grower's Card; omissions and errors in the guarantee document usage statement and volume discrepancies. The fines collected for disciplinary proceedings concluded in 2017, whether instituted in 2017 or before, totalled €164,846.91, which were deposited with the National Treasury Department.

Non-disciplinary proceedings arise from notifications of new label designs, registration of productive vineyards after they are authorised by the Departments or Regional Ministries of Agriculture of the three Autonomous Communities in which the wine region is located, incidents observed on the field by the Empowered Overseers Service with respect to vineyards in their second year (discrepancies related to how many vines can be held, grape varieties grown, plantation densities, location, etc.), allegations related to the wine approval process, claims on the amount of certified grapes, etc.

## Relations with other legal institutions

The trend already observed in previous years continued, with slight growth in the number of disputes between registered members or disputes in which one of the parties is a registered member, affecting vineyards, planting rights, or assets of wineries is increasing the number of requests made by Courts to the Control Board for reports and certificates.

## Regulations Committee

The Control Board has a Regulations Committee with equal representation from each sector. The Committee's secretary is the Solicitor of the Legal Department. The main mission entrusted to it in 2017 was the development of smaller geographical areas of provenance, namely, *Zona* (zone), *Municipio* (municipality, the territory under the jurisdiction of a town hall) and *Viñedo Singular* (denoting a particular vineyard with unique characteristics), plus the new category, *Vino Espumoso de Calidad* (quality sparkling wine). The changes and new features approved were recently added to the Rioja Designation Specifications.

Other changes in the Designation Specifications introduced in 2017 include a revision of the Reserva and Gran Reserva categories, with new requirements in effect since July 2017 that will be enforced as of 1 January 2019, as well as new descriptions of the vinification processes of white and rosé wines lifting restrictions in the use of Chardonnay, Sauvignon Blanc and Verdejo grapes.

Among other matters, in 2017, the Regulations Committee discussed and submitted to legal assessment the application of the UNE-EN ISO/IEC 17065:2012 Standard, as well as a modification of the date when wine ageing periods start to be counted.

## Other activities of the Legal Department

The Legal Department participated in various forums and prepared various reports, assessments and comments. In this regard, work has been done on the study and evaluation of the different drafts of the EU implementing and delegated acts on Protected Designations of Origin, Protected Geographical Indications, Traditional Terms, Labelling and Presentation of wines.

Maintaining the legal documentation service. The Legal Department has an extensive register which is constantly updated on legislation regarding vineyards and quality wines



which includes European and Spanish laws, and particularly the legislation of the Autonomous Communities of La Rioja, the Basque Country and Navarre in this area.

In 2001 the Legal Department uploaded legislative information to the Control Board website. It includes both Spanish and European laws and regulations applicable to the DOCa Rioja, as well as the Official Circulars that describe the most significant decisions of the Plenary of the Control Board. It was duly updated in 2017.

Compilations and manuals. The Legal Department maintains an up-to-date compilation of basic Spanish rules and

regulations applicable to the DOCa Rioja and to other wine Designations of Origin, and of the Official Circulars issued by the Control Board containing regulations since 1968, with subject and chronological indices.

## Institutional collaboration

- Giving a presentation at of the DOCa Rioja for students at the OIV Masters degree course offered by the University of La Rioja.
- Participating in the Masters degree course in Integral Packaging Design for the Food and Wine Industry offered by La Rioja Design School
- Participating in the Wine Tech project Advisory Committee.
- Representing the Spanish Conference of Wine Control Boards at the Governing Council of the Wine Technology Platform.
- Collaborating with the Spanish Conference of Wine Control Boards in its relations with EFOW (European Federation of Origin Wines), of which it is a member.
- Participating in regional panel discussions on matters of interest to the wine industry.
- Representing the DOCa Rioja Control Board at an international lobby group advocating origin and geographical names.
- Representing the Spanish Conference of Wine Control Boards at the Board of Directors of the Wine Technology Platform.



*The wine tourism strategy of the DOCa Rioja played a prominent role in the celebration of FENAVIN 2017, where the Control Board general director, José Luis Lapuente, participated in the Conference 'Enoturismo y Denominaciones de Origen'.*

- Participating in the Masters Degree in Oenology offered by the University of La Rioja.
- Participating in the Masters degree in Sommellerie offered by the Basque Culinary Center.
- Giving a presentation on the Denominación de Origen Calificada Rioja at the Professional Association of Magistrates.
- Participating in a conference on the value of designations of origin organised by the Gujuelo PDO.
- Participating in the Commission for the creation of a Masters degree in Vine and Wine Technology, Management and Innovation at the University of La Rioja.
- Appearing before the Joint Congress-Senate Committee on the Study of the Drug Problem in relation to the paper Minors without alcohol.



# MARKETING AND COMMUNICATION

## Activity Reports by department

### Communication goals and strategies

The Marketing and Communication Department is responsible for planning, co-ordinating and managing the various promotional activities in which the Control Board is involved, in the areas of publicity, communication and media and public relations. The department is responsible for planning and conducting promotional campaigns in domestic and export markets considered strategic for Rioja. It is also in charge of creating and carrying out various initiatives to gain renown for and better position Rioja wines, organising its own events, sponsorships, attending fairs, organising winetasting courses, collaborating with other entities involved in promoting wine and specific communication and media relations tasks. There was a focus on two new areas which are considered priorities for the coming years: the wine tourism strategy and the launch of the official Rioja wine educators programme.

As an important part of the Board's communication strategy, permanent relations are maintained with the media through the Press Office, which issues more than one hundred press releases, reports and special joint publications every year, and deals on an individual basis with the numerous requests for information received from the media and trade journalists. In this aspect, digital communication and social media are becoming an increasingly important vehicle for communication, as they give the opportunity to establish a dialogue with the target audience. There are Facebook, Twitter and Instagram accounts in 10 countries managed by the Control Board and its communication agencies.

The Marketing and Communications Department is also in charge of the Board's various publications (the CONSEJO newsletter, the annual report, the website and various promotional and informative materials, which are re-edited and reprinted regularly due to high demand), managing the Rioja Wine Information Office, situated at the Control Board headquarters, and dealing with the many people, both Spanish and foreign, who visit headquarters daily. It also plans and co-ordinates market surveys and image surveys carried out by specialised companies, and distributes the results.

The Department's action plan for communication focused mainly on achieving goals defined within the general communications strategy approved by the Control Board Plenary:

a) Conveying an image of quality, diversity and innovation for Rioja wines through the media with a continuous flow of information.

b) Improving the reputation of Rioja wine among consumers, professionals and opinion leaders, disseminating those traits that best highlight its uniqueness.

c) Generating an attractive, modern image of Rioja wine which brings it closer to young consumers while promoting Responsible Drinking initiatives.

d) Consolidating the image of the Wine Region as the leader of the Spanish wine industry and of the Control Board as the body that represents it in all areas.

e) Disseminating new indications that have recently been approved concerning minor geographical entities and sparkling wines

The dissemination of the differentiating aspects of our Wine Region, from viticulture to the vinification and sale of the wines, is based on key concepts, such as the quality and originality of its grape varieties, the ageing potential of the wines, the quality assurance offered by a strict control system, the history of the area, its diversity and dynamic nature and an intelligent balance between tradition and modernity; all that which ultimately helps highlight the uniqueness of Rioja compared to other wine regions in Spain and abroad.



**Annual Convention of Rioja country promotion agencies.** The agencies in charge of Rioja wine promotion campaigns in eleven countries held a convention in September at the Control Board headquarters with the aim of examining the campaigns, sharing experiences and preparing actions for 2018.

## Greater spend to improve Rioja brand value

In 2017, the Control Board spent close to 11 million euros promoting the Rioja brand in its main markets. This is more than 65.5% of the total annual budget. This spend, which involves both wineries and growers, is consistent with the goal of positioning the Region's wine at higher value-added price points. Given Rioja's high visibility among consumers, the challenge now is to position Rioja as a region known for its quality and sure value, whose diversity and authenticity go

hand in hand.

"Discovering/showing the value of Rioja wines through educational activities and memorable experiences for professionals and consumers" was the linchpin of foreign market institutional promotion and its marketing strategy in 2017. The aim of the activities was to "educate" the target audience (consumers, retailers and

Generating experiences and educating, the two key areas for activities with professionals and consumers



# MARKETING AND COMMUNICATION

restaurateurs) through wine tastings and direct contact with wine producers and their importers so they could tell the unique stories that lie behind each wine, to showcase its origins with authenticity and transparency. Both professionals and consumers have had the opportunity of tasting the quality and diversity of the wines in connection with international cuisine and Spanish tapas, demonstrating their excellent pairing capability.

This year, there was a significant increase in efforts to promote Rioja whites both in Spain and in international markets to show that Rioja is not just red and to value the great work carried out by Rioja winemakers and grape growers for this type of wine. White wine drinking is growing considerably worldwide and it is a niche market that Rioja should not neglect.

In mature markets, like the United Kingdom, Germany and Switzerland, activities focus on both consumers and professionals, as point of sale presence of Rioja is notable and consumers are increasingly taking the role of influentials. The challenge is for them to try the wines. In developing markets like Russia and China, the campaign focuses on professionals and on enhancing point of sale visibility of Rioja, establishing alliances with major retailer chains in the country. The challenge is to “educate” professionals and opinion leaders so they can recommend Rioja and transmit its message to consumers, although there are also some activities selectively organised for them. In expanding markets such as the United States and Mexico, which are developed but not yet fully mature, a mixed strategy is applied, seeking a balance between actions focusing on professionals and on consumers.

The most significant budget items go to markets with great potential for development, such as the United States, which is already the third importer of Rioja, and China, which has experienced exponential growth, as well as major Rioja importing countries with mature markets, such as the United Kingdom, Germany, Switzerland and Mexico, not to mention Spain, where wine consumption has dropped alarmingly yet remains Rioja’s primary market, with more than 60% of total sales. Russia and Canada are now targeted for promotion after

having joined the list of the ten largest importers of Rioja.

While catering to the peculiarities of each country, institutional promotion of Rioja wines in domestic and foreign markets in 2017 was generally based on an integrated marketing strategy: public relations, advertising, media relations and point of sale promotions. Internet and social media have become a fundamental tool in promotional activities. The Control Board is therefore currently spearheading wine social media with individual profiles on Facebook, Twitter and Instagram in the campaign’s target countries, a global profile on YouTube and a portal of social networks (Social Media Room).

A significant feature is the wine selection methods for promotional events applied by panels of independent experts in each market. Wines are selected according to quality and image, while more innovative aspects, such as Rioja whites or non-Tempranillo single varietals, are highlighted in order to enhance the value of Rioja and foster public interest in attending events. Examples of this are the 10 x 10 event organised in London, the Meininger group Best of Rioja in Germany and the Zurich Prestige Tasting. The ultimate goal is to enhance the value of the Denominación de Origen Calificada Rioja.

To assess the efficacy and results of promotional campaigns the it is essential to look beyond sales volume and sales value, gathering feedback from importers, wineries, buyers and opinion leaders through country-wide satisfaction surveys as well as event-specific polls (visitors and exhibitors). These are managed by the external consultants, Wine Intelligence.





## Board publications

The Control Board promoted the use of new digital media to disseminate knowledge about Rioja wines, both in the Spanish market and in all those countries where agencies are deploying promotional campaigns. The Riojawine app, the first official mobile device application, gives consumers the most complete information about Rioja wineries, wine and wine tourism. Rioja's presence in social media was also intensified with individual profiles on Facebook, Twitter and Instagram, a global profile on YouTube, where new educational audiovisual productions are regularly uploaded, and a social media portal called Social Media Room. In 2017, the Board published eight Spanish language issues and four English language issues of its digital newsletter. It is distributed free of charge by email since 2015 and it targets both trade professionals and consumers worldwide. The official Control Board website ([www.riojawine.com](http://www.riojawine.com)) is permanently updated with contents that provide a complete view of the DOCa Rioja.

As regards printed publications, three issues of the CONSEJO newsletter were published in 2017. This newsletter fulfils the primary objective of strengthening communication links between the Control Board and its vine growers and winemakers. The Annual Report is a complete information compendium that lists the activities carried out by the Board and provides a vision of the situation of the DOCa Rioja as a whole through the most significant statistical data. The Control Board also offers printed informative and promotional material in several languages.

**Wine tasting courses and Information Office.** The Board Information Office attends to a large number of visitors, as well as demands of informative material and consultations on wine tourism that come from all over the world. Control Board technicians gave four beginner's level tasting courses at Control Board headquarters in 2017 to a total of 67 students. These courses are being taught since 1998 on Saturday mornings. Advance booking is required.





## MARKETING AND COMMUNICATION



*Eva Longoria met with the members of the Control Board at the Hotel Marqués de Riscal*

*Below, Eva Longoria toasts with the president and director general of the DOCa Rioja Control Board.*



## Promotional activities in Spain



### Rioja wine showcased at Eva's gala events

Just like in the London, Madrid and Miami events, Eva Longoria once again had Rioja wine as the official wine of the Global Gift Gala held in Mexico in October in order to raise funds to help the most damaged areas after the September earthquakes. The hosts of honour were Eva Longoria herself and the singer Maluma who, together with the Global Gift Foundation, the Eva Longoria Foundation, the Arte de los Sueños de Maluma and the Fundación Duerme Tranquilo, joined forces to bring a little hope and peace to the populations of the state of Oaxaca that were affected by earthquakes.

### PROMOTIONAL ACTIVITIES IN SPAIN

**The actress Eva Longoria, 2016**  
**Prestigio Rioja Prize, visits Rioja**

In April 2017, the actress Eva Longoria fulfilled her promise to visit Rioja to participate in an experience among vineyards. The actress is Rioja Wine Ambassador in the United States after receiving the 18th Prestigio Rioja Prize in 2016. Passionate about Spanish traditions, she said that she had been captivated





# MARKETING AND COMMUNICATION



*FITUR director Ana Larrañaga, gave the president of the Control Board of the DOCa Rioja, Jose María Daroca, the award for best national tourist application in the category of cultural and wine & food tourism.*



not only by the wine, but also by the people of this region, whom she describes as “authentic and hard-working.” Longoria highlighted “the beauty of the landscape and the vineyards and the wealth of Riojan cuisine,” as well as the quality and design of Rioja wines, which she considers “the most painstakingly packaged” with regard to label design.

The star of *Desperate Housewives* highlighted the strength and vibrancy of the wines of Rioja, and praised the elegance of the Tempranillo variety, which she confesses to be her favourite. While visiting a vineyard, she said she found it “fascinating that, in Rioja, you can feel that tradition and respect for wine and the vineyards and how it is transmitted from one generation to the next.”

At a meeting with Control Board Plenary members, the president José María Daroca and the director general José Luis Lapuente, thanked the actress on behalf of all of Rioja’s growers and winemakers for her visit and for accepting the prize, as there is now doubt that “Eva’s international projection makes her the perfect ambassador for our culture in the world.”

## Riojawine App awarded in Fitur

The Riojawine App has won the award for best national tourism application in the category of cultural and wine & food tourism in the fourth edition of the competition for tourism applications for mobile devices, the AppTourism Awards, organized by SEGITTUR, an agency of the Spanish Ministry of Industry, Energy and Tourism, and FITUR, one of the major tourism fairs in the world. The app also won the award for Best Mobile Project at the Web Awards Gala, an initiative of *larioja.com* and website of *Diario LA RIOJA*, which has awarded recognition to the main pioneers and protagonists of digital advances in La Rioja for the last 17 years. .

## A Book and a Glass of Rioja: the pleasure of culture

Jon Osés, a second-year student at the La Rioja Design School, says he was inspired by how you “immerse yourself in a book, swimming between lines and glasses of wine,” to design the label and poster of the campaign ¡A book and a Rioja, the

## Promotional activities in Spain



pleasure of culture'. The competition is called by the DOCa Rioja Control Board. This initiative of the Rioja booksellers consists in giving away a bottle of Rioja wine to anyone buying a book during the week of the celebration of World Book Day.

### 2nd Rioja Wine & Tapas International Competition

DOCa Rioja again partnered with the Basque Culinary Center in the second edition of 'Rioja Wine & Tapas', an international competition to design tapas to pair with Rioja wines. The competition targets students at culinary schools and universities and seeks to reward recipes that reflect the multicultural facet of gastronomy. Participants are required to send a culinary proposal that includes, the recipe, a picture, the Rioja wine they have selected to pair and a brief explanation of why they have chosen that wine. The prize consists of a culinary trip to Spain which includes Rioja and San Sebastian, one of the cities with the highest number of Michelin stars per square kilometre, where the prize winner has a meal at a key restaurant and enjoys a tapas tour accompanied by an expert. The Basque

# MARKETING AND COMMUNICATION



## Rioja joins the toast for the D.O. MOVEMENT

Backed by 25 Designations of Origin and by the Spanish Conference of Wine Control Boards, the first *Movimiento Vino D.O.* Day was held on 20 May with the aim of enjoying and bringing wine with Designation of Origin closer to the general public and to young people in particular. The main event was a great collective toast at 1.30 pm sharp by thousands of people in 25 Spanish cities. The DOCa Rioja event was held in Logroño's Paseo del Espolón.



Culinary Center, Spain's first Faculty of Gastronomy, also offers the winner an intensive professional course.

## First plenary of democracy and president Fernando Salamero inducted into Rioja Guild as Honorary Members

The Rioja Wine Guild paid special tribute to the Control Board Plenary of 1982, the first after the return of democracy to Spain, by awarding it the Rioja Wine Guild Honorary Membership, an appointment also given to the current President of the Board, Fernando Salamero. The initiative was in recognition of "the great contribution made by the members of the 1982 Plenary



## Promotional activities in Spain

to the development of the DOCa Rioja through their personal commitment, effort, dedication and vision of the future." In addition to Fernando Salamero himself, who joined the Board that year, the event was attended by the then Board president, Santiago Coello, and members Ángel de Jaime Baró, Damián Sáenz Angulo, Eladio Díaz Sancidrián and Javier Martínez Blanco.

Fernando Salamero was grateful for the recognition, and had some special words for those who, unfortunately, are no longer here and whose work was very important in defending the interests of the sector. "Being still very young, I had the luck and the great honour to participate in strategic decisions that proved fundamental for the configuration of our current Designation model with people of great vision of the future, who set the course for our region to be able to take the great leap of

the past 35 years." The president praised the magnificent work of the Wine Guild towards increasing the prestige of the Rioja: "In its thirty-three years of active dissemination of the culture of Rioja, it has made a huge contribution by extending the knowledge and fame of our wines worldwide. Your enthusiasm is the best incentive for us to continue striving to achieve excellence in our wines."



# MARKETING AND COMMUNICATION

## Rioja whites in the 2nd Queso Selección Show

A wide selection of white wines from a score of Rioja wineries were available for tasting at the Queso Selección Show, a small trade fair for professionals held on 10 October in Madrid. The show provides a meeting point between the top cheese makers in Spain and buyers from speciality shops, restaurants, hotels, food distributors, purchasing centres, supermarkets, sommeliers and the trade press. Rioja participated as part of the plan to promote Rioja white wines, which perfectly paired with the products of the twenty exhibitors.



## Onda Cero, Rioja Wine Guild Honorary Member

Onda Cero radio was awarded Rioja Wine Guild Honorary Membership to celebrate its 25<sup>th</sup> anniversary and "in gratitude for the major contribution to disseminating food and wine carried out by the radio station network", according to the Rioja Wine Guild Grand Master, Luis Ángel Vargas. The director of Onda Cero La Rioja, Pilar Santaolalla, and the network stations director, Marce Fernández, expressed their gratitude and reiterated Onda Cero's commitment to wine culture and to promoting Rioja winemaking assets. The president of the Control Board, José María Daroca, closed the event with a toast in which he thanked Onda Cero "for having given us a voice and the floor in a radio station that, just like Rioja grape growers and winemakers, always pursues excellence."



## 'Tapas with Rioja' route at El Corte Inglés

The department store chain El Corte Inglés again joined the initiative 'Celebrate life with Rioja & Tapas' implemented by the DOCa Rioja Control Board to promote Rioja culture and values and encourage the combination of tapas and Rioja wine. For five weeks (from 6 November to 5 December 2017),

El Corte Inglés Gourmet Experience and the 20 Gourmet Club gastrobars in Madrid, Malaga, Seville, Alicante and Palma de Majorca, gave customers the opportunity to enjoy their most iconic tapas with a glass of Rioja wine.

The Gourmet Experience in Callao, Madrid incorporated a virtual reality point to simulate a tour of a vineyard and the



## Promotional activities in Spain



cellars of a winery. Visitors used the #TapeaConRioja and #GourmetExperience hashtags to share their experience in the different social media accounts of partner brands. In addition, there was a draw for several lots of wine on the Facebook, Twitter and Instagram accounts of @clubgourmet of El Corte Inglés in partnership with @riojawine\_es.

The Rioja promotional campaign in Madrid had another major milestone in Lavinia from 9 October to 19 November

with seminars, tastings, conferences, a showroom, a pairing menu, and more. The activities provided direct contact between consumers and the winemakers, and aimed to associate Rioja wines with healthy food, new generations and the digital age.



# MARKETING AND COMMUNICATION



*The second class of the Official Rioja Educators programme concluded their practical training with a stay in Rioja in October 2017*

## INTERNATIONAL PROMOTIONAL ACTIVITIES

### Official Rioja Educators programme, an international network of trainers

In 2017, the Control Board launched its Official Rioja Educators Programme worldwide, with the certification of the second class of trainers consisting of 35 participants from 15 countries: Austria, Belgium, Canada, China, Germany, Holland, Ireland, Mexico, Peru, Russia, Spain, Sweden, Taiwan, the United Kingdom and the United States. The initiative aims to recruit professionals with communication skills and an ability to influence consumers in major wine consuming countries. As Control Board approved educators, their task is to ensure the quality and rigour of the knowledge that is transmitted about Rioja wines.

Official Rioja Educator Certification is based on a

theoretical course, taken online at [education.riojawine.com](http://education.riojawine.com). Applications for registration are reviewed by the Control Board and candidates are selected based on their curriculum and professional experience in the wine world, which should at least be two years, be it in communication, education and sommellerie, or wine trade and distribution. Those who are admitted must follow an educational programme approved by the DOCa Rioja, which includes an online course with tests available in Spanish and English, a final paper and further training alongside other students during a stay in Rioja.

Educators organise training activities on their own or together with the Control Board or Rioja wineries and importers. Certificates are valid for 4 years. To renew them, the Educators have to meet certain requirements, including a minimum number of courses, for which they can issue their pupils diplomas endorsed by the Control Board.



## Promotion in the international marketplace

### Rioja in food festivals in Mexico and Germany

The Control Board deployed a significant number of promotional activities in spring, and Rioja wines played a leading role in food festivals in countries like Mexico and Germany. The Jalisco COME Gourmet Festival, held from 3 to 5 March in Guadalajara, Mexico, targeted both consumers and opinion leaders, exhibiting the latest trends in food and wine through more than one hundred gourmet product exhibitors. Rioja had its own wine bar and, with the help of the wine educator Claudia Ybarra, offered several exclusive tastings attended by renowned chefs, restaurant and hotel owners, importers, wine distributors, trade journalists and wine lovers.

In Germany, Rioja's second largest market, the Control Board participated in the Rheingau Gourmet Festival, one of the country's leading gastronomic events, held on 6 March. More than 6,500 visitors and 50 international chefs, as well as foodies and sommeliers from all over the world, gathered to enjoy the pairing of haute cuisine with the best Rioja wines, culminating in the pairing dinner run by the wine educator and

journalist David Schwarzwälder, who successfully introduced 12 exclusive wines to a select group of attendants.

### Success of Control Board 'multi-experience space' at ProWein

The Control Board participated in ProWein for the third consecutive year, providing a comprehensive view of Rioja and its great export potential, and complementing the presence of 200 Rioja wineries. ProWein is considered the world's leading wine trade fair and welcomes over 60,000 visitors from 100 different countries every year. The Control Board stand showcased 116 wineries and was divided into three sections: a Master class arena, a Tapas & Wine bar with tapas prepared by the renowned chef Moritz Crone-Rowe of Rolling Taste and a space where winemakers could hold meetings. The main mission of the space was to serve as Rioja wine information centre and offer a busy programme of seminars led by the wine experts David Schwarzwälder, Peer Holm, Yvonne Heistermann and Jürgen Matthes. Seminars focused on whites,



Rioja wine bar at the COME Gourmet Festival in Jalisco, Mexico





# MARKETING AND COMMUNICATION



*The journalist David Schwarzwälder led a Rioja Summit - Prestige Tasting of premium wines in Basel.*



*A group of trade journalists who attended the premium wine tasting Rioja Summit - Prestige Tasting at the two-Michelin-star Stucki Restaurant in Basel.*



*Seminar on Rioja led by educator Axel Eichhorst at the Expovina fair in Switzerland.*



*Expats in Switzerland toast with Rioja*

rosés and Gran Reservas, as well as Rioja and tapas pairings for professional visitors..

## Swiss market maintains interest in Rioja

Participating in the Expovina fair and a premium wine tasting for the trade press were among the most outstanding promotional actions scheduled in 201 by the DOCa Rioja in Switzerland, a traditional wine market of our Wine Region, which ranks fourth among importers (with almost six million litres per year) and has one of the highest average sales prices. Premium Rioja Summit wine tasting The Prestige Tasting, directed by the

renowned wine critic David Schwarzwälder, brought together more than twenty trade journalists who had the opportunity to taste a selection of twenty premium Rioja wines, culminating in a pairing dinner in which five Rioja wines were matched with five dishes of Swiss haute cuisine. The Expovina wine fair, held from 30 March to 6 April targets both industry professionals and end consumers. It includes a training space where the DOCa Rioja offered two seminars given by the educator Axel Eichhorst and organised two showrooms with wines from wineries which do not have an importer in the Swiss market

## Promotion in the international marketplace

**Expats in Switzerland toast with Rioja-** More than two hundred expatriates from around the world living in Switzerland gathered in the cities of Basel and Zurich to participate in a master class tasting of Rioja wines led by the Master of Wine Robin Kick, an American expatriate living in Switzerland. The event featured a wide selection of wines, accompanied by tapas and music, in an informal and casual atmosphere that was ideal for establishing contacts among attendees.

the Control Board organised seven trips for buyers and journalists from the United Kingdom, Germany, the United States, Switzerland and China, markets that rank among the top importers of Rioja. In addition to strengthening relations with these influential professionals, the goal of the trips was to provide a personal experience of Rioja, allowing them to discover its authenticity and to understand both its grape growing and winemaking diversity as well as the people, culture, landscapes, gastronomy, art and history of the region.

### One hundred influentials from five countries visit Rioja

One hundred distribution professionals and opinion leaders from the main wine markets of Rioja visited the region in May with the aim of getting to know its viticulture and wineries. As part of its promotional campaign in a dozen countries,



Forty buyers of the American hotel chain Omni visited Rioja to learn about the values of the region

# MARKETING AND COMMUNICATION

The first visit was of forty managers from the Omni Hotels & Resorts group, which has more than sixty hotels and resorts in the United States, Canada and Mexico, where the hospitality sector buyers have become a strategic growth channel for Rioja. The 'Discover Rioja' programme is an annual partnership agreement with the OMNI chain in the US and Canada, launched in Dallas in March 2017 with a major tasting of Riojas. The trip to Rioja was the next step, followed by various Rioja & Tapas events in 52 locations, letter recommendations, educational activities with guests and employees of the chain, culminating in a big event at the NYC Berkshire on 28 September. David Morgan, Vice President, said that "Rioja offers a unique range of experiences to learn the values of wine culture and that there is no better way to do it than through its people," whom he described as very approachable. José María Daroca, president, DOCa Rioja Control Board, emphasised the importance of promotional investments in the USA, a solid market that ranks third among of Rioja wine importing countries.

In the context of these promotional efforts aimed at the wine trade in the USA, the Control Board has just created the digital portal [www.riojatrade.com](http://www.riojatrade.com), which aims to become a

meeting point between Rioja wineries and U.S. distribution professionals. Ana Fabiano, Rioja Brand Manager in the USA, said that the creation of this digital portal was "a pioneering initiative, with a unique platform to put the various stakeholders in the wine industry in contact with one other."

## Summer food and wine experiences in Britain and Ireland

During the summer, Rioja offered a complete programme of educational and experiential activities to showcase the quality and diversity of its wines in a leisure, wine and food context. 'Taste of Dublin', Ireland's food festival par excellence, was held from 15 to 18 June to bring together the most devoted foodies in the country. During the second half of June, Rioja partnered with British Airways to carry out a strong brand impact campaign at London Heathrow terminals 3 and 5, with Rioja Corners in five of the airline's VIP lounges. This Rioja Festival offered 40 Rioja brands to the nearly 200,000 frequent flyers who used the airline during the fortnight.

For younger consumers, Rioja set up a Wine Bar at the Citadel and Wilderness music festivals, held in July and August



**Spanish football with Rioja in Miami.** On 29 July, Real Madrid CF and FC Barcelona played 'El Clásico Miami 2017' at Miami's Hard Rock Stadium. The Fontainebleau Resort hotel complex, one of the most iconic in Miami Beach and home to the two teams, chose Rioja wines to celebrate Spanish goals



## Promotion in the international marketplace



*Bottle of Rioja at Taste of Dublin 2016*

in London and Oxfordshire County respectively. During the rest of the summer, Rioja was present at different tastings and pairings in the restaurants and retail shops of four major hotel groups in the capital, completing a wide range of activities targeting consumers.

For professionals, the renowned magazine *Imbibe* launched its fourth Rioja partnership campaign with a trip to Rioja for sommeliers on the week of 19 June. The *Imbibe Live* fair, which specifically targets bartenders and sommeliers, continued to be the meeting point of choice for industry professionals. It was held in London on the first week of July.

### Final episode of the *The Bachelorette* shot in Rioja

Rioja, its landscape, its people, its wineries, its architecture and its wonderful vineyards provided the romantic setting for the final episode of the successful television competition *The Bachelorette* produced by the American television network ABC. The American bachelorette, lawyer Rachel Lindsay, travelled to Rioja for several dates in different parts of the region and finally choose her future husband, Bryan Abasolo, a Miami-based physiotherapist from Dallas, Texas. The final

episode of the programme, shot in Rioja in May and aired in August, brought together more than ten million viewers. Presenter Chris Harrison said that he was fascinated by the charm of the wineries and their people as well as by the quality of Rioja wines. Targeting medium-high income women with an active social life, the programme is very useful in promoting Rioja wines since, in the United States, women account for 57% of all wine consumers and play an increasingly active role in the decision to purchase wine for home consumption.



# MARKETING AND COMMUNICATION



## Third edition of 'Rioja 10 x 10' in London

London City Hall was the venue on 3 October of the third edition of 'Rioja 10 x 10', an event presenting one hundred great Rioja wines. New this year was a day of Rioja and tapas for consumers in partnership with the London Spanish food restaurant Donostia Social Club. The event brought together more than 600 trade professionals, including journalists, restaurant owners, food channel buyers, sommeliers and independent retailers, as well as consumers. Consumer attendees were mostly young, many of them working in the financial district where the event took place.

Ten British experts, coordinated by the famous Masters of Wine Tim Atkin and Sarah Jane Evans, comprised the panel that chose the one hundred wines, which represented the great diversity of Rioja, grouped into ten different categories: Unokaked whites, Oaked whites, Rosados, Crianzas, Reservas



Abel Lusa, ETM, Berry Brothers and Rudd and Alliance, 2017 Rioja Recognises awardees in the United Kingdom, together with the president of the Control Board Promotion Committee, Iñigo Torres, the general director, José Luis Lapuente, the marketing director, Ricardo Aguiriano and the host of the gala, Sarah Jane Evans.



## Promotion in the international marketplace

(at two price points, £10-£15 and over £15), Gran Reservas, non-Tempranillo reds, Generic over £15 and Wines in retail.

### Rioja rewards its best partners in the United Kingdom

The Control Board paid tribute to four key figures for the growth of Rioja in the United Kingdom, its main foreign market with more than 1/3 of total exports. Abel Lusa, ETM Group, Berry Bros and Rudd, and Alliance Wine received the 'Rioja Recognises' awards at a gala held on 2 November at the Hispania restaurant in London presented by the Master of Wine Sarah Jane Evans. The general director of the Control Board, José Luis Lapuente, delivered the awards highlighting "the passion and dedication of these people and companies that make it easier for us to maintain the leadership in a market that, despite being so competitive, remains faithful to Rioja." "The British public," said Lapuente, "knows us, chooses us first and proves to be a great consumer of Rioja wines every day."

### Top Spanish wine in China

From 23 to 27 October Beijing, Shanghai and Shenzhen hosted the Top Rioja tastings, led by Pedro Ballesteros, Master of Wine, and organised by the Control Board as part of its

promotional campaign in China, with the aim of strengthening Rioja as a prestige brand in the country. According to Pedro Ballesteros, the ten wines from Rioja that he presented were an "invitation to dream" for the more than 300 people attending the tastings. The activity was complemented with three wine pairing dinners of local dishes and Rioja wines attended by prominent opinion leaders and wine educators. "Rioja has a great future in this country, both for the characteristics of its wines, which are well-balanced and suitable for local tastes, and for its history. In China, historical vintages impress, and Rioja has a great wealth of them," said Pedro Ballesteros. He also encouraged the industry "to continue doing things well, because, in China, it is very important to be present at the highest level."

### Sommelier pairs competition

After the successful result of the first two editions of the Sommelier Cook-off, an activity led by China's only Master Sommelier, Lu Yang, corporate wine director for China's Shangri-La Hotels and Resorts, the Rioja Sommelier Cooking Competition was held in December. In this event combining wine and food, 24 renowned sommeliers competed in randomly-chosen pairs to defend their pairing proposal. The wine for the pairing was selected by draw from among a list of 12 Rioja wines. The jury consisted of seven Masters of Wine and the winning team was awarded a trip to Rioja in May 2018.



*Pedro Ballesteros Master of Wine directed the Top Rioja tastings in China*

# MARKETING AND COMMUNICATION



## Award for the best promotional campaign in China

The DOCa Rioja won the award for best promotional campaign by a wine region in China in 2016, ahead of Australia, Bordeaux, New Zealand and California. These annual awards recognise companies and organisations that have contributed significantly to the advancement of wine knowledge and drinking in China and are awarded by Vinehoo, China's leading wine website, which has its own social network and half a million registered users. The award in the best promotional organisation category was collected by the DOCa Rioja country promotion agency.

## Complete programme of experiences in Russia

In 2017, the DOCa Rioja organised a full programme of educational and experiential activities in Russia with the aim of showing consumers, professionals and the trade press the quality and diversity of the wines of the region in a leisure and culinary setting. The activities planned by the Control Board in Russia, considered one of the 'emerging' wine markets, included several informative events in the Don and in Kazan in March, and the first Rioja Wine Show in Yekaterinburg, the first Siberian capital beyond the Urals. These educational events,

with an estimated participation of more than 300 people, target regional distributors and wholesalers, sommeliers, food teachers, retailers and restaurateurs.

In November, the cities of Irkutsk and Novosibirsk hosted a series of informative activities in the form of guided tastings aimed primarily at positioning and enhancing the status of the Rioja brand among professionals and opinion leaders, as well as identifying possible promotional opportunities to expand the campaign in the coming future. The reception was very positive and numerous employees of wine companies (regional distributors and wholesalers), sommeliers, professors of oenology and gastronomy, retailers and restaurateurs participated in the tastings and conferences led by the Rioja educator and recognised influential Angelica Subbotina.

**Sponsorship and cooperation.** The Control Board cooperates with numerous entities, with economic contributions, informative materials, institutional wines, tastings led by Control Board staff and by lending its facilities. Some of the events that have benefited from Control Board aide include the 10th Mercados del Vino y la Distribución Business Awards, the Madrid Chamber of Commerce Sommeliers Course and the lunch/conferences held by the EFE news agency in Madrid. The Control Board headquarters also hosted Rioja wine promotional activities initiated by other entities, like the Rotary Solidarity Tasting and the Fundación Caja Rioja Cosechero Wine Competition..



**Television promotion with Baskonia.** The advertising agreement with the Baskonia basketball team for the 2016-2017 season gave the Rioja brand important television exposure in strategic countries where Rioja wine is marketed



**2017 Wine and Health Forum.** The Control Board partnered with the Wine and Nutrition Research Foundation (FIVIN) in the organisation of the 2017 Wine and Health Forum, a conference that brought together international medical and scientific experts to present the latest research results on the benefits of wine on health. Thirty-six speakers from the most renowned universities and research centres in Australia, France, Germany, Italy, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States defended the virtues of moderate wine consumption on health and its consideration as food and not alcohol within the framework of the European Union.

**First European designations conference in Brussels.** The Spanish Conference of Wine Control Boards, of which Rioja holds the first vice presidency, participated with a delegation of 26 representatives from 15 designations of origin in the first conference of the European Federation of Origin Wines. The event promoted useful discussions to make an assessment of the Common Agricultural Policy (CAP) for the winemaking sector, which the European Commission is also beginning to study with regard to the negotiations for the post-2020 CAP reform. The discussions, which were attended by the Director General of the Control Board, José Luis Lapuente, led to a positive evaluation in overall terms of the instruments of the EU wine policy and brought to light the changes which are needed to strengthen the economic development of the wine industry in the view of the designations of origin of the main wine producers (France, Spain, Italy and Portugal).



**The Board Controlling Body controls the Wine Region both administratively and on the field, with activities as diverse as managing the Register of Wineries and Vineyards, managing the Grape Grower's Cards and monitoring growing practices, grape production and wine production, inspecting wineries and vineyards, monitoring the movement, ageing and marketing of wines, checking and monitoring guarantee documents, obtaining market samples and, finally, producing statistics.**

### A. INSPECTION SERVICE

To carry out inspections, the Control Board has a team of Overseers who are empowered by the Ministry of Agriculture. Among other functions, they enforce growing and winemaking regulations, particularly those of the Specifications of the Denominación de Origen Calificada Rioja.

**Vineyard inspections:** In their second year, vineyards are monitored for aspects such as planting density, authorised varieties, growing practices (pruning and irrigation), production yields, and others. Any violations identified during inspections are consigned in a report and filed for further action. In addition, the Controlling Body inspects the phenological state of the grapevines, weather incidents, pests and diseases that may affect the development of the harvest and yields. In its final phase, the ripening of the grapes is monitored and a weekly report is issued in order to keep growers informed so the harvest will take place on the most appropriate dates in order to optimise quality.

In order to guarantee the origin and quality of Rioja wines, the Control Board Plenary determines a set of Grape Harvest Standards every year that govern the harvest and constitute a stringent control system which the Board's Controlling Body is responsible for strictly enforcing. During the harvest, it is responsible for monitoring the movement of grapes, checking the borders of the wine region, checking the quality of the grapes and coordinating the Harvest Supervisors that are

placed at every crush pad.

**Wine rating:** After each harvest, the wines are rated. The Controlling Body takes care of implementing and coordinating the process with the assistance of temporary staff. Samples of the new wines are taken for testing at the Wine Region's official laboratories and for sensory assessment by the Control Board Tasting Panel. Throughout the year, during the ageing process until the wine is marketed, quality control of wines continues with random collection of samples at wineries which are also subjected to both tests and tastings.

**Winery inspections:** The Control Board's Controlling Body carries out systematic inspections in wineries, checking wine stocks in each type of container and record sheets, guarantee of origin documents and finished product warehouses. It also controls and supervises the circulation of wines between registered wineries and the dispatching of uncertified wines outside the Designation. Any complaints regarding the misuse of the Rioja Designation of Origin both inside and outside its territory are checked out. The Control Board employs external companies to take market samples of Rioja wine, wine from other Spanish designations of origin and wines from the rest of the world, covering both Spain and other, mainly European, countries where sales of Rioja are significant. Periodically, samples of Rioja wine are collected at points of sale and taken to the Control Board, where they are examined by the Controlling Body and the Tasting Panel, both to assess the characteristics of the product and to check the authenticity of any guarantee labels.

The Control Board's team of Overseers also verifies the results of the wine rating files, checking lab and tasting reports and notifying the results to the winemakers, deals with the enquiries that are received every day, both at the premises and by telephone, authorises the transport of wines and the issuing of back labels and seals, and writes different types of reports, including those on winery and vineyard inspections, records of violations, the rating of the wines made by each winemaker every year, the progress of the growth cycle and weather incidents, grape ripening and harvest controls.





*Throughout the growing cycle, the Empowered Overseers Service inspects and reports on the phenological state of the grapevines, weather incidents, pests and diseases that may affect the development of the harvest and yields.*

Anomalies that appear on the wine movement records are also constantly assessed.

## **B. IT SECTION**

One of the permanent goals of the Control Board the past few years is to computerise its services with major investments. This has led to decisive progress in streamlining and improving the efficiency of all the control systems, thereby refining traceability and quality assurance for consumers. As control systems become more complex, more sophisticated equipment and more powerful software are required, allowing the Board to design more suitable programs for fulfilling its goals.

The activities of the IT Section related to viticulture focus on managing the Vineyard Registry (new registrations, cancellations, ownership changes, etc.), managing the Grape Grower's Cards; processing grape deliveries and harvest statements submitted by growers; and issuing harvest reports to growers and wineries with figures on protected and unprotected grapes and wines.

This year, more improvements were implemented in the

computer program used to manage grape deliveries with the Grape Grower's Card, transmitting data to the Control Board server and processing them. This allows for a continuous, real-time flow of information on the production and yields of each grower and on vinification at the wineries. In the website, every grower and winery can access their harvest and grape delivery details, making it a useful tool for drawing up the harvest statement.

200 terminals were deployed in as many grape weighing and receiving locations to process grape deliveries to wineries with the 15,134 Grape Grower's Cards and control of transshipments between wineries. The experience acquired and the improvements of the last six years since the implementation of the Grape Grower's Card have resulted in very positive and satisfactory feedback from registered growers. There is a commitment to progressively optimise the harvest process even further. During the harvest, the Controlling Body responds immediately to any problems that may arise in using the Grape Grower's Cards.

After the harvest all the sworn winemaking statements are processed, and the data supplied by vendors and purchasers





# CONTROL DEPARTMENT

of grapes and must is compared with the data gathered by the Control Board.

During the approval process, files are processed and so are the data obtained from laboratory and sensory tests, and every owner sends a report on each batch of wine. After each vintage is rated, a file is opened on each vinification where all movements affecting that particular batch of wine are recorded. Records are also kept to monitor wines which are not certified or have been rejected, so they can be removed from the wineries in accordance to regulations.

Every month, wineries are required to submit wine movement and stock control sheets on every vintage. The data on the movement of the wines and the stock of each vintage held by the wineries is processed monthly using a computer program, checking that the movement and stock data match the records. Labelled wines are checked for accuracy of ageing times against the Control Board labels that they bear.

Statistics are compiled on the sales of Rioja wine on the domestic market and abroad (by country, by type of winery, by category and by type of wine) which are sent to the wineries and associations for their information.

The Winery Register is permanently updated with information about new wineries, wineries that close and changes in the facilities, containers and capacity of registered wineries.

## INSPECTION ACTIVITIES

Designation of Origin monitoring and inspection tasks are carried out by the Control Board's eight Empowered Overseers, and an Inspection Assistant who do part of their work at the Control Board premises where, this year, these tasks took up 29.27% of their time. This office work includes various tasks (such as responding to the numerous queries that are received daily on the premises or over the phone, assessing the approval files of each winemaker, authorising the movement of wines and delivering guarantee documents, writing various types of report) that are complementary to

the inspections carried out in vineyards and wineries and affidavits when additional reports are required. In 2017, a total of 93,968 inspections were carried out. Reports are also submitted on the growth cycle, weather incidents and how the harvest progressed in each sub-area.

Anomalies that appear on the wine movement records are also constantly evaluated.

Inspections took up the remaining 70.73% of the Overseers' time. A total of 1,263 inspection trips were taken, which break down as follows:

- Vineyard inspections: 14.83%
- Winery inspections: 33.85%
- Vintage approval inspections: 28.00%
- Harvest controls: 7.58%
- Other activities: 15.75%

**Vineyard inspections.** The Control Board Controlling Body carries out field inspections to ensure that vineyard owners are complying with the Designation's Regulations on growing practices, such as training and pruning, planting distance, the use of authorised grape varieties, and so on. Since 1994, every vineyard is systematically checked before it begins to produce grapes and, hence, before it is included in the Grape Grower's Card. These inspections of vineyards which have been authorised by the relevant Public Administration, aim to check that the registration details match the vines that are actually planted. These specific controls were carried out in 2017 on vineyards that had been planted in 2015 and will be coming into production next harvest. For this work, the Control Board hired 18 technicians who were coordinated by the Controlling Body and who carried out on-site inspections in August and September, on 2,392 vineyards in 119 municipalities belonging to 1,683 owners. Anomalies are assessed by the Controlling Body and forwarded to the Control Board Legal Department, which opens a file to study the situation, temporarily suspending the vineyard's registration as a precautionary measure. Of the 2,392 vineyards which were visited, a total of 193 vineyards had



For the 2017 vintage, the Control Board used 159 tasters to carry out sensory certification tests on the 4,939 samples taken in wineries.

some kind of incident. Most were administrative irregularities which are easily remedied. Taking into account that some vineyards had more than one type of anomaly, the distribution is as follows: changes in planted varieties (44.83%), surface areas different from those authorised (20.68%) errors in plot identification (21.18%) different years of plantation or grafting (6.48%), inferior plantation density (3.94%), a percentage of irregularities above 10% (0.49%) and, finally, being abandoned or unplanted (2.40%).

**Monitoring of reference vineyards.** In order to monitor vineyards each year and compare them with previous years, the Controlling Body has chosen 169 plots which serve as a reference to assess the development of the vines through the different phenological stages: budding, fertility, setting, veraison and ripening. This allows it to continuously determine production and quality forecasts, which are regularly reported to both the Control Board Plenary and to registered members. The work is carried out by the Controlling Body together with one support technician.

**Vineyard production controls.** During the season, inspections were carried out to detect vineyards with high production levels in order to inform owners about incidents in their vineyards, so they can take the necessary corrective measures. To this purpose, the Controlling Body had the support of 18 technicians who were hired for this purpose. There was a prior sampling taken in all the municipalities and 12,178 ha of vineyards across the wine region were inspected. Of these, 127 were found not to conform. Each of the growers with excess yields was notified of the irregular situation so that they could adjust yields to the Harvest Standards at the outset of veraison. Production was adjusted in all of them.

**Frost control.** On 28 April 2017, a severe frost affected 21,000 hectares of vineyards. Various techniques were applied to frost-affected areas relying on satellite imaging combined with other remote sensing techniques. The results were included in representing the results in the Control Board Geographical Identification System, which has made it possible to accurately locate damaged grapevines. This analysis was

complemented with visits to the affected vineyards to verify their final production.

## **Monitoring of vineyards and grape ripening.**

The Controlling Body plays a key role in monitoring the phenological state of the grapevines, weather incidents, pests and diseases that may affect canopy development and harvest yields. The final stage of the cycle involves monitoring grape ripening and, on 7 August 2017, sample collection began. This task is carried out by the Controlling Body since 1993, with the aim of determining the most appropriate harvesting dates for each municipality. After accredited laboratories in all three Autonomous Communities analyse the samples, the Board publishes a results newsletter, which comes out every week and is widely circulated among growers and winemakers. A total of 7 newsletters were published between 7 August and 18 September 2017, with figures on grape varieties, planting year, altitude, grape weight, potential alcohol content, total tartaric acidity, pH, malic acid, potassium, TPI, anthocyanins and colour intensity.

**Harvest controls.** During harvest, the Controlling Body controls grape movements and the arrival of grapes at the wineries, keeps watch over the wine region's borders, checks grape quality and coordinates the Harvest Supervisors hired by the Board to supervise grape weighing at each of the scales located near vinification centres, where each has a Harvest Terminal that processes the data from every Grape Grower's Card. For the 2017 harvest, the Board hired a total of 207 Harvest Supervisors in addition to 16 additional Support Technicians who helped with the inspection tasks of the Controlling Body. They were dedicated mainly to monitoring the wine region's borders, randomly inspecting the harvesting of vineyards and grape loading and supervising the weighing supervisors at weighing stations.

**Winery inspections.** Before details are entered in the Register of Wineries, the Controlling Body inspects winery

facilities to ensure that they conform with the information provided in the application form and that they meet DOCa Rioja Regulations for each type of registration (growers, keepers, co-operatives and ageing).

In 2017, the Controlling Body also carried out a total of 603 wine stock inspections in wineries. These are undertaken systematically to check stocks and ageing in various containers by type of wine and vintage, as well as to check on the use of back labels and seals by bottling wineries. They inspections are systematically undertaken in the finished product warehouses and take samples to verify labelled wines. Finally, monitoring and surveillance tasks are carried out throughout the year, dealing with the circulation of wines between registered wineries and the dispatching of non-certified wine or those which have been disqualified. Wines being transported are sampled extensively and subjected to laboratory and sensory tests. The Controlling Body also carries out activities regarding complaints about improper use of the Rioja name outside the wine region. Controlling Body personnel also cooperates in dissemination activities (tastings, conferences, etc.) carried out by the Control Board.

**Certification of 2017 vintage wines.** The Control Board has been applying an approval and certification process to all the wines produced in each vintage since 1980, following up on these wines throughout the various ageing stages. The enforcement and coordination of the certification process for the wines of each new vintage is the responsibility of the Controlling Body.

The first applications for 2016 wine certifications were submitted on 31 October 2016, so the wines could be marketed as young wines. There were 70 wineries which also requested early certification of up to 10% of their wine during the month of November 2016. Systematic sample taking began on 1 December, attending to the requests of wineries. The sample collection schedule is implemented by the Controlling Body with the help of eight temporary employees. Samples are taken from every single tank in each winemaking winery.





*In 2017, the Controlling Body also carried out a total of 603 wine stock inspections in wineries. These are undertaken systematically to check wine stocks and ageing in various containers by type of wine and vintage.*

The sample taking process concluded on 3 March 2017, as a very high number of samples were taken this year and many of the wineries did not ask for samples to be taken until close to the deadline. In a first stage, 4,765 samples were taken. These represented 330.2 million litres of wine of this vintage made in the DOCa Rioja. Of these, 4,669 samples (98.0%) were approved. New samples were taken of the rejected wine for which appeals had been lodged between 12 January and 6 June 2017. Thus, the total number of samples taken was 4,939. For the 2016 vintage, the Control Board used 159 tasters to carry out sensory tests. Five daily tastings were held in the Control Board tasting room, for a total of 340 sessions. The tastings not only determine whether the wine samples are suitable as Riojas but also rate them, and these ratings are then pooled to determine the official overall vintage rating. The Appeals Committee, which consists of 18 members, met in 4 sessions, each attended by five tasters. They assessed 14 samples that had been initially rejected by the Regular Tasting Committee, of which 8 were approved and 6 definitely rejected.

The approval process represents one third of the work carried out by the Control Board Empowered Overseers for

three months; two tasting coordinators and one driver for three months; one secretary for five months and seven specialists who take samples during one and a half months. 2 to 4 vehicles were used every day to transport sample takers and samples. Chemical tests of samples were carried out in the laboratories of the wine research stations in the relevant Autonomous Communities, free of charge for registered growers.

**Monitoring of approved wines.** In 2017, the Controlling Body took 1,192 samples of market-ready bottled wines from finished product warehouses in different wineries before they left the winery.

Another 1,200 wines were sampled in the Spanish market and 565 samples were taken in several countries. All were subjected to lab and sensory tests and their labels were checked. The results were highly satisfactory, showing that most wines surpassed the official global rating originally awarded to the vintage during the initial rating stage. This is logical, as the best wines of each vintage are used for the Crianza, Reserva and Gran Reserva categories.



# CONTROL DEPARTMENT

## IT SECTION

**Equipment and programming.** The periodic renewal of hardware (PCs, peripherals, etc.) as it becomes obsolete was continued this year. Of note is the implementation of an NAS drive for backups. Likewise, the various applications that affect the internal work of the Control Board have been kept up-to-date, while work is being carried out to renew them in a different environment.

**IT Section: Wineries.** Wine movements and stocks The Control Board Technical Service undertook exhaustive computer controls of wine and stock movements carried out by the wineries. Proof of this is that, every month, an average of 5,479 vintage control and wine movement forms are checked and coded. These are supplied by ageing wineries, wine keepers and cooperatives within the first ten days of each month. The forms accounted for an average 7,537 wine movements per month in 2017. Any anomalies found were immediately reported to the Empowered Overseers Service.

By the end of 2017, the number of members that use computerised wine movement forms had risen to 77, while the number of members requesting this system (which allows for computerised data exchange) grew steadily.

Simultaneously with movements, sales documents on sales on the export market (averaging 271 a month) are also submitted. These are processed and allow the Board to compile statistics on foreign sales of Rioja wine by country, type of winery, category and type of wine. These statistics, those of sales on the domestic market and summaries comparing current figures with those of the previous year are made available to registered owners and associations every month so they can check them.

**Register of Wineries.** The record in the Register of Wineries are permanently updated with information on additions, removals and changes of wineries and owners, container capacities and number and capacity of barrels in

each winery.

After the harvest, the sworn winemaking statements from each winery are processed and the figures provided are checked against the figures of the Control Board Technical Service during harvest. After the approval process, wines not qualifying are controlled and monitored. Wine losses during barrel ageing are also checked.

Finally, it should be pointed out that agers, wine keepers, cooperatives and winegrowers benefit from the section's personal face-to-face and telephone support in solving queries and incidents that often arise regarding wine movements, stocks, regularisations, statistics, and so on.

**IT Section: Vineyards.** The activities carried out by the Control Board Technical Service in this area took place chronologically as follows:

**January – March:** after concluding the checking and recording of data on harvest, production and vinification, authorised grape and wine production reports were issued to winemakers and the period for claims and queries was opened. After this, a harvest report is also sent to growers indicating approved volumes and overproduction figures. After all claims had been lodged and dealt with, new reports are issued.

**April – June:** after the aforementioned process, maintenance and updating tasks were again taken up on the Register of Vineyards. The files sent by the three Autonomous Communities regarding the Register of Vineyards (additions, removals, ownership changes, etc.) were processed and sealed copies were returned to the stakeholders. All vineyard owners who do not collect their grape grower's card are requested in writing to explain the reason for this, and, when such reasons are not provided, the relevant vineyards are removed from the records.

**July – August:** after concluding the modifications to the



*For the 2017 harvest, improvements were made on the computer program that manages the grape delivery process with the Grape Grower's Card and telematic data transmission to the Control Board Server.*

Register of Vineyards, bills are collection lists are issued and sent to the bank for distribution and direct debit collection. The documentation on vineyards processed during the harvest are scanned. Graphical digitising of vineyard printed forms lasted until the end of the year:

**September – October:** claims regarding the harvest and Grape Grower's Cards were dealt with, and processing went ahead of the production of registered vineyards planted in 2015 that had been inspected by the Empowered Overseers Service. Cards were prepared for owners who do not have other vineyards in production. Ageing wineries, wine keepers and cooperatives were sent the harvest statement forms and lists were issued for winemaking figures and stocks of 149 winemaking growers.

**November – December:** 149 harvest and vinification statements submitted by winemaking growers and 427 statements submitted by firms (agers, wine keepers and cooperatives) were checked against the information obtained

through the Harvest Terminals managing grape deliveries and the Grape Grower's Cards.

In addition to the above activities, face-to-face and telephone queries from growers were attended to at the Control Board offices, particularly just before and during harvest and during the period when the yields of two-year-old vineyards have to be managed.



## Rioja closes 2017 with a positive balance, confirming records of recent years

In 2017, Rioja regained growth in foreign markets, with sales figures of more than 284 million litres, a 0.64% rise over the previous year. This means sales of 389 million bottles in more than a hundred countries. These results are good news, as they confirm the growth in exports and value that Rioja has been achieving during the last two years. In this sense, the increase in value correlates with growth in volume, although it is estimated at 2% due to price trends, compensating for the change in the mix, in response to the value-focused goals pursued by Rioja.

The region achieved total sales of 108,344,804 litres in foreign markets, 4.39% above last year. In the domestic market, however, Rioja sales fell slightly with respect to 2016, reaching a total of 175,827,159 litres, a figure that still maintains its market leadership.

In terms of colour, Rioja red wine consumption remains stable. Sales of higher added-value wines (Crianzas, Reservas and Gran Reservas) stood at about 157 million litres, accounting for 63.23% of total red wine sales. Rioja whites grew significantly above the market average (+16%), surpassing growth figures of other regions specialising in whites. White wines currently stand at close to 8% of total sales, compared to 5% five years ago. Foreign sales growth for whites is close to 25%. Rosé wines continue to demonstrate they are not a passing fad, with sales up 6% over 2016.

### Rioja generates loyalty

Rioja is the wine with the greatest loyalty among consumers in Spain, the United Kingdom, Germany, Sweden and Russia,

with a strong position in other strategic markets. However, its challenge continues to be to increase awareness to better leverage this advantage, reason why two thirds of the Control Board's budget is spent on promotion, marketing, public relations and advertising. Rioja wines increased sales in the United Kingdom (+3.21%, despite Brexit uncertainty), Canada (+6.75%), the United States (+5.80%), Switzerland (+4.21%) and Holland (+2.46%), showing particularly significant growth in Russia (+39.71%) and China (+17.31%). Only in Germany is there a moderate setback, possibly due to a price repositioning. Rioja wines are now present in 130 countries.

According to the Spanish Wine Market Observatory, Rioja exports amount to 31% of the total Spanish DO wine exports. In terms of value, however, they account for 40%, as the average price for Rioja is 49% higher than the average for other DO wines and four times as much as the average price of exported Spanish wines. "Improved positioning of Rioja wines is a priority objective for the Region, together with the rise in white wine sales, confirming,"

according to the Control Board president Fernando Salamero, "that the region has attained its goals."

### Balance and year of changes to cement the future

With adverse weather in much of Spain and, therefore, in competing countries, the 2017 harvest was the earliest in the history of Rioja and shorter than in previous years, with a total production of about 349 million kg of grapes. In spite of this, the vintage did not alter the balance of stocks in the wine region, key to the sustainability and certainty that the market demands. The stocks to sales ratio was 2.68 at the end of 2017, while the

Rioja closed 2017 taking a firm step as a springboard to embark on a new successful stage as the leader of Spanish quality wines, both at home and abroad.





total sales volume permanence survey for 2017 was 2.63. This is not an impediment for Rioja to be aware of a certain stress and a logical price increase, while the industry shows sufficient maturity to avoid irrational or erratic behaviours that would end up damaging the business.

José Luis Lapuente, general director of the Control Board, stated at a press conference that “2017 was a year of changes in the Region, and the decisions made established a foundation for the coming years, constituting the best basis to maintain the success accumulated by Rioja in the last decades.” Lapuente said that these advances “began with some changes in the wine categories, including mandatory bottle ageing times for Reservas and making the definition of Gran Reservas more flexible whilst maintaining requirements.” This was followed with the provision of more information about the source of the grapes and its certification: vinos de pueblo (wines from a specific town), vinos de zona (wines from a particular area) and viñedos singulares (wines from unique terroirs), as well as other

decisions that address market trends, such as quality sparkling wines from Rioja, single varietal whites and the widening of the rosé range. 37 owners from 19 different municipalities traced their grapes in 2017 to designate their wines as vinos de pueblo. With regards to vinos de zona, a designation that has been displayed on labels since 1998, 149 owners provided the required traceability of their grapes. Finally, 44 owners of 111 vineyards traced their production to seek to earn viñedos singulares certification. “In 2018,” concluded the director general, “Rioja begins a new stage, developing value arguments to back the leadership position of its wines.”

# REPORT on the 2017 harvest in the DOCa RIOJA

## 2017 VINTAGE RATING VERY GOOD

### The reward for a great effort

The Control Board of the DOCa Rioja awarded the 2017 vintage an official rating of 'VERY GOOD'. The great results regarding quality are due to a growth cycle marked by severe frost in April and drought. In fact, some wines of this vintage received the highest rating scores given in recent years, with extraordinary marks that highlight their great ageing potential. A total of 249.57 million litres of the 2017 vintage qualified for certification under the DOCa Rioja (21.60 white, 12.07 rosé and 215.90 red).

The excellent health of the vineyard throughout the growth cycle, with a total absence of significant plagues or disease, was one of the most outstanding characteristics of a harvest which started on 10 August, making it the earliest in the history of Rioja. Good weather accompanied the end of the cycle, with raised expectations regarding production volume after sombre forecasts in view of the drought and the effects of a major frost which affected one third of of Rioja vines in different degrees. The result is a high-quality, low-volume harvest.

The characteristics that define the average profile of the 2017 wines include a slightly higher average alcohol content than last year and an interesting diversity marked largely by the small production volumes. We find fine, elegant wines, with a complex, marked Rioja character, very suitable for barrel ageing and for laying down for a long time.

The VERY GOOD rating of the 2017 vintage is the average of the marks received by the wines that passed a strict approval process applied to 4,020 samples. These were taken directly from the wineries' tanks by Control Board staff and subjected to laboratory and sensory tests. These are also used to determine whether the quality of individual wines can in fact be certified, making them suitable for marketing as Rioja wines. The requirements to pass the certification process have become increasingly stricter in recent years, with the inclusion of more

demanding standards, thereby ensuring Rioja's continuance as a quality wine benchmark.

### Excellent development of the growth cycle

Rioja vineyards developed well in the 2017 growing season. Their condition was extraordinarily good across the region, as reported by the Control Board Empowered Overseers Service, which carries out an exhaustive follow-up of all the stages of the growth cycle.

In terms of weather, the year stood out for the absence of rainfall and the frost on 28 April, which affected about one third of the vines in Rioja Alta and Rioja Alavesa in varying degrees, significantly reducing their production expectations. Without other setbacks worthy of mention, the end of the growing season enjoyed very stable weather, a happy circumstance that yielded a quality harvest.

The whole cycle was earlier than usual for Rioja, to the extent that the 2017 harvest became the earliest in the history of this wine region. Bud break started in the easternmost area of in mid-March, almost 15 days earlier than in 2016, proceeding normally and remaining ahead of schedule until the frost. In the rest of the region, the growth cycle maintained the initial lead.

The absence of rainfall during the ripening period and extreme temperatures during the summer accelerated sugar ripening, which is probably the reason why potential alcohol in grapes was slightly higher than the previous year. In general, the end of the cycle experienced very slow ripening, which required paying special attention to phenolic ripening, since initially it was at some distance from sugar ripening.

The harvest began in the Rioja Oriental zone, with the picking of the earliest white varieties starting on an unusual



date for Rioja, 10 August (three weeks earlier than in the previous year). By late August, canopies were being affected by the prolonged drought and heat, but they recovered thanks to timely rain and were able to continue the ripening process necessary for the positive development of phenolic ripening. Good weather conditions at the end of the cycle made it possible for the harvest to be carried out in stages. The excellent work carried out by the grape growers made

it possible to pick each vineyard with well-balanced ripeness and superb grape condition, making it easier to manage the incoming grapes at the winery.

To conclude, although scarce, the 2017 harvest yielded wines with slightly higher alcohol contents than the previous vintage, good structure and high ageing potential, so it can be considered a vintage of great quality.

#### DEVELOPMENT OF ANALYTICAL RATING PARAMETERS FOR RED WINES 2000-2017

PARAMETERS	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Alcohol content (% vol)	13.26	13.28	13.28	13.49	13.30	13.60	13.37	13.27	13.80	13.75	14.19	13.42	13.56	13.55	14.15	13.44	13.97
Total Ac. (Tartaric) (g/l)	5.13	5.42	4.99	5.79	5.13	5.23	5.33	5.34	5.04	5.14	5.14	4.94	5.56	5.16	5.17	5.17	5.30
pH	3.68	3.70	3.68	3.61	3.66	3.71	3.63	3.70	3.72	3.72	3.74	3.77	3.70	3.68	3.73	3.68	3.74
Vol Ac. (Acetic) (g/l)	0.47	0.51	0.50	0.43	0.42	0.49	0.39	0.42	0.47	0.43	0.49	0.44	0.44	0.46	0.50	0.41	0.49
Total S <sub>O</sub> <sub>2</sub> (mg/l)	45.48	44.83	54.08	43'87	39.85	47.93	40.14	40.49	43.84	40.51	45.52	46.92	47.67	52.03	45.70	42.85	46.69
Colour (A <sub>420</sub> + A <sub>520</sub> + A <sub>620</sub> )	9.80	9.38	7.34	10.14	12.38	10.42	11.81	11.60	11.33	12.52	13.39	11.96	9.79	9.51	10.82	12.01	12.02
TPI Total Polyphenol Index	50.63	52.78	50.61	55.46	58.70	56.91	55.89	56.74	59.71	59.62	64.14	63.81	56.44	52.99	60.11	61.07	62.59



# Statistics 2017

## Rioja Wine in figures

### 1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA

		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Productive vineyards (Hectares)		43,074	42,898	44,079	45,751	47,192	47,346	47,346	47,765	48,381	49,135	52,029	53,820
Certified production (Millions of litres)*		161.24	145.34	149.94	173.92	168.85	217.91	244.47	253.6	273.56	216.24	310.80	242.00
Yield (Hectolitres/ Hectare)		37.43	33.88	34.02	38.01	35.78	46.03	51.63	53.09	56.54	44.01	59.74	44.96
Sales (millions of litres)	Domestic market	77.75	99.70	114.35	120.19	139.61	125.78	119.07	137.46	150.70	138.68	120.12	160.01
	Foreign markets	26.03	29.14	34.29	38.72	56.75	59.12	58.85	67.78	71.55	56.80	39.86	60.41
	Total sales	103.78	128.84	148.64	158.91	196.36	184.90	177.92	205.24	222.25	195.48	159.98	220.42
Stocks on 31 December (millions of litres)	Previous years	315.91	335.32	317.60	296.57	268.21	246.89	281.90	314.95	339.27	408.58	459.42	539.50
	Last harvest	161.24	144.99	149.24	173.71	166.42	214.12	240.60	250.20	270.60	215.60	309.81	241.84
	Total stocks	477.15	480.31	466.84	470.28	434.63	461.01	522.50	565.15	609.87	624.18	769.23	781.34
Stocks-to-sales ratio		4.28	3.39	2.87	2.76	2.13	2.41	2.84	2.68	2.65	3.08	4.62	3.39
Total no. of bottling wineries		310	324	336	345	363	372	386	401	403	422	443	472
Number of ageing wineries		103	120	131	141	148	153	156	171	180	203	222	255
Number of barrels (thousands)		547	561	573	584	597	598	621	660	815	911	939	1,005

\* Certifiable production prior to rating



## GRAPE GROWING AND WINERY STATISTICS:

1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA
2. CERTIFIED RIOJA GRAPE PRODUCTION - 2017 HARVEST
3. VINIFICATION OF CERTIFIED WINE - 2017 VINTAGE (LITRES)
4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, YIELDS AND WINE PRODUCTION
5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES
6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2017 (HECTARES)
7. VINEYARDS BY COMMUNITY AND YEAR OF PLANTING (IN HECTARES)
8. DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE DOCa RIOJA (HECTARES)
9. DISTRIBUTION OF VINEYARDS BY PLOT SIZE - 2017
10. NUMBER OF GRAPE GROWERS 2017
11. CERTIFIED WINE STOCKS ON 31-12-2017 (HECTOLITRES)
12. CERTIFIED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2017 (HECTOLITRES)
13. CERTIFIED WINE STOCKS BY VINTAGE ON 31-12-2017 (HECTOLITRES)
14. DEVELOPMENT OF BARREL NUMBERS
15. WINERIES REGISTERED IN RIOJA ON 31-12-2017
16. RIOJA CERTIFIED WINERIES BY CAPACITY AND SALES VOLUME AT 31-12-2017 (MILLION LITRES)
17. DEVELOPMENT OF STORAGE AND AGEING CAPACITY OF RIOJA WINERIES (LITRES)

## SALES STATISTICS:

18. DEVELOPMENT OF RIOJA WINE SALES 1985-2017 (LITRES)
19. RIOJA WINE SALES STATISTICS FOR 2017 (BY CATEGORY AND TYPE OF WINE)
20. 2017 EXPORTS BY COUNTRY

1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA															
2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
55,545	56,580	58,132	59,212	60,390	60,773	60,882	61,270	61,960	62,143	62,153	61,840	61,645	61,870	62,620	64,215
196.82	298.42	269.7	273.94	278.18	273.68	272.12	277.56	255.90	267.65	245.70	253.44	295.16	298.83	317.83	250,16
35.43	52.74	46.39	46.26	46.06	45.03	44.70	45.3	41.30	43.07	39.53	40.98	47.88	48.30	50.76	38,96
178.15	170.21	182.28	179.44	182.87	187.02	172.00	163.67	181.26	176.99	169.45	174.98	175.00	177.41	178.77	175,83
72.10	66.14	69.01	71.23	78.93	84.59	79.91	72.43	85.86	91.92	96.97	102.18	105.79	106.61	103.77	108,34
250.25	236.35	251.29	250.67	261.80	271.61	251.91	236.1	267.12	268.91	266.42	277.16	280.79	284.02	282.44	284,17
524.42	478.77	515.72	529.63	535.54	537.05	554.20	583.88	587.67	568.81	563.69	525.30	491.58	496.03	506.47	532,69
195.54	295.76	268.42	273.06	277.37	272.21	271.60	276.71	254.93	266.88	244.51	252.49	293.20	296.68	314.98	248,09
719.96	774.53	784.14	802.69	812.91	809.26	825.80	860.59	842.60	835.69	808.20	777.79	784.78	792.71	821.45	780,78
2.78	3.17	3.02	3.13	3.03	2.91	3.19	3.54	3.07	3.03	2.96	2.74	2.72	2.73	2.84	2,68
498	517	550	559	586	595	596	603	572	583	581	587	600	594	601	607
272	286	306	324	349	364	376	371	375	382	386	392	403	381	391	396
1,061	1,080	1,106	1,161	1,197	1,239	1,261	1,286	1,292	1,290	1,278	1,262	1,284	1,271	1,326	1.368

# STATISTICS

## 2. CERTIFIED RIOJA GRAPE PRODUCTION - 2017 HARVEST

		LA RIOJA	ÁLAVA	NAVARRE	TOTAL
Hectares of red grapes		39,878.62	12,322.63	6,421.73	58,623.00
Production of red grapes (kg)		204,120,801	62,140,827	43,351,243	309,584,669
Red grape yields (kg/ha)		5,119	5,041	6,751	5,281
Hectares of white grapes		4,155.53	952.78	483.37	5,591.69
Production of white grapes (kg)		27,958,960	6,688,487	4,318,425	38,936,468
White grape yields (kg/ha)		6,728	6,989	8,934	6,963
Total white & red	Hectares	44,034.15	13,275.41	6,905.10	64,214.69
	Production (kg)	232,079,761	68,829,314	47,669,668	348,521,137
	Average Yields	5,270	5,180	6,904	5,427

## 3. VINIFICATION OF CERTIFIED WINE - 2017 VINTAGE (LITRES)

COMMUNITY	TYPE OF WINERY	RED	ROSÉ	WHITE	TOTAL
ÁLAVA	WINEGROWERS	4,717,305	4,398	90,826	4,812,529
	CO-OPERATIVES	7,072,927	298,919	316,468	7,688,314
	WINE KEEPERS	1,826,512	14,864	279,580	2,120,956
	AGEING WINERIES	40,790,960	1,948,086	3,998,714	46,737,760
	TOTAL	54,407,704	2,266,267	4,685,588	61,359,559
LA RIOJA	WINEGROWERS	2,516,031	197,325	250,938	2,964,294
	CO-OPERATIVES	49,964,520	2,329,753	5,964,144	58,258,417
	WINE KEEPERS	1,861,766	88,651	260,356	2,210,773
	AGEING WINERIES	91,235,909	5,952,482	8,900,475	106,088,866
	TOTAL	145,578,226	8,568,211	15,375,913	169,522,350
NAVARRE	WINEGROWERS	o	o	o	o
	CO-OPERATIVES	6,821,988	310,038	459,591	7,591,617
	WINE KEEPERS	o	o	o	o
	AGEING WINERIES	9,551,878	1,009,706	1,129,659	11,691,243
	TOTAL	16,373,866	1,319,744	1,589,250	19,282,860
TOTAL	WINEGROWERS	7,233,336	201,723	341,764	7,776,823
	CO-OPERATIVES	63,859,435	2,938,710	6,740,203	73,538,348
	WINE KEEPERS	3,688,278	103,515	539,936	4,331,729
	AGEING WINERIES	141,578,747	8,910,274	14,028,848	164,517,869
	TOTAL	216,359,796	12,154,222	21,650,751	250,164,769

Those wines which have not passed the approval process will be discounted from these production figures

# PRODUCTION AND DEVELOPMENT

## 4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, YIELDS AND WINE PRODUCTION

YEAR	PRODUCTIVE HECTARES			PRODUCTION IN KG	Average yields (kg/ha)	Certified vinification (litres)
	Red	White	Total			
1985	29,903	9,094	38,817	241,296,770	6,319	173,346,717
1986	29,936	9,079	39,015	173,529,246	4,448	119,830,258
1987	30,206	9,065	39,271	186,151,310	4,740	133,749,709
1988	33,049	8,997	42,046	180,410,559	4,291	131,082,102
1989	33,851	8,840	42,691	223,279,641	5,230	160,609,524
1990	34,182	8,669	42,851	225,635,498	5,266	161,242,940
1991	34,381	8,509	42,889	213,410,823	4,976	145,345,353
1992	35,848	8,227	44,075	214,637,991	4,870	149,938,412
1993	37,528	8,247	45,775	249,738,789	5,456	173,920,771
1994	38,955	8,238	47,193	241,689,232	5,121	168,843,546
1995	39,267	8,090	47,357	303,643,224	6,412	217,910,968
1996	39,378	7,923	47,301	340,408,707	7,197	244,468,446
1997	39,920	7,844	47,764	359,612,606	7,529	253,574,457
1998	40,679	7,709	48,388	386,776,917	7,993	273,560,471
1999	42,522	7,484	50,006	305,342,334	6,106	216,241,745
2000	44,676	7,339	52,015	490,669,779	9,431	310,801,915
2001	46,999	6,799	53,798	367,989,290	6,848	242,347,992
2002	49,459	6,086	55,545	284,289,535	5,118	196,823,899
2003	51,194	5,386	56,580	437,607,739	7,734	298,418,768
2004	53,161	4,975	58,136	472,281,522	8,124	269,695,002
2005	54,567	4,645	59,212	445,091,696	7,517	273,940,000
2006	55,931	4,458	60,389	421,440,239	6,979	278,180,000
2007	56,569	4,204	60,773	412,617,538	6,789	273,687,537
2008	56,825	4,057	60,882	396,622,326	6,515	272,118,653
2009	57,344	3,926	61,270	412,387,909	6,731	277,558,000
2010	58,109	3,851	61,960	395,196,593	6,378	255,904,080
2011	58,375	3,768	62,143	387,618,868	6,238	267,647,691
2012	58,389	3,764	62,153	354,904,866	5,710	245,704,466
2013	58,026	3,814	61,840	368,421,839	5,958	253,441,316
2014	57,761	3,884	61,645	434,006,506	7,040	295,164,588
2015	57,866	4,004	61,870	441,887,833	7,142	298,825,948
2016	57,998	4,621	62,619	462,472,339	7,385	317,828,229
2017	58,623	5,592	64,215	349,494,277	5,443	250,164,769

## 5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES

LA RIOJA	Hectares		Wineries	LA RIOJA	Hectares		Wineries
	RED	WHITE			RED	WHITE	
ÁBALOS	674.26	45.26	16	CIDAMÓN	60.67	0.00	0
AGONCILLO	158.99	5.72	1	CIHURI	329.37	18.28	0
AGUILAR DEL RÍO ALHAMA	38.84	0.60	0	CIRUEÑA	26.64	4.08	0
ALBELDA DE IREGUA	132.42	45.81	3	CLAVIJO	168.07	14.41	0
ALBERITE	229.26	23.51	2	CORDOVÍN	105.58	99.65	10
ALCANADRE	516.42	59.78	4	CORERA	186.91	5.65	1
ALDEANUEVA DE EBRO	1,458.84	73.26	17	CORNAGO	13.15	1.85	0
ALESANCO	407.88	170.95	3	CUZCURRITA DEL RÍO TIRÓN	532.48	66.96	7
ALESÓN	203.96	25.09	1	DAROCA DE RIOJA	10.83	1.00	0
ALFARO	3,909.35	271.02	7	EL REDAL	256.65	9.02	0
ANGUCIANA	49.76	1.28	1	EL VILLAR DE ARNEDO	267.42	5.94	3
ARENZANA DE ABAJO	295.58	46.48	4	ENTRENA	657.83	87.70	6
ARENZANA DE ARRIBA	174.22	24.02	0	FONCEA	15.65	2.45	0
ARNEDILLO	1.57	0	0	FONZALECHE	291.43	22.38	1
ARNEDO	307.04	9.94	2	FUENMAYOR	1,522.52	79.21	27
ARRUBAL	4.97	0	0	GALBARRULI	130.25	17.93	2
AUSEJO	1,518.45	91.62	2	GALILEA	164.82	13.39	1
AUTOL	1,008.03	79.03	2	GIMILEO	99.72	7.19	2
AZOFRA	471.38	59.74	1	GRÁVALOS	24.67	10.03	0
BADARÁN	416.75	77.18	6	HARO	1,066.77	107.77	20
BAÑARES	102.02	9.89	0	HERCE	68.06	1.27	0
BAÑOS DE RIO TOBIA	70.02	13.85	6	HERRAMELLURI	9.30	0.00	0
BAÑOS DE RIOJA	149.3	36.88	1	HERVÍAS	49.94	9.16	1
BERCEO	11.75	2.69	0	HORMILLA	336.21	78.39	5
BERGASA	225.81	108.52	0	HORMILLEJA	201.90	24.36	1
BERGASILLAS BAJERA	4.82	0	0	HORNOS DE MONCALVILLO	149.18	30.01	1
BEZARES	3.99	0	0	HUÉRCANOS	1,159.44	83.68	2
BOBADILLA	17.44	2.15	2	IGEA	103.20	4.80	0
BRIÑAS	95.22	4	6	LAGUNILLA DE JUBERA	123.73	8.17	1
BRIONES	1,253.55	113.85	10	LARDERO	53.29	2.35	0
CALAHORRA	719.05	48.37	4	LEIVA	24.52	4.31	0
CAMPROVÍN	139.33	28.33	0	LEZA DEL RIO LEZA	6.62	0.30	0
CANILLAS DE RIO TUERTO	98.38	29.71	0	LOGROÑO	1,027.85	97.60	15
CAÑAS	99.66	20.10	0	MANJARRÉS	169.08	24.26	0
CARDENAS	110.79	41.73	4	MATUTE	7.77	1.36	0
CASALARREINA	70.55	8.40	1	MEDRANO	267.16	39.60	0
CASTAÑARES DE RIOJA	14.90	3.28	0	MIRANDA DE EBRO ('El Ternero')	56.21	2.87	1
CELLORIGO	40.70	1.39	0	MURILLO DE RÍO LEZA	714.29	26.67	2
CENICERO	1,935.74	97.24	12	NÁJERA	921.97	227.40	2
CERVERA DE RÍO ALHAMA	338.34	14.66	1	NALDA	112.51	34	2



## 5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES

LA RIOJA	Hectares		Wineries	ALAVA	Hectares		Wineries
	RED	WHITE			RED	WHITE	
NAVARRETE	915.37	83.82	13	BAÑOS DE EBRO	468.59	46.94	23
OCHÁNDURI	33.40	5.19	0	BARRIOBUSTO	174.98	22.29	1
OCÓN	460.14	55.22	0	CRIPÁN	176.90	10.41	3
OLLAURI	78.39	6.70	6	ELCIEGO	1,063.81	47.65	17
PRADEJÓN	236.84	8.07	1	ELVILLAR DE ÁLAVA	825.8	68.46	13
PRÉJANO	9.66	0.38	0	LABASTIDA	1,051.63	69.73	16
QUEL	542.91	52.12	1	LABRAZA	101.45	12.02	0
RIBAFRECHA	343.88	22.18	1	LAGUARDIA	3,349.17	253.65	57
RINCÓN DE SOTO	235.90	26.58	2	LANCIEGO	1,036.51	86.53	19
RODEZNO	464.16	14.32	2	LAPUEBLA DE LABARCA	293.89	24.94	28
SAJAZARRA	320.11	22.00	4	LEZA	378.48	33.52	6
SAN ASENSIO	1,566.54	361.61	15	MOREDA	278.79	30.88	2
SAN MILLAN DE YÉCOR	8.17	0.13	0	NAVARIDAS	586.3	49.11	8
SAN TORCUATO	14.75	0.48	0	OYON	944.07	64.09	9
SAN VICENTE DE LA SONSIERRA	1,729.03	97.72	32	SALINILLAS DE BURADÓN	46.23	2.07	0
SANTA COLOMA	5.41	3.50	0	SAMANIEGO	488.63	49.81	12
SANTA ENGRACIA DE JUBERA	221.96	27.68	0	VILLABUENA DE ÁLAVA	499.93	52.09	34
SANTA EULALIA BAJERA	9.71	0.00	0	YÉCOR	554.44	28.59	4
SOJUELA	99.03	37.39	1	<b>TOTAL ÁLAVA</b>	<b>12,320</b>	<b>952.78</b>	<b>252</b>
SORZANO	71.40	12.46	0				
SOTÉS	256.53	25.61	1				
TIRGO	154.16	7.85	2				
TORMANTOS	22.47	0.85	0				
TORRECILLA SOBRE ALESANCO	138.57	28.76	0				
TORRENTALBO	211.54	33.44	1	<b>NAVARRE</b>	Hectares		Bodegas
TREVIANA	120.47	13.46	0		RED	WHITE	
TRICIO	138.76	28.47	0	ANDOSILLA	957.22	95.78	3
TUDELILLA	705.06	22.38	3	ARAS	79.78	13.22	1
URUÑUELA	750.09	64.54	7	AZAGRA	1,434.31	72.37	3
VENTOSA	204.98	17.98	2	BARGOTA	399.48	37.57	1
VIGUERA	2.13	0	0	MENDAVIA	1,594.49	116.85	3
VILLALBA DE RIOJA	311.74	21	1	SAN ADRIAN	573.39	35.46	2
VILLAMEDIANA DE IREGUA	306.16	31.97	3	SARTAGUDA	18.17	0.07	0
VILLAR DE TORRE	40.79	18.03	0	VIANA	1,364.89	112.05	2
VILLARROYA	2.45	0.00	0	<b>TOTAL NAVARRE</b>	<b>6,421.73</b>	<b>483.37</b>	<b>15</b>
ZARRATÓN	227.01	33.79	0				
<b>TOTAL LA RIOJA</b>	<b>39,932.66</b>	<b>4,156.46</b>	<b>330</b>	<b>TOTAL DOCa RIOJA</b>	<b>58,673.99</b>	<b>5,592.61</b>	<b>597</b>

# STATISTICS

## 6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2017 (HECTARES)

WHITE	La Rioja	%	Álava	%	Navarre	%	Total	% White	% Vineyard S.A.
VIURA	3,174.2380	69.85%	893,9804	91.70%	197,9534	36.74%	4,266,1718	70.42%	6.53%
MALVASÍA	101.7491	2.24%	21,5707	2.21%	10,6550	1.98%	133,9748	2.21%	0.21%
GARNACHA BLANCA	148.4444	3.27%	4,5487	0.47%	51,9320	9.64%	204,9251	3.38%	0.31%
TEMPRANILLO BLANCO	575.7160	12.67%	27,1298	2.78%	105,4324	19.57%	708,2782	11.69%	1.08%
MATURANA BLANCA	34.6766	0.76%	0,0130	0.00%	0,9910	0.18%	35,6806	0.59%	0.05%
VERDEJO	208.9147	4.60%	2,1468	0.22%	115,6183	21.46%	326,6798	5.39%	0.50%
TURRUNTÉS	5.0804	0.11%	0,0130	0.00%	0,0000	0.00%	5,0934	0.08%	0.01%
CHARDONNAY	106.0768	2.33%	5,8808	0.60%	33,6856	6.25%	145,6432	2.40%	0.22%
SAUVIGNON BLANC	153.6189	3.38%	16,0850	1.65%	21,7449	4.04%	191,4488	3.16%	0.29%
OTHER WHITE	35.9489	0.79%	3,4931	0.36%	0,8058	0.15%	40,2478	0.66%	0.06%
TOTAL WHITE	4,544.4638	100%	974,8613	100%	538,8184	100%	6,058,1435	100%	9.27%

## 7. VINEYARDS BY COMMUNITY AND YEAR OF PLANTING (HECTARES)

	No. Plots	2016/2017	2011/2015	2006/2010	2001/2005	1996/2000	1991/1995	1986/1990	1981/1985	.../1980	TOTAL
LA RIOJA	79,488	6.1948	6,145.1204	4,364.5722	7,446.2420	8,116.7773	4,331.3006	4,990.5516	3,219.2144	6,288.5675	44,908.5408
ÁLAVA	28,485	1.1725	691.7552	884.3292	2,026.1612	1,761.8592	1,068.5718	1,497.06	1,783.7244	3,674.1680	13,388.8022
NAVARRRE	9,203	0.3859	848.0842	670.2208	1,842.0039	1,686.6984	439.3551	912.4468	390.2402	239.5788	7,029.0141
TOTAL	117,176	7.7532	7,684.9598	5,919.1222	11,314.4071	11,565.3349	5,839.2275	7,400.0591	5,393.1790	10,202.3143	65,326.3571

## 8. DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE DOCa RIOJA (HECTARES)

Vineyards registered on 31-12-1983		VARIATIONS																	
		1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
La Rioja	27,395	1,129	1,212	783	1,331	-210	-826	1,417	-28	1,037	878	982	-191	260	1,237	497	1,250	1,630	2,398
Álava	8,039	596	333	468	291	96	43	395	-40	72	205	269	61	-13	342	288	210	400	323
Navarre	2,915	135	-14	84	-28	539	249	600	271	161	166	-92	-88	-149	-48	189	470	246	6
Total	38,349	1,860	1,531	1,335	1,594	425	-534	2,412	203	1,270	1,249	1,159	-218	98	1,531	974	1,930	2,276	2,727

## 6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2017 (HECTARES)

RED	La Rioja	%	Álava	%	Navarre	%	Total	% Red	% Vineyard S.A.
TEMPRANILLO	34,446.4578	85.34%	11,975.6583	96.47%	5,474.6555	84.35%	51,896.7716	87.56%	79.44%
GARNACHA	4,007.2554	9.93%	119.0729	0.96%	441.2624	6.80%	4,567.5907	7.71%	6.99%
MAZUELO	906.6349	2.25%	99.5026	0.80%	255.1440	3.93%	1,261.2815	2.13%	1.93%
GRACIANO	792.9849	1.96%	170.9627	1.38%	284.2834	4.38%	1,248.2310	2.11%	1.91%
MATURANA TINTA	128.9189	0.32%	12.9930	0.10%	12.4784	0.19%	154.3903	0.26%	0.24%
OTHER RED	81.8251	0.20%	35.7514	0.29%	22.3720	0.34%	139.9485	0.24%	0.21%
TOTAL RED	40,364.0770	100%	12,413.9409	100%	6,490.1957	100%	59,268.2136	100%	90.73%

TOTAL VINEYARDS DOCa RIOJA						
La Rioja	% Tot	Álava	% Tot	Navarre	% Tot.	Total
44,908.5408	68.34%	13,388.8022	21.04%	7,029.0141	10.62%	65,326.3571

## 9. DISTRIBUTION OF VINEYARDS BY PLOT SIZE - 2017

PLOT SIZE IN Ha.	0- 0,10	0,10-0,25	0,25-0,50	0,50-1	1-2	2-3,50	3,50-5	5-7,50	7,50-10	10-15	15-30	30-50
No. of PLOTS	12,199	30,516	32,075	25,810	12,860	2,725		296	96	59	38	5
% TOTAL	10.41	26.04	27.37	22.03	10.97	2.33	0.42	0.25	0.08	0.05	0.03	0.00
SURFACE AREA	743.7729	5,262.0452	11,492.2132	17,815.6964	17,019.9712	6,753.2064	2,043.7856	1,748.2400	819.9118	699.0402	760.1150	168.3592
% TOTAL	1.14	8.06	17.59	27.27	26.05	10.34	3.13	2.68	1.26	1.07	1.16	0.26

## 10. NUMBER OF GRAPE GROWERS 2017

	CO-OPERATIVE MEMBERS	NON MEMBERS	TOTAL
LA RIOJA	5,346	5,827	11,173
ÁLAVA	494	2,080	2,574
NAVARRE	571	771	1,342
TOTAL	6,411	8,678	15,089

## DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE DOCa RIOJA (HECTARES)

VARIATIONS																Vineyards registered on 31-12-2017
2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	
1,029	-10	533	-29	-17	115	197	-540	449	-176.46	-496.94	-151.26	457.19	1,070.76	415.69	-3.99	44,908.54
414	-65	434	-153	-98	73	-49	140	220	134.9	-90.94	-18.29	-50.09	15.56	3.10	100.70	13,388.80
379	229	360	204	-10	11	-11	24	14	-33.4	60.79	9.37	-2.07	-67.15	31.82	217.44	7,029.01
1,822	154	1,327	22	-125	199	22	-377	683	-74.95	-527.10	-160.18	405.03	1,019.17	450.61	314.15	65,326.36

## 11. CERTIFIED WINE STOCKS ON 31-12- 2017 (IN HECTOLITRES)

TYPE	WINEGROWERS	CO-OPERATIVES	WINE KEEPERS	AGEING WINERIES	TOTAL
White	3,136.10	41,879.73	3,802.72	216,202.35	265,020.90
Rosé	2,494.92	20,938.36	1,432.40	117,332.97	142,198.65
Red	80,481.93	829,642.72	43,583.74	6,446,879.50	7,400,587.89
TOTAL	86,112.95	892,460.81	48,818.86	6,780,414.82	7,807,807.44

## 12. CERTIFIED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2017 (IN HECTOLITRES)

TANKS	BARRELS	TANKS (ageing) *	BOTTLES	TOTAL
3,155,365.60	2,786,030.87	1,089,194.06	777,216.91	7,807,807.44

\*Aged wines stored in tanks

## 13. CERTIFIED WINE STOCKS BY VINTAGE ON 31-12-2017 (IN HECTOLITRES)

VINTAGE	TOTAL STOCKS	VINTAGE	TOTAL STOCKS	VINTAGE	TOTAL STOCKS
Prev. V.	5,035.67	1992	79.13	2006	13,939.70
CVC	947.97	1993	113.79	2007	11,825.13
1980	243.58	1994	1,178.29	2008	31,711.80
1981	1,175.36	1995	887.12	2009	52,751.72
1982	227.54	1996	278.12	2010	79,275.81
1983	113.23	1997	132.58	2011	130,964.35
1984	14.85	1998	1,309.09	2012	161,496.80
1985	183.20	1999	1,027.07	2013	251,991.58
1986	122.77	2000	2,495.09	2014	757,257.59
1987	233.96	2001	7,961.49	2015	1,672,166.58
1988	100.55	2002	373.30	2016	2,120,294.16
1989	81.35	2003	926.41	2017	2,480,929.61
1990	68.04	2004	6,613.90	TOTAL	7,807,807.44
1991	283.50	2005	10,995.66		

## 14. DEVELOPMENT OF BARREL NUMBERS

YEAR	TOTAL NO. OF BARRELS	YEAR	TOTAL NO. OF BARRELS	YEAR	TOTAL NO. OF BARRELS
1990	546,615	2010	1,292,261	2016	1,325,629
1995	598,000	2011	1,290,226	2017	1,368,359
2000	939,454	2012	1,277,696		
2005	1,161,331	2013	1,262,296		
2008	1,261,022	2014	1,284,672		
2009	1,286,738	2015	1,271,688		

### Development 2017:

The total number of 225 litre oak barrels for use in ageing was **1,368,359** on 31-12-2017 on increase of **42,730** over the previous year. (**85,803** new and **43,073** removed).



# WINERIES

## 15. WINERIES REGISTERED IN RIOJA ON 31-12-2017

TYPES	LA RIOJA		ÁLAVA		NAVARRE		TOTAL		WINERIES REG. AS BOTTLERS	
	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016
Ageing Wineries	223	219	147	147	13	13	383	379	396	391
Wine Keepers	46	40	38	36	0	1	84	77	63	60
Co-operatives	28	28	7	7	3	2	38	37	29	27
Winegrowers	131	132	161	165	0	0	292	297	119	123
Totales	428	419	353	355	16	16	797	790	607	601

## 16. NUMBER OF WINERIES BY CAPACITY TIERS AT 31-12-2017

CAPACITY RANGES	<1M LITRES	1-3M LITRES	3-5M LITRES	5-10M LITRES	>10M LITRES	TOTAL
Ageing Wineries	289	3	0	0	0	292
Wine Keepers	78	6	0	0	0	84
Co-operatives	0	11	5	16	6	38
Winegrowers	240	77	22	18	26	383
Total	607	97	27	34	32	797

## SALES BY TYPE OF WINERY - 2017

TYPES	bottling wineries*	Sales 2017 (thou. litres)	% all sales
Ageing Wineries	354	262,575	92.4
Wine Keepers	47	1,047	0.37
Co-operatives	26	19,286	6.79
Winegrowers	74	1,264	0.44

## AGEING WINERIES BY VOLUME SALES TIERS - 2017

VOLUME SALES	Ageing Wineries	Sales 2017 (thou. litres)	% all sales
>5M LITRES	13	137,454	48.37
1-5M LITRES.	28	73,584	25.89
0.5-1M LITRES	29	20,419	7.19
<0.5M LITRES	284	31,118	10.95
TOTAL	354	262,575	92.4

(NOTE: The number of bottling wineries in business in 2017 was 501)

## 17. DEVELOPMENT OF STORAGE AND AGEING CAPACITY OF RIOJA WINERIES (LITRES)

YEAR	TANKS	BARRELS	TOTAL
1982	371,047,288	91,484,700	462,531,988
1993	708,219,134	131,308,241	839,527,375
1998	865,913,648	181,158,584	1,047,072,232
2008	1,123,523,840	284,350,863	1,407,874,703
2017	1,162,754,837	308,490,213	1,471,245,050
Ageing Wineries	820,990,719	297,299,613	1,118,290,332
Wine Keepers	26,060,594	0	26,060,594
Co-operatives	260,584,936	11,190,600	271,775,536
Winegrowers	55,118,588	0	55,118,588

## 18. DEVELOPMENT OF RIOJA WINE SALES 1985-2017 (IN LITRES)

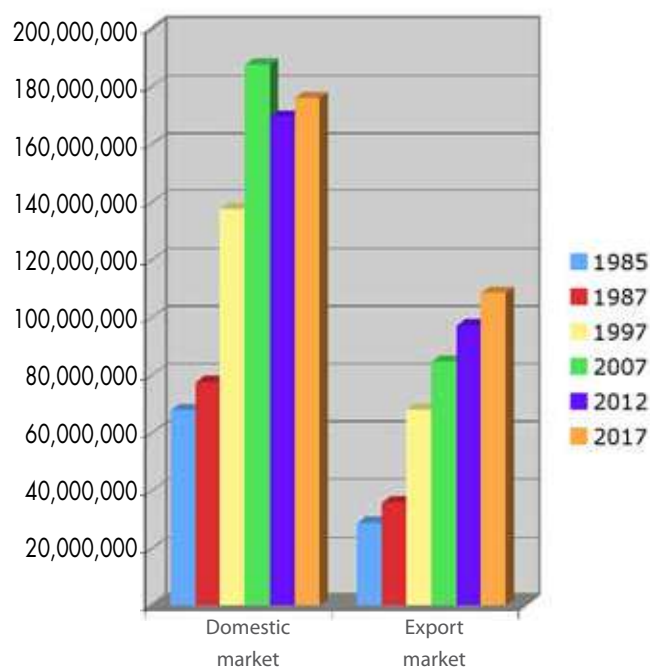
Year	Domestic market		Export market		Total sales	
	LITRES	% YOY	LITRES	% YOY	LITRES	% YOY
1985	67,743,375	-----	28,633,625	-----	96,377,000	-0.35
1986	74,651,578	10.70	29,902,122	4.43	104,553,700	+8.48
1987	77,442,665	3.74	35,665,935	19.28	113,108,600	+8.18
1988	82,894,300	7.04	34,301,700	-3.82	117,196,000	+3.61
1989	77,784,543	-6.16	26,631,578	-22.36	104,416,121	-10.90
1990	77,252,631	-0.68	26,029,946	-2.26	103,782,577	-0.61
1991	99,841,642	29.2	29,137,809	11.9	128,979,451	24.28
1992	114,478,913	14.6	34,362,372	17.9	148,841,285	15.40
1993	120,199,494	5	38,722,771	12.7	158,922,265	6.77
1994	139,918,321	16.4	56,790,139	46.6	196,708,460	23.78
1995	125,953,908	-9.98	59,116,887	4.1	185,070,795	-5.92
1996	119,444,519	-5.46	58,846,727	-0.46	178,291,246	-3.66
1997	137,458,184	15.08	67,781,317	15.18	205,239,501	15.11
1998	150,682,311	9.47	71,550,035	5.5	222,232,346	8.15
1999	138,445,732	-8.13	57,133,801	-20.67	195,579,533	-11.99
2000	120,119,230	-13.24	39,858,918	-30.24	159,978,148	-18.20
2001	159,986,313	33.28	60,405,880	51.53	220,392,193	37.83
2002	178,115,778	11.27	72,097,169	19.33	250,212,947	13.48
2003	170,209,213	-4.43	66,138,317	-8.26	236,347,530	-5.54
2004	182,308,591	7.10	69,027,451	4.36	251,336,042	6.34
2005	179,565,974	-1.57	71,230,807	3.19	250,796,781	-0.26
2006	182,715,391	1.75	78,965,590	10.86	261,680,981	4.34
2007	187,461,381	2.59	84,589,517	7.12	272,050,898	3.96
2008	171,992,928	-8.25	79,916,305	-5.52	251,909,233	-7.40
2009	163,672,090	-4.89	72,425,805	-9.38	236,097,895	-6.31
2010	181,262,567	10.75	85,855,264	18.53	267,117,831	13.14
2011	176,985,130	-2.42	91,920,407	7.06	268,905,537	0.62
2012	169,448,349	-4.26	96,967,206	5.47	266,415,555	-0.93
2013	174,982,696	3.17	102,184,584	5.39	277,167,280	3.98
2014	175,003,261	0.02	105,786,163	3.52	280,789,424	1.31
2015	177,410,848	1.10	106,612,815	1.20	284,023,663	1.13
2016	178,674,747	0.67	103,770,362	-2.70	282,445,109	-0.59
2017	175,827,159	-1.55	108,344,804	4.39	284,171,963	0.64

## 19. RIOJA WINE SALES STATISTICS FOR 2017

RED WINE BY CATEGORY			
Type	Markets	Litres 2017	% YOY
Generic	Domestic	50,784,063	-4.77
	Export	40,307,114	9.15
	Total	91,091,177	0.93
Crianza	Domestic	81,409,891	-1.88
	Export	23,085,708	0.30
	Total	104,495,599	-1.41
Reserva	Domestic	17,024,800	-7.08
	Export	28,327,663	-0.83
	Total	45,352,463	-3.27
Gran Reserva	Domestic	1,846,011	16.62
	Export	4,924,708	-2.70
	Total	6,770,719	1.90
Total	Domestic	151,064,765	-3.29
	Export	96,645,193	3.29
	Total	247,709,958	-0.83

TYPE OF WINE BY COLOUR			
Type	Markets	Litres 2016	% YOY
White	Domestic	15,048,598	13.05
	Export	6,727,639	24.45
	Total	21,776,237	16.34
Rosé	Domestic	9,713,796	6.98
	Export	4,971,972	3.39
	Total	14,685,768	5.74
Red	Domestic	151,064,765	-3.29
	Export	96,645,193	3.29
	Total	247,709,958	-0.83
TOTAL	Domestic	175,827,159	-1.55
	Export	108,344,804	4.39
	Total	284,171,963	0.64

## DEVELOPMENT OF RIOJA WINE SALES 1985-2017 (IN LITRES)



## 20. 2017 EXPORTS BY COUNTRY

Country	Litres	% Total
United Kingdom	35,598,588	32.86
Germany	16,467,058	15.20
United States	10,280,590	9.49
Switzerland	6,030,731	5.57
China	4,337,119	4.00
Netherlands	3,871,610	3.57
Canada	3,332,531	3.08
Sweden	3,148,772	2.91
Ireland	2,932,575	2.71
Belgium	2,506,501	2.31
Other countries	19,838,729	18.30
TOTAL 2017	108,344,804	100.00%



Denominación de Origen Calificada

CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN CALIFICADA RIOJA  
Estambrera, 52. LOGROÑO 26006 (La Rioja) ESPAÑA. Tel. 941 500 400. Fax: 941 500 664 Pref. Int. 34  
INTERNET: <http://www.riojawine.com> - E-mail: [info@riojawine.com](mailto:info@riojawine.com)