

CONTROL BOARD OF THE RIOJA  
DESIGNATION OF ORIGIN

# Annual Report 2018

Denominación de Origen Calificada Rioja



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

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Fernando Salamero, president of the Control Board

# PRESENTATION

I would like to take the opportunity offered by this communication channel of the Control Board to send my greetings and convey my respect for and appreciation of all those who, in some way, feel and live this Wine Region as their own. For all those who have contributed their bit to make Rioja one of the best-known brands on the international scene, which is studied in prestigious business schools.

The preparation of this annual report is a good moment to take stock and examine, always with the aim of improving, how 2018 went and what conclusions we can draw to improve 2019. Undoubtedly 2018 was a complicated year where the key figures were, once again, the 14,800 grape growers and 600 wineries that demonstrated great professionalism, making it possible for Rioja wines to be present in more than 130 countries around the world.

As I committed myself in June of 2017 when I became president, our goal is to reach 2020 having met the ambitious challenges of our Strategic Plan. And we have to be proud of it. Together, we will keep making Rioja a great brand and the natural region where a global benchmark stands out both for its high quality wines and for the consolidation of the territory of the Denominación de Origen Calificada Rioja as a leading wine tourism destination, receiving more than 810,000 visitors a year in our wineries.

I am optimistic about 2018, a vintage that will be remembered as 'good'. It is a year that, despite complications marked by tension and uncertainty, and adverse weather that played us a nasty trick, leaves us with a pleasant taste in the mouth and satisfactory results.

Annual sales figures show an obvious decline with respect to the previous year, with a drop of 7.35%. Almost 29 million bottles less in the markets do not help, but neither do they alter our status, a the situation in Rioja continues to be balanced. This is because we are lucky to have sufficient ambition and resources to be able to face the future with peace of mind.

Rioja is a vibrant and dynamic brand and that is what we have demonstrated in recent times. Our campaigns focus part of the promotion on the new geographical indications which, together with traditional barrel ageing, complete our portfolio and reconcile our interest in valorising a type of wine that reflects that which is closest to us, the terroir.

This year we have taken a step forward pioneering leading advances in quality assurance and we have done so by recovering the concept of voluntary qualitative stock, a novel system that operates at the individual, collective and qualitative level, improving the performance levels proposed by the wine industry in 2007.

Rioja is the land of a thousand wines where its three zones and 144 municipalities allow us to celebrate our diversity while we continue to perfect our quality model; a model created by all and for all, the key to our success and the basis of our renowned brand. Rioja is above passing fads, always remaining true to its roots, to all those decisions taken by those who led the region throughout the years, to our landscapes, to our varieties and to our people.

Rioja has become great thanks to those many small stories of previous generations: brave grape growers and ambitious winemakers who believed, defended and made a commitment to this valley, its tradition, its diversity and its origins to lay the foundations of its future, today our present.

Immersed in this process of improvement, Rioja continues to look forward to the future, taking giant steps and proving that it is a living brand that moves towards new times in search of new consumers with new messages, new codes, new colours and new showcases 3.0.

I feel optimistic and confident about the maturity of the sector and 2019 will be a crucial year to continue working hard and taking on market recovery. It is going to be the year when Rioja emerges even stronger from this transitory situation and advances in this new stage with the sole objective of increasing our value to reinforce the leadership of our wines both at home and abroad.

Rioja knows what it is and wants to tell everyone. We will be delighted if you continue to accompany us.

# DOCa RIOJA 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 of 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, Fisheries and Food (MAPA). 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, Fisheries and Food 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, Fisheries and Food 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. Exclusively will be bear issued votes. A corrective factor is envisaged for the representation of cooperatives.



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 Zárata  
Alexander Tomé Santaolalla  
Rafael Vivanco Sáenz  
Ismael Echazarreta Echazarreta  
Jaime Boville García de Vinuesa  
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

**ABC - Asociación de Bodegas por la Calidad**  
(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)

Javier Ruiz de Galarreta San Vicente

**Representative of the Ministry of Agriculture:**

F. Javier Maté Caballero

**Representatives of the Autonomous Communities:**

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



April 2019

**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 Písón 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 y Ganaderos de Navarra (votes and 1 member)**

Jorge González Sáinz

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

Alberto Sáenz Sáinz



# THE CONTROL BOARD PLENARY AND COMMITTEES

## Committees

The Control Board has a Standing Committee and five working committees: the Promotion, Administration, Personnel, Finance and Internal System, Technical and Control, Regulations, Strategic Plan and Zones and Municipalities committees. 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 and carrying out tasks assigned or delegated by the Plenary.
2. **The Regulations Committee** studies amendments to the Designation of Origin Regulations and all the legal questions that are put before the Council.
3. **The Technical and Control Committee** studies and proposes the appropriate measures to exercise control and enforce 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

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

#### GRUPO RIOJA

Raquel Pérez Cuevas, Víctor Pascual Zárate,  
Alexander Tomé Santaolalla, Iñigo Torres Andrés,  
Jaime Boville García de Vinuesa  
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, Raúl Leza Leza  
and Abel Torres Sáenz

#### ARAG-ASAJA

José Antonio Torrecilla Martín  
and Alex Las Heras Pérez

#### UAGA

Jesús Bauza Nuin

#### UAGR

José Luis Pisón Martínez

#### UAGN/EHNE

Jorge González Sáinz

#### UPA

Eusebio Fernández García

#### DOLARE /UCAN

Ramón E. Muro Aguirrebeña

## ADMINISTRATION, PERSONNEL, FINANCE AND INTERNAL SYSTEM COMMITTEE

**President:** Alex Las Heras Pérez  
(ARAG-ASAJA)  
ABC: Begoña Jiménez Díaz  
BFR-PROVIR: Álvaro Ruanes Basabé  
ABRA: Aitor Mata Pérez  
ARAEX: Juan Luis Cañas Herrera  
ARAG-ASAJA: Miguel Legarre Resano

DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Gregorio Amatriain Marín  
FECOAR: José Manuel Madorrán and Miguel  
Negueruela Ortega  
GRUPO RIOJA: Santiago Frías Monje, Iñigo  
Torres Andrés, David Sáez de Ojer Tobalina,  
Iñaki Sesma Arnáiz and Jesús De Miguel

Martínez  
UAGA: Silvia Rodríguez Calleja  
UAGN: Jorge González Sáinz  
UAGR: Gonzalo Gil Gil  
UCAN: Jesús Javier Pardo Lorente  
UPA: José Luis Navarro Muro

## PROMOTIONAL COMMITTEE

**President:** Iñigo Torres Andrés  
(GRUPO RIOJA)  
ABC: Begoña Jiménez Díaz  
ABRA: Itxaso Compañón Arrieta  
ARAEX: Javier Ruiz de Galarreta San Vicente  
ARAG-ASAJA: Alberto Ruiz de Oña Gutiérrez  
and Clara Herrero Ordóñez

BFR-PROVIR: Ana Belén Jiménez Sánchez  
DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Ramón Llorens García  
FECOAR: Raúl Leza Leza and Gonzalo Salazar  
de Gurendes  
GRUPO RIOJA: Dña. Raquel Pérez Cuevas, Dña.  
Ruth Chocarro Melgosa, Ricardo Arambarri

Pérez and Rodolfo Bastida Caro  
UAGA: José Antonio Ugarte García  
UAGR: Eladio Jubera Miguel  
UAGN: Jorge Ruiz Armendáriz  
UCAN: Jesús Javier Pardo Lorente  
UPA: Antonio Mayoral Cerrolaza

## TECHNICAL AND CONTROL COMMITTEE

**President:** Fernando Ezquerro Cuevas  
(FECOAR)  
ABC: Begoña Jiménez Díaz  
ABRA: Norberto Miguel Aguillo  
ARAEX: Juan Luis Cañas Herrera  
ARAG-ASAJA: Juan Luis Martínez Lacanal  
and José María Ruiz Ramírez

BFR-PROVIR: Pedro Salguero Aznar  
DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Gabriel Elvira Martínez  
and Abel Torres Sáenz  
GRUPO RIOJA: Iñigo Torres Andrés, Eduardo  
Romero Álvarez, Fernando González Muñoz,

Rafael Vivanco Sáenz,  
and Manuel Rivero Romanos  
UAGA: César Bermúdez López-Gil  
UAGN: Pedro Jesús López Ciria  
UAGR: Roberto Ruiz-Clavijo Díez  
UCAN: Juan Carlos Berrio Fdez. de Manzanos  
UPA: José Ramón Peciña Ramírez

## REGULATIONS COMMITTEE

**President:** Víctor Pascual Zárate,  
(GRUPO RIOJA)  
ABC: Begoña Jiménez Díaz  
ABRA: Inés Baigorri Uribe  
ARAEX: Javier Ruiz de Galarreta San Vicente  
ARAG-ASAJA: Julio Manuel Leza Angulo  
and Ignacio Gil Orive

BFR-PROVIR: Maria José Nestares Eguizábal  
DOLARE: Ramón Muro Aguirrebeña  
EHNE: Lope Muñoz Muñoz  
FECOAR: Juan Luis González Najarro and José  
Mª Daroca Rubio  
GRUPO RIOJA: Carlos Manuel Díaz García,  
Ana Martínez-Bujanda Mora, Iñigo Torres

Andrés and Manuel Rivero Romanos  
UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Leticia Olasolo Viteri  
UCAN: Jesús Javier Pardo Lorente  
UPA: Miguel Ángel Alcalde Ripa

## STRATEGIC PLAN ANALYSIS AND DEVELOPMENT COMMITTEE

**President:** Juan Carlos Sancha González (BFR-  
PROVIR)  
ABC: Begoña Jiménez Díaz  
ABRA: Álvaro Martínez Casado  
ARAEX: Javier Ruiz de Galarreta San Vicente  
ARAG-ASAJA: Igor Fonseca Santaolalla and  
David Ordeza Martínez

DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Javier Aldana Espinosa  
y Fernando Ezquerro Cuevas  
GRUPO RIOJA: Iñigo Torres Andrés, Ruth  
Chocarro Melgosa, Borja Eguizábal Pérez,  
Alejandro López García y Ismael Echazarreta

Echazarreta  
UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Leticia Olasolo Viteri  
UCAN: Juan Carlos Berrio Fernández  
de Manzanos  
UPA: Miguel Angel Martínez Díez

## ZONES AND MUNICIPALITIES COMMITTEE

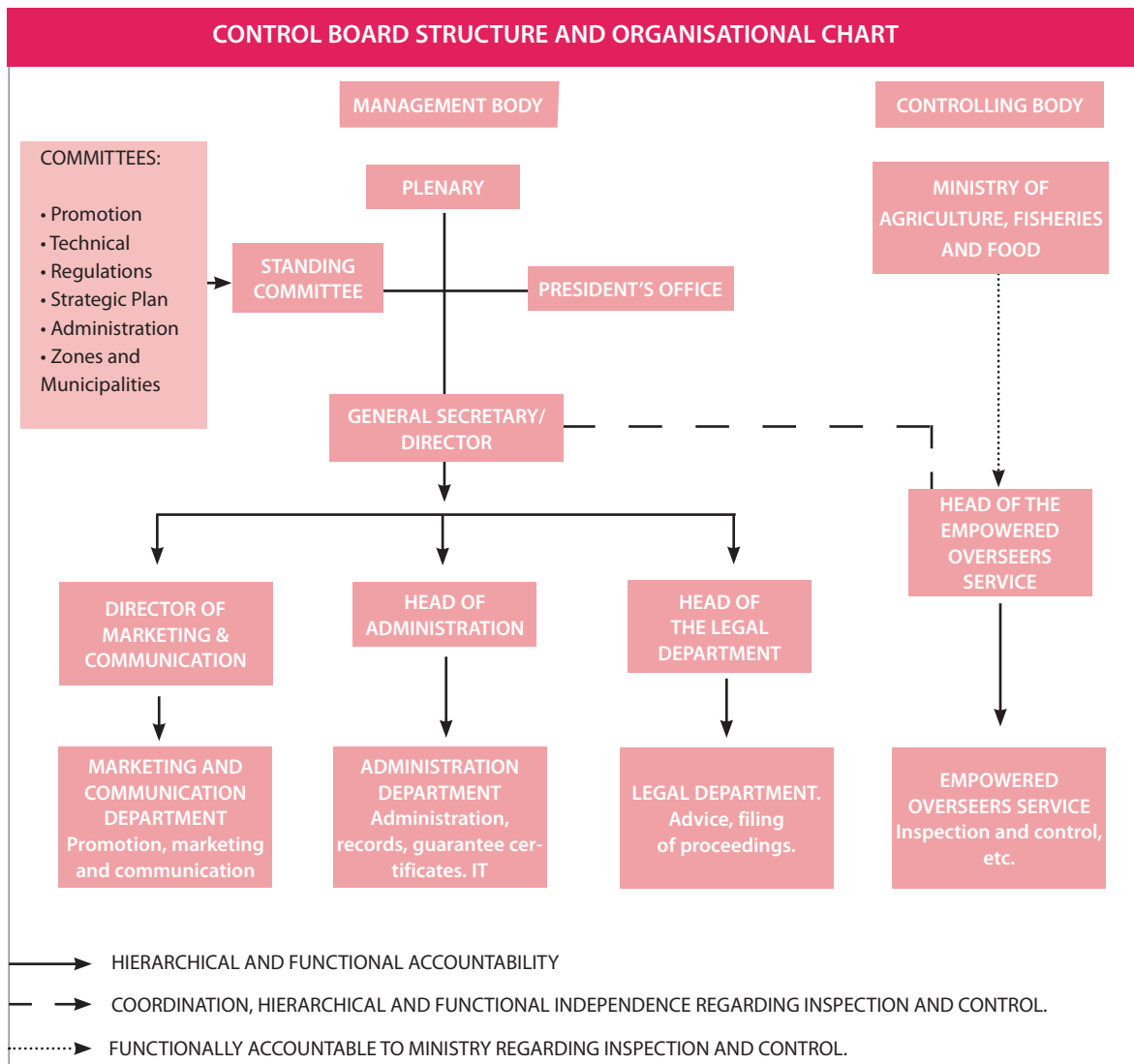
**President:** Ramón E. Muro Aguirrebeña  
(DOLARE)  
ABC: Begoña Jiménez Díaz  
ABRA: Inés Baigorri Uribe  
ARAEX: Javier Ruiz De Galarreta San Vicente  
ASAJA: María Jesús Vallejo Fernández  
and Manuel Martínez Ansotegui

BFR-PROVIR: Eduardo Hernaiz López  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Alfredo Hernán Fontecha y Antonio  
José Benito Esteban  
GRUPO RIOJA: Iñigo Torres Andrés, Raúl  
Arias Casares, Ana Martínez-Bujanda Mora,  
Carlos Manuel Díaz García and Manuel Rivero

Romanos  
UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Leticia Olasolo Viteri  
UCAN: Juan Carlos Berrio Fernández  
de Manzanos  
UPA: Tomás Latasa Asso

# 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, Fisheries and Food (MAPA). 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 General Secretary-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 General Secretary-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 General Secretary-Director and with the department heads who are also the secretaries of their respective committees. Committee chairs jointly decide with the General Secretary-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.

### **General Secretary-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 General Secretary-Director is subject to the Plenary and reports to the President. In general, the General Secretary-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 General Secretary-Director makes a proposal to the Plenary on the annual objectives to be met by department heads. .

# STRUCTURE AND ORGANISATIONAL CHART

## Marketing and Communication Department

The department is in charge of programming, developing 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 MAPA in the area of disciplinary proceedings.

## Operation of the departments

The heads of the Administration, Marketing and Communication and Legal departments report to the General Secretary-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.

## Controlling Body

Consisting of the Empowered Overseers Service. Its Director is independent of the General Secretary-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, Fisheries and Food. 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 General Secretary-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 31/03/2019)

- 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

- IÑIGO TAPIADOR LARRAÑAGA

Marketing and Communications Manager

- ANA LÓPEZ-CANO LAMARAIN

Head of Global Marketing Projects

- 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 LUMBREERAS

- 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 BENGÓA

Head of Quality

- GLORIA CUNCHILLOS ABAD

1<sup>st</sup> class Administrative Officer - President's Office

- RAQUEL PRESA GONZÁLEZ

2<sup>nd</sup> class Administrative Officer - President's Office

- GEMMA SOBRÓN MEDRANO

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

1<sup>st</sup> class Administrative Officer - Technical Service

- M<sup>a</sup> ANGELES SORIA PINILLOS

2<sup>nd</sup> class Administrative Officer - Administrative Services

- M<sup>a</sup> DOLORES PASCUAL MARTÍNEZ

2<sup>nd</sup> class Administrative Officer - Technical Service

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

2<sup>nd</sup> class Administrative Officer - Technical Service

- M<sup>a</sup> PILAR GONZÁLEZ SÁENZ

2<sup>nd</sup> class Administrative Officer - Technical Service

- ANA ROSA LÓPEZ CACHO

2<sup>nd</sup> class Administrative Officer- Technical Service

- INMACULADA TOMÁS CALVO

Administrative Officer- Technical Service

- M<sup>a</sup> TERESA VICENTE BASARTE

2<sup>nd</sup> class Administrative Officer - Marketing and

Communications

- ANA DÍAZ BRAVO

Specialist Tasting Technician

- EDUARDO ECHARRI JUSTO

Warehouse Supervisor

In 2018 a total of 249 people were hired for temporary services: 198 harvest helpers, 15 technical assistants, 11 employees for the Quality Plan, 16 vineyard technicians, 4 employees for winery stock checks and 5 administrative assistants



Iñigo Tapiador Larrañaga has joined the Control Board of the Denominación de Origen Calificada Rioja as the new Marketing and Communication manager, taking over from Ricardo Aguiriano.

# PLENARY DECISIONS



## PLENARY SESSION OF 09-02-2018

**Harvest Season Standards.** It was unanimously agreed to modify the wording of section 1.4 of these Standards, which now stand as follows::

Ownership of the card, whenever required, must be accredited with an identity document, shown to the Control Board Harvest Helper (person appointed by the Control Board to supervise the weighing and delivery of grapes), so that the person transporting the grapes will have to bear both the card and the card owner's ID (or photocopy thereof). In this regard, we remind you of the obligation of the grape transporter to carry both documents. It is common practice for registered owners to cultivate or manage the harvest of the holdings of other owners. In order to standardise this practice and comply with the provisions of the previous point, it will be allowed

for up to 5 different owners or a maximum of 50 hectares of vineyards, provided that the requirements indicated in the following paragraph are met.

Before the 31 March, a request has to be submitted to the Control Board that it recognise the multiple harvest manager, indicating the owners of the vineyards to which the service is provided. For this purpose, legitimation of their signatures will be provided via notary public or by any other equally reliable means. The owners of the vineyards and the multiple manager who represents them and provides the service, will expressly assume the fulfilment of duties and obligations with respect to the use of the affected Grape Grower's Cards. Non-accreditation of the set requirements or non-acceptance of the condition of multiple harvest manager of holdings by the Control Board for control reasons, will prevent access to it. It will not be necessary to submit an application for recognition



if it has already been done previously and the circumstances declared have not changed.

The registered owner who represents the rest of the owners of the holdings he manages will be responsible for the use and custody of the individual Grape Grower's Cards. The multiple manager may only use them for the exclusive delivery of the production from the holdings in question, the use of the card for production transactions of holders other than the signatories being prohibited, even for reasons of kinship, sharecropping, or other similar reasons.

**Closing of financial year 2017.** It was unanimously agreed to empower the Administration, Personnel, Finance and Internal System Committee to make the necessary transfers of budgetary items for the 2017 financial year in order to close it, subject to subsequent plenary approval.

Request of CMO funds for promotion. It was unanimously agreed to submit an application for wine CMO co-funding for the period from 1 June 2018 to 31 May 2019, with a spend of €3,174,000 in the United States, €658,145 in Mexico, €798,100 in Switzerland, €1,459,925 in China, €315,675 in Russia and €339,250 in Canada, as well as enabling the President to formalise all relevant procedures for this purpose. It was agreed to empower the president to formalize all the relevant procedures for this purpose.

#### **PLENARY SESSION OF 09-03-2018**

**Audit report.** The 2017 audit report was submitted. In it, there were no objections and therefore the accounts convey the true picture of the financial and accounting situation of the Control Board, so the implementation of the 2017 budget and the proposal to close the year accounts submitted by

# PLENARY DECISIONS

the Administration, Personnel, Finance and Internal System Committee were both approved.

**Expense budget.** Unanimous agreement was reached on an expenditure amounting to €15,969,112.98 of the 2017 budget, which implies an amount of €511,593.01 not disbursed. A final surplus of €742,720.12 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 €341,124.68 could be attributed to the growers and €401,595.44 to the wineries when applied to funding the 2018 budget.

**Earnings budget.** Based on the distribution of the carry over agreed in the previous point, it was agreed by majority to have an income budget to cover regular and additional expenses in fiscal 2018 amounting to €6,580,590.64, distributed between the producing sector and the commercial sector 25.5% and 74.5% respectively up to €5,035,710.75 and €1,544,879.89 (50% each) thus concluding global contributions to expenses of 31.25% and 68.75% respectively, in other words, €2,056,546.18 from the producing sector and €4,524,044.46 from the commercial sector, once the carry over of €435,808.22 had been applied divided into €168,443.85 for the producing sector and €267,364.37 the commercial sector, with collection rates of 0.5413% on plantations, valuing each kilo of grapes produced at €1.00, as well as a collection rate of 0.2875% on protected wines, with these being valued based on their sales at a rate of €2.99 per litre for unaged wine, €4.30 per litre for Crianza, €6.22 for Reserva and €11.66 for Gran Reserva, considering in both cases the amount of protected production and the bottled and labelled wine sold in 2017.

Funding of promotional budget. It was agreed by majority to fund the Budget for Extraordinary Promotional Expenses with an amount of €10,001,208.00, 50% from each sector, a proposal was made to maintain it after the application of the surplus of €306,911.90. Of this figure, €172,680.83 are

for the producing sector and €134,231.07 for the commercial sector and 50% of fund provision for the CMO receivable, without prejudice to its manifest difficulty. The same spillover rates were used as in the regular and additional budgets (i.e., €1.00 per kg of grapes produced, and €2.99/litre for young wine, €4.30 for Crianza, €6.22 for Reserva and €11.66 for Gran Reserva. In all cases, calculations are based on certified production and bottled and labelled wine sales in fiscal 2017. The levy applied on plantations is 1.0214%, while the levy on protected wines is 0.3018%.

## PLENARY SESSION OF 13-04-2018

**Rating of 2017 vintage.** It was unanimously agreed that the official vintage rating be Very Good. Suitable progress during the last stretch of a complicated growth cycle marked by severe frost in April and drought, although not very severe, enabled the harvest to yield good quality.

**Institutional wines.** The Plenary was informed of the seven wines selected by the Tasting Committee from among the 215 wines submitted by 68 participating wineries for the Council to use in its institutional events throughout the following year.

- GENERIC WHITE WINE 2017 - Bodegas Nivarius, S.L., Nalda (La Rioja).
- BARREL-FERMENTED WHITE WINE 2017 - Bodegas Perica S.L., San Asensio (La Rioja)
- GENERIC ROSÉ WINE 2017 - Bodegas y Viñedos Ilurce S.A.T., Alfaro, La Rioja.
- GENERIC RED WINE 2017 - Eguren Ugarte, S.A., Laguardia (Álava).
- CRIANZA RED WINE 2015 - Corral Cuadrado, S.L., Hornos de Moncalvillo (La Rioja).
- RESERVA RED WINE 2014 - Bodegas Lan, S.A., Fuenmayor (La Rioja).
- GRAN RESERVA RED WINE 2010 - Bodegas Pedro Martínez Alesanco, S.L., Badarán (La Rioja).

### PLENARY SESSION OF 25-05-2018

**Personal Data Protection.** It was unanimously agreed to appoint Mr. José Luis Lapuente Sánchez, Control Board secretary and general director, controller of the Control Board files, data protection officer.

**Labelling regulations.** The plenary unanimously agreed on the minimum requirements for labelling wines protected by the Denominación de Origen Calificada Rioja, in accordance with the Designation Specifications and article 17.h) 4 of Act 6/2015 of 2 May 2015 on Designations of origin and Protected Geographical Indications of supra-regional territorial

scope, without prejudice to community or national mandatory labelling provisions. The new regulations, which include the recently created indications, such as vinos de pueblo, viñedos singulares and quality sparkling wines, are compiled in detail in a document: Informative guide to the mandatory information on the labels of wines protected by the Denominación de Origen Calificada Rioja, available from the Control Board's website [www.riojawine.com](http://www.riojawine.com).

### PLENARY SESSION OF 29-06-2018

**Qualitative stock.** It was agreed by majority to implement, for the first time in Spain, the concept of individual qualitative stock provided for in the Designation Specifications, a new



## PLENARY DECISIONS



system that functions at the individual and collective levels, improving the yields already proposed by the wine industry in 2007. The individual qualitative stock system, allows for an additional 20% on certified production over a period of three years. Since it is voluntary, growers and wineries not wishing to use it have to expressly waive this option before 30 November

each year. The stock creation agreement must be expressly executed and reflected in the grape sale and purchase agreement between the grower and the operator, and volumes are to be specifically set out. To maintain the system, two years from the start of its implementation, it will have to be either expressly ratified or reviewed. Should a decision be made not

to proceed, the stock creation will be finalised, allowing for the unblocking of stock until the wine expires, and this will not have any retroactive effect. Individual qualitative stocks will not be applicable to wines from viñedos singulares.

**2018 Harvest Season Standards.** A majority agreement was reached on the modifications that comprise the 2018 Harvest Season Standards, compiled in Official Circular Letter No. 5/2018. As in previous years, they set out the control and use of the Grape Grower's Card, the maximum permitted grape volumes and the maximum grape-to-wine ratio. In order to defend and improve quality and preserve volume balance to ensure Rioja's current needs are met, the Control Board set an equivalent harvest yield of 118% for the year. This means that 7,670 kilograms per hectare were allowed for red varieties and 10,620 kg/ha for white grapes. The grape-to-wine ratio was set at 72 litres of wine for every 100 kilograms of grapes.

#### **PLENARY SESSION OF 26-07-2018**

**Applications for certification.** Majority approval was given to the application models for certification, and relevant contracts and procedures (PG-10, General Certification Procedure). The Control Board is authorised by the Ministry of Agriculture, Fisheries and Food, as a control body to carry out the verification of compliance with the Specifications of the Denominación de Origen Calificada Rioja (a document that sets out the requirements to be met by the wine covered by this PDO, published by the European Commission under E-Bacchus community register file number: PDO-ES-A0117), as also envisaged by Article 5,14 of the Articles of the Board approved by Order APM/544/2017 of 5 June 2017 (BOE 141 of 14 June 2017).

The wineries that aspire to have the certification must be registered in the Register of Wineries of the DOCa Rioja, in which the Articles of the DOCa Rioja and its Control Board are also applicable. Likewise, the grapes used must come from plots registered in the Control Board Register of Vineyards and

their Owners, the aforementioned Specifications and Articles being applicable to both plots and owners. Certification is a necessary condition for the granting of Origin Guarantee Documents to the winery, so that they can be used in the different batches of wine that the winery wishes to market under the Rioja brand. At the same time, this concession of Origin Guarantee Documents is linked to the wine that passes classification testing, which consists of rating the wine in stage 1 by the Control Board. Once certification has been granted to the winery and the wine has been rated by the Control Board, when a certain batch of wine has passed all the quality self-controls (physical-chemical and sensory) and the winery considers that it is ready for marketing, the winery may issue the Batch Declaration of Aptitude. From this time, the winery can make use of the relevant Origin Guarantee Documents, with which the winery can proceed to label the batch.

**Promotion in the Euroleague.** A majority agreement was reached to sponsor the next basketball Euroleague and Eurocup with a cost of €300.000 euros plus VAT, assigned partially to the 2018 budget, financed marginally and with savings, with the rest ascribed to 2019. The advertising agreement makes Rioja one of the leading sponsors of the Euroleague and Eurocup. This scope will translate into an impact of more than 2000 million viewers in over 70 countries, mostly young people with a medium-high social profile, through various different broadcast channels, digital media and social media.

#### **PLENARY SESSION OF 07-09-2018**

**Hiring of auditors.** It was unanimously decided to commission EUDITA AUDITEBRO S.A. to carry out a complete audit of the 2018 annual accounts for a fee of €6,842.55.

**Qualitative stock management.** A number of modifications were unanimously agreed upon in the procedure for the constitution and management of the qualitative stock and the relevant waiver and replacement forms, so the changes

## PLENARY DECISIONS

could be made in the relevant documents. The goal of the implementation of this figure consists of preserving quantitative and qualitative sustainability both globally for the Region, and individually for vineyard owners and the wineries they supply.

**Changes in members at large.** The following changes were notified: the designation of César Bermúdez López-Gil as representative member of UAGA in the Technical and Control Committee, replacing Gonzalo Grijalba Medrano and José Antonio Ugarte García in the Promotion Committee, reappointing Miren Itxaso Compañón Arrieta. Likewise, it was reported that Pascual Zárate would attend the meetings of the Standing Committee as the new Chairman of the Regulations Committee and Boville García de Vinuesa, whose appointment as member of the Board of Directors of the Rioja Wine Interprofessional Organization replacing Mr. Baz was imminent, would become one of the representatives of GRUPO RIOJA in the Standing Committee. ABRA notified the permanent substitution of their member Inés Baigorri Uribe by Itxaso Compañía Arrieta, Vice President of the organisation, for as long as the maternity leave of the former lasted. Finally, UPA also notified the permanent replacement, for personal reasons, between 6 September and 15 December, of Eusebio Fernández García by Tomás Latasa Asso.

### PLENARY SESSION OF 26-10-2018

**Regulation of productive potential.** It was agreed by majority to implement a new plant mass growth agreement, estimating the possible growth of its productive potential in the 2019-2021 period. The purpose is to continue to safeguard the continuity of Rioja's sustainable development model, as opposed to the imbalance that would be caused by unlimited access to planting next year. As a conservative measure, and in view of the current situation, it has been agreed that the established area should be planted in 2020, as well as recommending that no planting authorisations should be granted in 2019, having agreed that the protected production

yield for that year should be 101% of the figure established in the Designation Specifications, and the grape-to-wine ratio, 71%. In addition, it was agreed to prevent the plant mass from being increased by replanting resulting from grubbed-up vineyards outside the Designation or through the conversion of rights that also arise outside the region. It was also decided to set the maximum acceptable area per beneficiary at one hectare in future apportionments and to report favourably, with the same mandatory purpose and only for natural persons, if the applicant has been working under the Farmers' Social Security Scheme for two of the last five years.

With the aim of achieving a more socially acceptable and equitable distribution of land, the sector has decreed that the total plantations of the previously-agreed hectares should go ahead, in addition to those already agreed upon for the 2016-2018 period, either by the owners they benefit or through new authorizations, in 2020, the central year of the period. For each of the years between 2019 and 2021, the agreement estimates an increase in productive potential of 396 hectares per year (0.6%, based on the potential determined on 31 July 2018, i.e. 65,971 hectares), which could amount to up to 528 hectares if an increase is reached, comparing the first eight months of 2019 with the same period in 2018, of 5.5 million litres (0.8% of the 65,971 hectares) or 660 hectares (1% of the total) in the event that sales were to rise by a minimum of 11 million litres. However, as a conservative measure, plant mass growth will be limited to 0.1 hectares in 2019, in addition to which, the production yields and grape-to-wine ratios would be set at 101% and 71% respectively.

As an additional feature, with the aim of improving the value of Rioja wines, it was agreed to put together a study that would set forth a definition of the technical criteria for the 'unsuitability' of certain lands in which new vineyard plantations within the scope of the Designation would not be permitted. The new measures aim to advocate orderly growth of the plant mass across the wine region to ensure the continuity of Rioja's sustained development model in view of the threat that unrestricted access to planting would pose."

**Changes in ABRA members.** The delegation of ABRA in the Control Board is to be as follows.

- Technical and Control Committee: Norberto Miguel Aguillo
- Personnel, Administration and Finance Committee: Aitor Mata Pérez
- Strategic Plan Committee: Álvaro Martínez Casado
- Promotion Committee: Itxaso Compañón Arrieta
- Regulations Committee: Inés Baigorri Uribe
- Standing Committee: Inés Baigorri Uribe, being replaced by Norberto Miguel Aguillo.
- Zones and Municipalities Committee: Inés Baigorri Uribe
- Plenary: Inés Baigorri (temporarily replaced by Itxaso Compañón Arrieta during her maternity leave)

Jaime Boville García de Vinuesa was appointed new representative of GRUPO RIOJ in the Board of Directors of the Rioja Wine Interprofessional Organization replacing Mr. Baz Rodríguez, this having been notified to the Control Board.

## PLENARY SESSION OF 21-12-2018

**2019 Budgets.** The budget for 2019 was approved for an amount of €16.579.057,22, together with the distribution of expenses between the producing and marketing sectors. The Plenary of the Council ratified its interest in promotion, to which it allocated €10.802.452, 65,2% of the total. Consolidating the new geographical indications regarding zones, vinos de pueblo, viñedos singulares, quality sparkling wines, wine tourism and the global brand message, Saber quién eres, are undoubtedly the key messages in communicating the Region. The campaign is deployed in thirteen countries, particularly in Spain, North America and China. For the second consecutive year, Rioja will carry out promotions in Denmark and the Netherlands, and will land for the first time in Japan, a new opportunity market.







**'Family picture' of Control Board staff.**

As the president, Fernando Salamero, said in the presentation of last year's report, "the permanent dedication of the group of professionals at the service of the Control Board constitutes a bastion for the success of the wine region."



## Representatives of twenty OIV countries visit Rioja

The Control Board welcomed ambassadors and trade delegates representing the 20 member countries of the OIV (Argentina, Australia, Belgium, Brazil, Cyprus, Croatia, Slovakia, Slovenia, France, Hungary, Israel, Italy, Malta, Moldova, Norway, New Zealand, the Netherlands, Romania and Russia). They were accompanied by representatives of the Ministry of Agriculture and Fisheries, Food and the Environment, Ministry of Foreign Affairs and Cooperation and Ministry of the Economy, Industry and Competitiveness; the vice-president of the OIV, Riojan native Vicente Sotés, professor of Viticulture at the Polytechnic University of Madrid and member of the Advisory Committee to the Spanish Wine Federation (FEV), and the general director of the FEV, José Luis Benítez. The goal of the trade mission organised by the Government of La Rioja was to support the candidacy of the Secretary General of the Spanish Wine Federation, Pau Roca, to the post of Director General of the International Organisation of Vine and Wine (OIV), which he won in the July 2018 elections. The president of the Control Board, Fernando Salamero, remarked to the visitors the “importance of internationalization to be able to uphold the leadership of Rioja wines in the wine world” and supported the candidacy of Pau Roca, with whom he shares “the goal of consolidating the role of the OIV as the leading world player in the international harmonization of existing standards and practices, promoting research to facilitate the international wine trade and vine production.”





Meeting of the members of Wine Origins Alliance held in Germany in March 2019. Rioja is the only Spanish wine region, together with Jerez, with representation in this International Lobby for the defence of origin and geographical names, which includes 25 wine regions from across the world.

## Institutional collaboration

- Giving a presentation 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 WineTech project Advisory Committee.
- Collaborating with the Spanish Conference of Wine Control Boards in its relations with EFOR (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.
- Participating in the Masters Degree in Viticulture, Oenology and Business Management offered by the University of La Rioja.
- Participating in the Masters degree in Sommellerie offered by the Basque Culinary Center.
- Participating in the quadrennial Symposium of the Institute of Masters of Wine with a presentation of the

latest news in the DOCa Rioja

- Participating in the Pedro Vivanco Chair on the Culture of Wine with a presentation on wine tourism.
- Participating in the Ardo Leku promoted by SEA with a presentation of the latest news in the DOCa Rioja
- Participating in the background work for establishing and implementing an internationalisation strategy for La Rioja.
- Participating in the Futuro en Español seminars promoted by the Vocento group in Mexico, for the presentation of the new creative concept 'Saber quién eres'.
- Participating in the summer course of the Mediterranean Agronomic Institute of Saragossa on Spanish food culture, Mediterranean diet and agri-food industry, offering a general overview of the Denominación de Origen Calificada Rioja



# THE BOARD'S FINANCIAL RESOURCES

## Budgets and funding

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

1. Compulsory fees on the value of protected production. These are based on actual grape production from the previous year's harvest.
2. 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.
3. Compulsory fees for documented certified value.
4. 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 expenditure and investment budget is established considering the goals of the activities and services that the Board

provides for its members. In order to calculate the ordinary budget based on the earnings from certified production, the figures were taken from the certified volume of the previous year's grape harvest and an estimated average price per kg of protected grapes in the wine region, calculated as €1.00/kg. The basis for calculating the earnings 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: €2.99/litre for Generic wine, €4.30/l for Crianza, €6.22/l for Reserva, and €11.66/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



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.

<b>EXPENDITURE BUDGET FOR 2018</b>	
<b>PERSONNEL EXPENDITURE</b>	
Permanent personnel costs	1,630,111.46
Temporary personnel costs	659,545.02
Social Security Contributions	630,068.69
Social costs	36,490.00
<b>SECTION I TOTAL</b>	<b>2,956,215.17</b>
<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)	98,371.70
Office equipment, supplies and miscellaneous (Materials, fuel, communications, transport, insurance for premises and vehicles, taxes, etc.)	284,758.77
Miscellaneous expenses (Public Relations, promotional material, protecting the brand and the Designation and unforeseen costs.)	352,303.44
Work done by other companies (Nielsen Report, computer programming, Quality Plan, analyses, samples, maintenance, cleaning.)	243,157.95
Payments for services (Travel, maintenance, accommodation, assistance, etc.)	317,243.72
<b>SECTION II TOTAL</b>	<b>1,295,835.58</b>
<b>ACTUAL INVESTMENTS</b>	
Equipment for computer processes, furniture, equipment & others	83,660.00
Control measures for back labels and harvest	1,363,719.89
POS controls	41,160.00
2018-2025 Strategic Plan	140,000.00
Communication and Promotion (Fairs, exhibitions, functions, promotion in the media, communications, competitions, collaboration and promotional objects)	700,000.00
<b>SECTION III TOTAL</b>	<b>2,328,539.89</b>
<b>SUMMARY OF ORDINARY AND ADDITIONAL BUDGET</b>	
PERSONNEL EXPENDITURE	2,956,215.17
EXPENDITURE ON CURRENT ASSETS AND SERVICES	1,295,835.58
INVESTMENTS	2,328,539.89
<b>TOTAL ORDINARY AND ADDITIONAL BUDGET 2018</b>	<b>6,580,590.64</b>
<b>EXTRAORDINARY BUDGET</b>	
MARKETING AND COMMUNICATION PLAN (Domestic and foreign markets: United States, United Kingdom, Germany, Ireland, China, Mexico, Switzerland, Russia y Canada).....	10,001,208.00
<b>TOTAL EXTRAORDINARY BUDGET</b>	<b>10,001,208.00</b>
<b>TOTAL GLOBAL BUDGET 2018</b>	<b>16,581,798.64</b>

# FINANCIAL RESOURCES

value assigned to guarantee and control documents, back labels and/or seals, both contributions being maintained without variation over previous years other 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.

## CMO Grants

Grants were received for promotional campaigns co-financed with CMO funds totalling 2,275,767.09 euros, of which 756,606.61 euros came from the 2018 CMO contribution, which ended 31 May 2018 which had already been received. The remaining 1,519,160.48 euros is for the following OCM year which will end on 31 May 2019 and which is pending collection. In addition, a grant was received from the Navarre Rural Development Programme for an amount of 28,516.62 euros.

## Extraordinary budget

The Control Board Plenary approved an Extraordinary Budget of 10,001,208.00 euros 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, 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 continuation 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 2018

DISTRIBUTION	BUDGET	GROWERS	%	WINERIES	%
ORDINARY BUDGET	5,035,710.75	1,284,106.24	25.50%	3,751,604.51	74.50%
ADDITIONAL BUDGET	1,544,879.89	772,439.94	50.00%	772,439.95	50.00%
EXTRAORDINARY BUDGET	10,001,208.00	5,000,604.00	50.00%	5,000,604.00	50.00%
TOTAL BUDGET	16,581,798.64	7,057,150.18	42.56%	9,524,648.46	57.44%

## Activity Reports by department

Administrative Services

Legal Department

Marketing and Communication

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Control Department

# ADMINISTRATIVE SERVICES

## Activity Reports by department

### ADMINISTRATION SERVICE

Strict compliance with the Articles of the Denominación de Origen Calificada Rioja requires controlling and issuing a considerable number of documents each year, a task carried out by the Board Administration Service. 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 protected 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 compulsory fees from grape growers and wineries (which constitute the Board's earnings) and relevant expenditures.

#### Document management

**Export documents:** In 2018, a total of 406 certificates of origin were issued for exports to foreign countries. Authenticating the wine's origin in the accompanying documents is not required for bottled wine, as each bottle bears its own individual certificate..

**Transfer authorisations:** The total volume of wine transferred between registered wineries in 2018 amounted to 220 million litres. A total of 3,457 authorisations were issued for the transfer of these protected wines.

**Vintage control forms:** The Control Board Administration Service issued a total of 1,290 vintage control forms in 2018 for the various types and categories of wine.

**Back labels and Seals:** A total of 14,289 "documents for back labelling/sealing Rioja wines, and other expeditions ex-



empt from requiring commercial documents" (which have to be filled in by both growers and wine sellers) were issued and recorded for 2018.

Also, the 5,923 deliveries of back labels and seals made to registered bottlers of Rioja wine totalled 359,099,506 guarantee documents. Of these 835,940 were back labels printed on normal paper, 4,040,670 were self-adhesive back labels, 61,445,656 were normal paper seals and 292,777,240 were self-adhesive seals. In addition to these deliveries, the relevant printers delivery documents were drawn up and registered. These totalled 2,741 forms and 658 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 2018. 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 82% in 2018.

### LEGAL DEPARTMENT

The Control Board de 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.

The activities of the Legal Department mainly involve processing administrative reports 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 classification proceedings, processing label notifications, modifications in records (mainly new entries and deletions); and suspensions and cancellations in the Register of Vineyards and Register of Wineries.

### Rules and regulations

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.

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.

### Agreement with AICA

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.

This collaboration culminated in 2018 with the signing of an Agreement regarding disciplinary proceedings for violations under the Law of Designations of Origin and Protected Geographical Indications of supra-regional territorial scope,

**Labels-** A total of 1,079 new labels were notified, of which 345 correspond to new brands and 734 to design changes in previously-authorized labels.



## LEGAL DEPARTMENT

approved by Resolution of 10 October 2018, of the Food Information and Control Agency, OA, and published in the Spanish Official Gazette on 19 October 2018.

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

### Administrative reports

In 2018, the department processed a total of 1,707 administrative reports arising from actions initiated in other departments of the Control Board. In the case of disciplinary proceedings, the reasons were basically as follows: labelling violations; omissions and errors in the guarantee document usage statement; volume discrepancies; unauthorised expeditions of retained goods; pruning- and irrigation-related violations; introducing grapes from outside the DOCa and improper use of the Grape Grower's Card. A total of 194,261.34 euros in fines were collected for the National Treasury Department in 2018. These sums are from proceedings instituted on or before 2018 and closed this year.

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 rating process, claims on the amount of protected 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 and authorisations, or assets of wineries with requests made by Courts to the Control Board for all kinds of 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 work entrusted to the Regulations Committee in 2018 resulted in the coming into effect of the modifications to the Designation Specifications regarding the development of minor geographical entities, 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).

In addition, during 2018, the amendments made to the Designation Specifications regarding the colour intensity of rosé wines, as well as the decisions related to the date of the start of counting wine ageing periods.

Among other matters, in 2018, the Regulations Committee discussed and submitted to legal assessment the application of the UNE-EN ISO/IEC 17065:2012 Standard, as well as a proposal to valorise the term 'Calificada' as it is represented on the label.

## 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 delegated and implementing acts

on Protected Designations of Origin, Protected Geographical Indications, Traditional Terms, Labelling and Presentation of wines.

Likewise, it issued a report on the different drafts of the Proposal for a Regulation of the European Parliament and the Council that modifies, among others, Council Regulations (EU) No. 1308/2013, establishing a common organisation of the markets in agricultural products, No. 1151/2012, on quality schemes for agricultural products and foodstuffs and No. 251/2014, on the definition, description, presentation, labelling and the protection of geographical indications of aromatised wine products.

Objections were submitted to the terms that Mercosur wishes to be protected in the European Union as traditional wine names; in particular the terms 'Crianza' by Argentina, 'Reserva' by Uruguay and Brazil and 'Gran Reserva' by Brazil.

**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 legislation, and particularly the legislation of the Autonomous Communities of La Rioja, Basque Country and Navarre in this area.

In 2001, the Legal Department included legislative information in 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 Control Board Plenary. 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.

# 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 develops and implements promotional campaigns in Rioja's key domestic and export markets. It is also in charge of creating and carrying out actions to improve awareness levels and better position Rioja wines, organising its own events, sponsoring others, attending fairs, organising winetasting courses, partnering with other entities involved in promoting wine and specific communication and media relations tasks.

In 2018, consolidating the new geographical indications, wine tourism and the global brand message, "Saber quién eres", were undoubtedly the key arguments in communicating the Region.

The new global brand message was gradually deployed throughout the year, both in Spain and in key foreign markets. This follows an innovative brand positioning and communication strategy that defines the region's most intrinsic values of tradition, diversity and origin through a new global message in Spanish, Saber quién eres, in Canada, China, Denmark, Germany, Ireland, Mexico, the Netherlands, Russia, Switzerland, the United Kingdom, the United States and, of course, Spain. The launch consisted of a global and local advertising campaign in the press, radio, billboards and online, as well as various presentation events.

This year, there was again a major effort 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. Creating experiences and educating were the two key areas of action with professionals and consumers.

In addition, in 2018, some priority areas were consolidated, including the wine tourism plan, the official Rioja wine educators programme and the development of a digital ecosystem.

The wine tourism plan continues to grow and position Rioja

in the spotlight of quality tourism among global wine regions. In November, the heads of fifteen tourism platforms with marketing capacity met at the Control Board headquarters with 66 Rioja wineries with the aim of continuing to improve and promote wine tourism. This first reverse trade mission, which included a workshop for wineries and operators, sought to promote the marketing of wine tourism in Rioja wineries by enabling a business meeting with fifteen select agency professionals and intermediation portals that market tourist experiences.

After the graduation of the third class of the Official Rioja Wine Educators Programme, the world-level course for trainers, there are now more than 100 official Rioja educators in 20 different countries. The course is approved by the DOCa Rioja and includes an online module available in Spanish and English, with tests, a final paper and further training alongside other students during a week's stay in Rioja. This year there have been three groups that visited us, one from Spain, one from China and a third with members from several countries.

With regard to the digital ecosystem, this year we launched the new global web, a project that has opted for information and in-house content through a more visual and intuitive browsing format designed, above all, to highlight the latest developments and enhance the visibility of the 600 wineries and the 144 municipalities that make up the DO, as well as a complete section with the most prominent wine tourism information in the region. The showcase is designed for consumers and for all types of mobile devices and it is directly linked to the Rioja Wine app, an application that scans a Rioja label and gives you all the information available about the winery and how to buy the wine directly.

The social media digital showcase has become a basic communication tool for the Control Board, since it opens the doors to young audiences, a key target for Rioja wines. There are Facebook, Twitter and Instagram accounts in 10 countries managed by the Control Board and its communication agencies, as well as other social media in China and Russia. In addition, last year we created Rioja Wine TV, an in-house television channel that



## Saber quién eres

broadcasts on the web and on different social media. The content focuses on personal stories winemakers and grape growers.

As an important part of the Board's strategy, permanent relations are maintained with the media through the Communication department, which issues more than one hundred communiques, reports and special contributions every year, and deals on an individual basis with the numerous requests for information received from the media and trade journalists, in addition to designing and attending the press missions organised by the Board.

The 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.

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 2018 was generally based on an integrated marketing strategy: public relations, advertising, media relations and point of sale promotions.

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, non-Tempranillo single varietals, women of wine or terroirs that express the uniqueness of a particular location are highlighted in order to enhance the value of Rioja and foster public interest in attending events.

Examples of this are the 10x10 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.

## COMMUNICATION AND PROMOTION

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.

It also plans and co-ordinates market surveys and image surveys carried out by specialist 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.

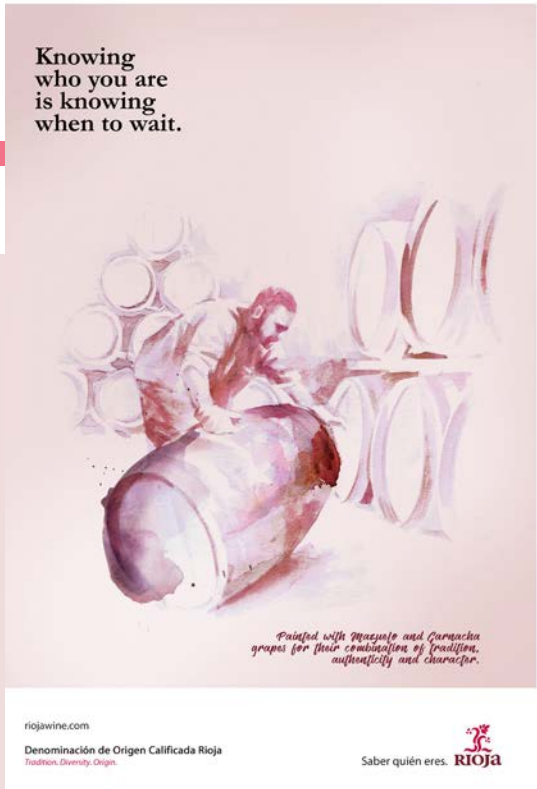
d) Consolidating the image of the Wine Region as the leader of the Spanish wine sector and of the Control Board as the body that represents it in all areas.

e) Disseminating new indications 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.

In 2017, the Control Board spent close to 11 million euros in promotion 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.



The Denominación de Origen Calificada Rioja its new world brand message, **Saber quién eres**, a slogan in Spanish which roughly translates as 'knowing who you are'. Its communication in 11 countries will be based on several graphic works painted with Rioja wine by the Rioja artists Carlos Corres.

**Rioja presents its new global brand message, "Saber quién eres", at the Spanish Royal Academy of Language**

The Denominación de Origen Calificada Rioja chose the Spanish Royal Academy of Language for the 6 March presentation of an innovative brand positioning and communication strategy that defines its most intrinsic values (tradition, diversity and origin) through a new global message in Spanish: "Saber quién eres". This will be the central message of the global media

strategy and the illustrations painted with wine will be present in the main cities, food events and trade fairs of the eleven countries chosen for the launch: Canada, China, Denmark, Germany, Ireland, Mexico, the Netherlands, Russia, Switzerland, the United Kingdom, the United States and, of course, Spain. The launch will consist of a global and local advertising campaign in the press, radio, billboards and online, as well as various presentation events. The traits are specified based on a strategic repositioning study that the DOCa Rioja has carried out together with the branding consultants Interbrand. The advertising agency,

## COMMUNICATION AND PROMOTION



The event, held at the Spanish Royal Academy of Language, was attended by Fernando Salamero, president, DOCa Rioja, José Luis Lapuente, Control Board General Director (l.) and Pablo Alzugaray, president, Shackleton advertising agency (r.).

Shackleton, has reflected it in a global message to be featured in the new advertising campaign.

Fernando Salamero, president, DOCa Rioja, said, at the presentation of the new slogan that it “is a polysemic concept that defines the identity and origins of the region and the personality of those who choose us.” “It is based on a statement of principles and intentions that connects Rioja wine with end consumers in an approachable, authentic and transparent manner.”

Rioja is launching an advertising campaign that highlights its most personal attributes, appearing at the international level as a standard-bearer for the Spain brand; “an authentic, artisanal, approachable and adaptable region that has managed to position itself as one of the leading brands in the industry at the international level,” concluded the president of the Control Board.

José Luis Lapuente, general director, said that “at the completion of the Rioja 2005-2020 Strategic Plan, the region is entering



**Multimedia advertising campaign.** The DOCa Rioja carried out an advertising campaign in 2018 based on a multimedia strategy, with television, radio, digital media and social media to spread the new brand message *Saber quién eres*. The brand’s attributes (tradition, diversity and origin) have served to inspire the various graphic and audio-visual works. The TV ad was produced by the Shackleton advertising agency, which had already designed the first part of the campaign. The television campaign lasted 4 weeks, starting on 17 September, in the following media: Mediaset (Tele5 and Cuatro TV), A3 Media (Antena 3 and La Sexta) and Pulsa (a selection of the most relevant themed networks). The campaign met its goals, reaching 479 GRPs, 75% reach and 6.4 OTS

## Promotional activities in Spain

a new crucial era in search of value arguments to consolidate and reinforce its leading position in Spain and as a world-class, quality wine region." "With the latest changes, Rioja is much closer to consumers, granting them the importance they deserve and have for the wine region's success. For this reason, the new brand message is reflecting its most intrinsic qualities and advocating its authenticity as a spearhead to continue as one of the Spanish brands with the highest levels awareness and loyalty."

Pablo Alzugaray, head of the agency that created the campaign, said that, "nothing better than language can signify where you are from and, in this case, the language is the message, and it is a proud, transcendental message of that origin, because, as we know, this is the first campaign in history that will be disseminated around the world with a slogan like that, in Spanish."

### Rioja success at 2017 Verema Awards

Rioja was chosen best Wine Designation of Origin at the 2017 Awards given by Verema, the most visited Spanish-speaking wine and food community. Based on the more than 11,300 votes cast by its users this year, several awards were given to Rioja organizations, including the Control Board, La Rioja Alta S.A.,

Viña Pomal Alto de la Caseta 2012, Larrosa 2016 and Rodolfo Bastida. At the Awards ceremony, held on 15 February, José Luis Lapuente, Control Board general director, highlighted "the special value of this year's recognition, both because it comes from a community of more than 54,000 food and wine experts and enthusiasts and because it coincides with a moment when Rioja has made major decisions that will determine its roadmap and will be essential in maintaining a successful course in the coming years." He emphasised that "it is not by chance" and also cited "the fact that many of the awards have been won by figures and wineries from Rioja; first-hand architects of this new and exciting stage in our Wine Region."

### Trade press tastes Rioja whites

Rioja received 24 opinion leaders from the Spanish trade press at the second edition of the great blind tasting event of Rioja white wines held at the Control Board headquarters. On 24 and 25 April, they had the chance to taste 220 wines, the biggest array of Riojan white wines ever assembled. The general impression conveyed by the tasters was positive, highlighting in particular the wines whose properties have been enhanced by time spent





Group of influentials who participated in the white wine tasting organized by the Control Board: Alberto Gil, Alfred Peris, Andrés Proensa, Antonio Candelas, Antonio María Casado, Enrique Calduch, Jaime Bermúdez, Javier Pascual, Jesús Flores, José Luis Casado, José Ramón Peiró, Juan Fernández-Cuesta, Lourdes Aedo, Luis García Torrens, María Ángeles Sánchez, María Jesús Hernández, Mar Romero, Mikel Zeberio, Pedro García Mocholi, Rafael Lozano, Raquel Castillo, Raúl Serrano; Salvador Manjón and Susana Molina. The Control Board was represented by José Luis Lapuente, Pablo Franco, Marta Echávarri, Carmen Quemada and Ricardo Aguiriano.

in oak barrels and those made with native grapes with plenty of aromatic potential, such as Maturana Blanca, Garnacha Blanca and Tempranillo Blanco. The initiative is part of the campaign that the Rioja Control Board has been deploying in recent years with the fundamental objective of promoting the Region's white wines. This category is performing well, with 16% growth in 2017, particularly in the international market, where it rose by 25%. The surface area planted with white varieties has grown by 50% since 2015, from 4,000 to 6,058 hectares. .

### Movimiento Vino DO Day

On 12 May, the DOCa Rioja joined the second edition of the Movimiento Vino DO Day with a collective and simultaneous toast with the wine of 28 Designations of Origin, organised together with the Town of Viana in the ruins of the Church of San Pedro, where close to 500 wine and food lovers met. The Spanish Conference of Wine Control Boards (CECRV) promotes this



celebration to bring DO wines closer to the public, with a special focus on young people. The initiative wants to convey the values of these wines, such as authenticity, the importance of origin and preserving it, food security, cultural roots, diversity, environmental protection and a healthy lifestyle.

## Madrid enjoys Rioja Month in Lavinia

The Madrid public was able to enjoy authentic Rioja wine experiences wine at the Lavinia shop, the setting for the 'Rioja Month' from 8 October to 8 November. Activities are aimed at consumers so they can meet up with winemakers and learn about the stories behind their wines, and include seminars, tasting sessions, conferences, showrooms and pairing menus where Rioja will be present at all times. It is the ninth consecutive year that Rioja Month is held in one of the most exclusive gourmet stores in Madrid.

## Meeting with tour operators

With the aim of promoting wine tourism in Rioja wineries, a working session was held at the Control Board headquarters on 20-21 November. The meeting was attended by 66 Rioja wineries and a selection of 15 agencies that market experiences both in digital portals and in large intermediation platforms (Pangea, Logitravel, Destinia, Eroski, El Corte Inglés, Luxury Trip Spain, B The Travel Brand, Spain Top, Tee Travel, Turismo del Vino, Across Spain, Viavinum, Tourmundial, Atrápalo and CTRIP Asia Link). "With this initiative, the wine tourism development plan has gone a step further in response to demands from wineries for tangible actions that valorise the region's wine tourism. This is something we see as a key element in the development of Rioja, complementing the value of the wines and selling, in addition to the experiences, the region itself," said José Luis Lapuente, Control Board general director. The representatives of the agencies highlighted the high degree of specialisation found in wineries and the great development experienced in recent years, making it one of the favourite wine regions for wine and food lovers. They concluded



by predicting a great future for both national and international operators who make a commitment to fostering experiences in Rioja and authenticity as a fundamental value of the region.

## Rioja scores a basket

The DOCa Rioja is now one of the main brands featured in the EuroLeague and EuroCup after signing an agreement that includes advertising on the courts of both competitions and on the opening credits of all television broadcasts, as well as the Rioja brand being featured on the EuroLeague's website and social media. This translates into an into a reach of more than 2000 million viewers in over 70 countries, mostly young people with a medium-high social profile, through various different broadcast channels, digital media and social media.



# COMMUNICATION AND PROMOTION

## INTERNATIONAL PROMOTIONAL ACTIVITIES

Rioja brings its brand new message, "Saber quién eres", to Prowein, Switzerland, the United Kingdom, Denmark, Holland...

Prowein, the world's leading wine industry trade fair, held in Düsseldorf, included a DOCa Rioja stand for the fourth year in a row. There, it presented its new global brand message, "Saber quién eres", through a wide range of activities organised at the



Rioja stand. The stand had three areas: 'Master class arena' devoted to training professionals who communicate the culture and values of the region; 'Tapas & wine bar' where 6,000 glasses of wine were poured accompanied by more than 1,000 tapas prepared by the chef Moritz Crone-Rawe of Rolling Taste and a 'Business lounge' to host meetings between winemakers and trade professionals. The Control Board general director, José Luis Lapuente, made a very satisfactory assessment of this fourth participation in Prowein, where "we have helped our wineries, and therefore indirectly our winegrowers, to generate business and this is always very rewarding." He also underscored that "the notes of originality and fresh air that we have brought to Prowein this year have awakened great expectations, not only among Rioja wineries but also among consumers, influentials and the competition."

The "Saber quién eres" presentation in Switzerland was carried out through two events in Zurich. The 2<sup>nd</sup> Rioja Prestige Tasting, led by the renowned wine critic and Official Rioja Educator, David Schwarzwaelder, was held last 12 March at the Dolder Grand Hotel restaurant (two Michelin stars). The Giardina trade fair included an exclusive Rioja Wine Bar, an attractive, brand new space designed using Corres' illustrations. Wine and tapas complemented the attractive range of interior décor material featured at the fair over the five days of the event, which welcomes more than 60,000 visitors every year.

In the United Kingdom, the Mondrian hotel in London was the setting for the event organised for the presentation of "Saber quién eres", which featured a round table led by the renowned journalist Sarah Jane Evans, MW and member of the Gran Orden de Caballeros de Vino. She was accompanied by Beth Willard, Buying Manager, Direct Wines, and Neil Bruce, Head of Wine, Fuller's Pubs. Sarah Jane Evans referred to the new Rioja indications stating that they constitute great opportunities for Rioja in the United Kingdom, highlighting the region's diversity. She considers that the new steps provide an added interest for the end consumer, with more opportunities to explore and understand the wine region.

As for Denmark and the Netherlands, the DOCa Rioja partnered with the Spanish Foreign Trade Office to present "Saber quién eres" at the Restaurationen in Copenhagen and at the Hotel TwentySeven's newly opened Bougainville restaurant in Amsterdam with more than 60 wine connoisseurs. The Master of Wine, Pedro Ballesteros, and Cees Van Casteren were in charge of guiding a tasting where they invited attendees to take a tour of the history of the region's wines.

## Rioja at Miami's SOBEWFF

Rioja Wine again took on the leading role at the 17<sup>th</sup> South Beach Wine & Food festival. One of the most anticipated annual events for wine and food lovers in Miami, organised by two of the leading television networks in the United States: Food Network and Cooking Channel. Katie Button, José Garcés and Norman Van Aken were the chefs at the helm of one of the festival's most exclusive dinners, an evening at the Three in Wynwood serving more than one hundred people. A carefully thought out selection of dishes allowed the flavours of our cuisine to be enhanced through pairings with a sampling of Riojas. Michael Symon, one of the most famous chefs on American media and author of numerous cookbooks, was in charge of closing the weekend's activities by organising his traditional barbecue, a





spectacular show for grill and wine lovers he hosted for more than three thousand people. The funds raised are to the benefit of the Chaplin School of Hospitality & Tourism Management, the renowned Florida International University training centre.

### Grammy MusiCares Awards toast with Rioja

The MusiCares Gala, one of the most popular events of the Grammy week, combined the best of international music with the flavour of Rioja. White and red wines from Bodegas Riojanas, Marques de Riscal, Ontañón, Muga y Muriel were present at the gala, held in Radio City Music Hall in New York.

### Rioja Week in the United States

Houston's Rioja Wine & Tapas Festival put the finishing touch to an intense week of Rioja wines promotion in the United States. For a few days, Rioja wines became the real stars of the Texan social scene thanks to promotional activities and tasting sessions held in various establishments of the United States' fourth biggest city.





## Top American chefs in Rioja

A group of 12 renowned chefs from the United States, accompanied by the food event expert Brady Lowe, organiser of the Cochon555 culinary festival, visited Rioja. This is the third consecutive year in which the creators of the Cochon555 festival visit the region. In addition to having Rioja in the organisation of their chefs competition in the North American circuit, they partner in the U.S. with a Rioja Tapas promotional event held in Houston.

## Mexican food and Rioja wines

For the third year in a row, the DOCa Rioja organised the Comida Mexicana y Vinos de Rioja event, which pairs typical Mexican platillos with up to thirty Rioja wines. The dinner, held at Hacienda de Los Morales, was designed by Rioja educators Claudia Ibarra, Pilar Meré, Marcos Flores and Raúl Vega, and provided the setting to present the new global brand message, "Saber quién eres". Attendees included Spain's ambassador to Mexico, Luis Fernández-Cid; the Economic and Trade councillor, Jorge Mariné; the councillor for Tourism, Isabel Alonso Piñar; the councillor for Culture and director of the Cultural Centre, Miguel



Utray; and the deputy director of cultural promotion, Eva Bañuelos. They had the chance to enjoy a live painting exhibition by Riojan artist Carlos Corres, the creator of the campaign's visuals, who completed a painting featuring Rioja wine that the general director of the Control Board, José Luis Lapuente, presented to the ambassador.

## Rioja 10x10 in London

The Control Board organised the fourth edition of 10x10 on 9 October at the London City Hall, an event in which one hundred

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great Rioja wines were presented. 10x10 is divided into two sections: the first is aimed at trade professionals, with tasting sessions and seminars, while the second is a more informal event with the focus on the end consumer. The professional tasting session brought together around 200 journalists specialising in wine and gastronomy, plus hoteliers, restaurateurs, buyers, sommeliers and independent retailers, and was attended by several well-known faces such as Jancis Robinson MW, John Stimpfig (the editor of Decanter) and Victoria Moore (Daily Telegraph).

The tasting session featured a panel of ten experts led by the world-famous Masters of Wine Tim Atkin and Sarah Jane Evans. Wines were tasted blind, and the panel selected samples from 10 categories aimed at showcasing the diversity and quality of Rioja wines. This year, the categories were: unoaked whites, oaked whites, rosados, Crianza, Reserva (£10 – £14.99), Reserva (£15+), Gran Reserva, non-Tempranillo reds, generic premium wines (£15.00+) and a brand new category, known as Women Winemakers, putting an emphasis on the role of female oenologists, which proved to be very popular with the trade. In the early evening, the event opened to end consumers, a mostly young, urban audience with an active social life, many of whom

work in the financial district, who were able to enjoy the tapas of the famous Spanish restaurant Donostia Social Club and pair the wines with Iberian ham from Bar Tozino, both renowned London establishments. The renowned TV presenter Raúl Díaz, who heads up The Sunday Brunch programme on British television's Channel 4, gave a seminar on Rioja.

## Rioja rewards its best partners in the United Kingdom

Rioja paid tribute to four key figures of the wine sector in the United Kingdom in the fourth edition of the 'Rioja Recognises' Gala: Pedro Ballesteros MW, Raúl Díaz, Bar 44 and Corks Out. The aim of the Awards is to recognize the support of these personalities to the growth of Rioja in a market that continues to be Rioja's top consumer, absorbing almost 35% of exports. Presented by the Master of Wine Sarah Jane Evans, the gala was held on 20 November in the restaurant of the prestigious chef Eneko Atxa, Eneko Basque Kitchen, located in London's mythical Covent Garden.

The awards were open for the first time to people who are



not resident in the country but who exercise a notable influence in promoting Rioja wine. Pedro Ballesteros received the award "for his constant support of Rioja." The Bar 44 Group was given the 'Personality of the Year' award for its unconditional support to the development of the region which has had an impact on sales growth thanks to its strong summer promotions. The renowned sommelier, WSET educator and television host, Raúl Díaz, received the 'Communicator of the Year' award for his multiple Rioja collaborations over the past two years, particularly through his activities with end consumer events and festivals. Finally, Corks Out, winner of the 'Shop Rioja' contest, won the 'best distributor' award for their long track record in the sector, always supporting Rioja wineries and participating in the numerous activities organised in the market.

### Rioja triumphs at two London music festivals

Accompanied by cultural theatrical, food and literature activities, the more than 75,000 music fans who attended the two music festivals held in London at Gunnersbury Park in London, also en-

joyed a wide selection of wines from the Rioja stand, as well as several training sessions on Rioja given by the television presenter and wine expert, Raúl Díaz, host of the renowned Sunday Brunch programme. The area also housed a stand for sampling Iberian cured ham served by the chef of the famous Bar Tozino, a London-based Spanish tapas bar.

### More than 33,000 young people enjoy Rioja in Dublin

Rioja wines participated for the fifth consecutive year in Taste of Dublin, one of the most renowned gastronomic events in Ireland, which welcomes 33,000 wine and food lovers from across the country, mostly young people with an active social life and with medium-to-high spending power. More than 2,500 glasses of a wide selection of Rioja wines were poured along with a selection of tapas and several seminars were given to the audience by the renowned wine expert Kevin Ecock. Rioja wines also participated in the Spanish Wine Week organised by the Spanish Commercial Office in Dublin and held in both Dublin and Galway.

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## Frankfurt celebrates Museum Night with Rioja

More than 6,500 people turned up at the Rioja Wine Bar at the Museumsuferfest in Frankfurt, an essential event for almost two million young Germans. The banks of the River Main in the city

of Frankfurt were transformed into a real party venue at which visitors were able to discover all the diversity and quality of Rioja wines in a striking wine bar covering close to a thousand square metres. The wine bar offered more than 40 different wines, all of them paired with delicious tapas prepared by Rolling Taste, the well-known experts in street food who highlighted "the warm welcome given to the huge variety of white, rosé and red wines from Rioja." Expert staff provided information about the different Rioja wine styles and grape varieties in a pleasant atmosphere with live music.

## Berlin celebrates Rioja Wine Night

For the first time, Berlin hosted the Rioja Wine Night, an event that brought together professionals and young foodies to enjoy a wide representation of Rioja wines with an assortment of ta-

# International promotional activities



pas and enlivened up with the best music played by DJ Johnny Hitman, from Soul Stop. A representative array of 100 Rioja wines, all selected by a jury panel from the publishing house Meininger, led by the well-known Rioja expert and official Rioja educator, David Schwarzwälder, was showcased at Germany's largest travelling wine bar in the popular Heeresbäckerei, in Berlin's Kreuzberg neighbourhood. There was a group of Official Rioja Educators on hand who, accompanied by well-known sommeliers, dispensed advice to visitors and explained the huge diversity and authenticity of Rioja wines.

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## Summer cinema with Rioja in Switzerland

During the month of August, wines from the DOCa Rioja were present at a number of Swiss open-air film festivals, with 2,000 people who attended the cinemas in Zurich and Basle. A Rioja ad was broadcast and there was also a Rioja Wine Bar, offering the chance to sample 20 different wines from the Region. Expert staff explained the different styles of wines and grape varieties in Rioja to visitors, and highlighted the excellent response to the wines by the Swiss in general and by young Swiss people in particular, who are showing an increasing interest in wine. Rioja wines were also served throughout the month in all the official restaurants of the festival.

## Expats in Switzerland toast with Rioja

Two hundred expatriates from around the world gathered in the cities of Zurich and Geneva to participate in a tasting of close to twenty Rioja wines. In view of good sales results and the great growth potential of cities such as Geneva or Lausanne, starting

in 2019, the French-speaking area will also be included in Rioja Control Board activities, even though it is the main wine producing region in the country. .

## 4<sup>th</sup> Rioja Wine Show in Russia

On 5 September the Control Board hosted the 4<sup>th</sup> Rioja Wine Show at the Baltshug Kempinski Hotel in Moscow. It was at-





tended by nearly 1,000 wine industry professionals who learned about the latest trends in Rioja and tasted wines from 64 wineries with 115 brands represented. Leonid Gelibterman, a renowned wine expert and Official Rioja Educator in Russia, led a tasting based on the history of Rioja. He asserted that the “great variety of Rioja wines makes this meeting a unique opportunity for the almost one thousand Russian wine professionals to get access to all kinds of very high level wineries.” In addition to wine importers, sommeliers, buyers, educators and restaurant trade professionals, who attended a seminar on the new Rioja indications, the event was also open to consumers.

## Rioja participates in Russia’s biggest food fair

For the second time, the Control Board attended Prodexpo, the biggest food fair in Eastern Europe, held on 5–9 February in the city of Moscow with an attendance of over 60,000. Throughout the week, Rioja wines were showcased in a ‘wine tunnel’ in



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showroom format at an institutional space covering 59 square metres, where visitors had a guided tour of the various wine categories. Sergio Sachnovsky, director of the Rioja campaign in the Russian market, mentioned that the fact that the fair is open

to wines with and without importers “gives wineries that do not operate in the market the opportunity to start trade actions, as Prodexpo is without doubt the ideal place to do so.”

### Record participation and attendance in China

At the end of November, the Control Board organised several shows in Beijing, Shanghai, Guangzhou and Hong Kong, with record winery participation (more than 80) and attendance figures. Chinese consumers have changed dramatically in this last decade. They are more and more demanding with wines, which allows them to appreciate a product like Rioja. In this sense, the role played by the Rioja promotional campaigns carried out in the country is very important



## Board publications: new Rioja website

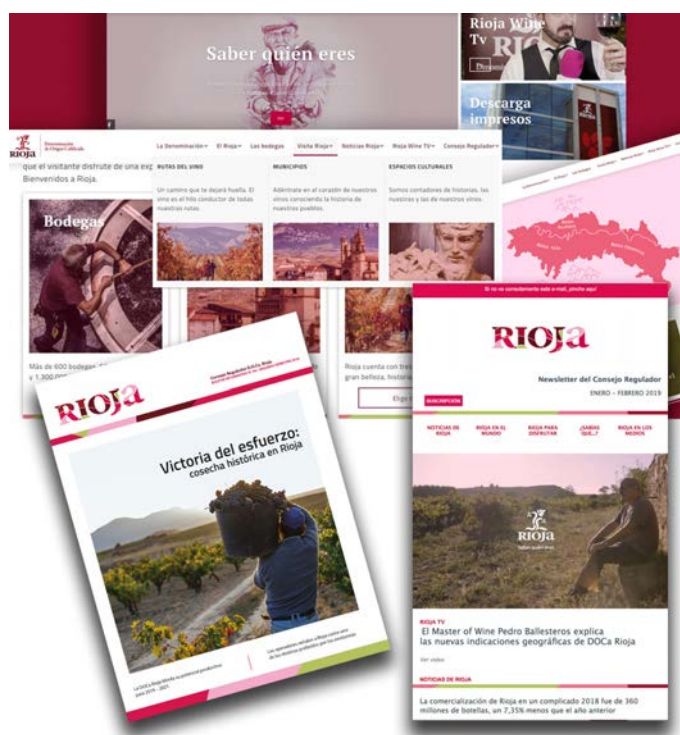
The main news of 2018 was the renewal of the Control Board website with the aim of expanding content and offering a more visual, simple, modern and intuitive browsing format, while adapting it to all types of mobile devices. This communication tool is geared towards providing accurate information for trade professionals, as well as enabling consumer education through content that makes it easy to understand the realities of the Region, putting an emphasis on certification and control processes, the diversity of wineries and wines, and the range of wine-related tourism attractions.

In addition to information on the wine region and the Control Board, [www.riojawine.com](http://www.riojawine.com) offers the latest industry news and provides a detailed listing of the municipalities and wineries that make up the Designation of Origin, as well as a complete section containing all the most important wine-related tourism information on the region. Rioja Wine TV, the Designation of Origin's own TV channel, provides a number of short video clips revealing the personal stories of the true protagonists behind the scenes in Rioja.

In the last few years, 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 by Rioja Wine TV are regularly uploaded, and a social media portal called Social Media Room.

In 2018, the Board published six Spanish language issues

and two 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. Two print issues of the CONSEJO Newsletter were published in 2018. The purpose of this newsletter is to reinforce communication between the Control Board and Rioja growers and winemakers. The Annual Report is a complete collection that describes the activities carried out by the Control Board and provides a vision of the current situation of the DOCa Rioja with the



most significant statistics. The Control Board also offers printed informative and promotional material in several languages.

**Information Office.** The Board 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.



The Control Board received the first group of the third class of Rioja educators in June. The fifteen Chinese students had the opportunity of enjoying the values and culture of Rioja first hand.

### **Rioja now has a hundred certified Educators in 22 countries**

The balance of the first three editions of the Official Rioja Wine Educators Programme, launched by the Control Board in 2016, could not be more positive. It has been very well received, with a great demand for highly qualified professionals who submit their names with each new edition, and now there are already 100 certified educators in 22 different countries. The initiative aims to recruit professionals with communication skills and an ability to influence consumers in their countries to act as Control Board approved educators, ensuring the quality and rigour of the knowledge of Rioja wines and Rioja experiences that are transmitted. The certification is based on an online learning module, followed by hands-on training carried out during a visit to the region.

In 2018, 45 professionals from across the world attended the third edition of the programme, divided into three groups. This year Spain and China had their own groups, as in previous programmes both represented more than 60% of total registration. The third group was made up of students from other countries. When the Chinese group visited the Control Board in June, one of the fifteen students,

Tu Xu, said that “the experience is very satisfactory and the best way to understand and learn the values and culture of Rioja is through this immersion in the Region, spending time with its people, whose generosity and authenticity are undoubtedly their true wealth.”

The almost 300 candidates of this third edition showed profiles with extensive professional and training experience in the world of wine, which makes it particularly difficult to choose those who will be given a place in the course. The Control Board and its advertising agencies in its main markets jointly select candidates based on their CVs and communication skills. Candidates need to have at least two years’ professional experience in the world of wine in one of the following areas: marketing, education and sommellerie, as well as wine retail sales and wine distribution. The official Rioja educators will be able to 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 will have to meet certain requirements, including a minimum number of courses, for which they will be able to issue diplomas to their pupils endorsed by the Control Board.

# CONTROL DEPARTMENT

## Activities

**The Board Control Body controls the Wine Region both administratively and on the field, with activities as diverse as managing the Register of Wineries and Register of Vineyards, managing the Grape Grower's Cards and monitoring growing practices, grape production and wine production, taking samples and coordinating wine verifications, 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 Designation 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 detected during inspections are consigned in a report and filed for further action. In addition, the Control Body inspects the phenological stage of the grapevines, weather incidents, pests and diseases that may affect the development of the harvest and yields. In its final phase, grape ripeness is monitored and a weekly report is issued in order to keep growers informed so the harvest will take place in 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 Harvest Season Standards every year that govern the harvest and constitute a stringent control system which the Board's Control Body is responsible for strictly enforcing. During the harvest it is in charge of 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 assigned to

grape delivery centres.

**Wine rating.** After each harvest, the wines are rated. The Control 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 Control 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 wines that are denied protection by the Designation. Any complaints regarding the misuse of the Denominación de Origen Calificada Rioja both inside and outside its territory are checked out. The Control Board employs external companies to take market samples of Rioja wine, wine of 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 Control 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.

Anomalies that appear on the wine movement control 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 Register of Vineyards (new registrations, cancellations, ownership changes, etc.), managing the Grape Grower's Cards; processing grape deliveries and harvest affidavits submitted by growers; and issuing harvest reports to growers and wineries with figures on the grapes and wines that are granted and denied protection.

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 affidavit.

200 terminals were deployed in as many grape weighing and receiving locations to process grape deliveries to wineries with the 14,943 Grape Grower's Cards and control of transshipments between wineries. The experience acquired and the improvements of the last thirteen 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 Control

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

During the rating 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 the rating process, 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 Register of Wineries is permanently updated with information about new wineries, wineries that close and changes in the facilities, containers and capacity of registered wineries.

**Equipment and programming.** Periodic renewal of those computing devices that are not very functional (PCs, printers, etc.) continued to be progressively renewed. Also, 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.

## 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 31.61% 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 rating 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 2018, a total of 131,744 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 68.39% of the Overseers' time. A total of 1,330 inspection trips were taken, which break down as follows:

- Vineyard inspections: 29.52%
- Winery inspections: 30.89%
- Vintage approval inspections: 25.61%
- Harvest controls: 13.06%
- Other activities: 0.92%

**Vineyard inspections.** The Control Board Control 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 2018 on vineyards that had been planted in 2016 and will be coming into production next harvest. For this work, the Control Board hired 16 technicians who were coordinated by the Control Body and who carried out on-site inspections in August and September, on 1,861 vineyards in 118 municipalities belonging to 1,435 owners.



Anomalies are assessed by the Control 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 1,861 vineyards which were visited, a total of 196 vineyards had 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 (23.66%), surface areas different from those authorised (26.72%) errors in plot identification (21.37%) different years of plantation or grafting (18.32%), inferior plantation density (3.06%), a percentage of irregularities above 10% (4.58%), rootings (0.76%) and, finally, being abandoned or unplanted (1.53%).

**Monitoring reference vineyards.** In order to monitor vineyards each year and compare them with previous seasons, the Control Body has chosen 169 plots which serve as a reference to assess the development of the vines through the different phenological stages: bud break, fertility, fruit set, 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 Control 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 Control Body had the support of 16 technicians who were hired for this purpose. There was a prior sampling taken in all the municipalities and 19,088 ha of vineyards across the wine region were inspected. Of these, 700 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 except for

49 vineyards where proceedings to disqualify the grapes were initiated.

**Checking vineyards affected by hail storms.** On 30 June and 13-14 July 2018 there were hail storms that affected 225 owners and 224 hectares of vineyards with damage to more than 40% of production.

**Monitoring of vineyards and grape ripening.** The Control Body plays a key role in monitoring the phenological stage 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 27 August 2018, sample collection began. This task is carried out by the Control 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 27 August and 8 October 2018, with figures on grape varieties, planting year, altitude, grape weight, potential alcoholic strength, total tartaric acidity, pH, malic acid, potassium, TPI, anthocyanins and colour intensity.

**Harvest supervision.** During harvest, the Control 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 2018 harvest, the Board hired a total of 198 Harvest Supervisors in addition to 15 additional Support Technicians who helped with the inspection tasks of the Control 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 Control 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). Furthermore, in 2018, the Control Body also carried out a total of 516 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 wines that have been denied protection or been disqualified. Wines

being transported are sampled extensively and subjected to laboratory and sensory tests. The Control Body also carries out activities regarding complaints about improper use of the Rioja name outside the wine region. Control Body personnel also cooperates in dissemination activities (guided tastings, conferences, etc.) carried out by the Control Board.

**Rating of 2017 vintage wines.** The Control Board has been applying an approval 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 rating process for the wines of each new vintage is the responsibility of the Control Body.

The first applications for 2017 wine rating were submitted on 27 October 2017, so the wines could be marketed as young wines. There were 120 wineries which also requested early rating of up to 10% of their wine during the month of November 2017. Systematic sample taking began on 1 December, attending to the requests of wineries. The sample collection schedule is implemented by the Control Body with the

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help of eight temporary employees. Samples are taken from every single tank in each winemaking winery. The sampling process lasted until 3 March 2018. During the first stage, 3,981 samples were taken. These represented 252.8 million litres of wine of this vintage made in the DOCa Rioja. Of these, 3,927 samples (98.6%) were approved. New samples were taken of the rejected wine for which appeals had been lodged between 4 January and 31 May 2018. Thus, the total number of samples taken was 4,074. For the 2017 vintage, the Control Board used 144 tasters to carry out sensory tests. Five daily tastings were held in the Control Board tasting room, for a total of 285 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 rating 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 Oenological Stations in the relevant Autonomous Communities, free of charge for registered growers.

**Monitoring of approved wines.** In 2017, the Control Body took 1,491 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 575 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.

## Wineries controls

**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 an average of 5,744 vintage control and wine movement forms are checked and coded every month. These are supplied by ageing wineries, wine keepers and cooperatives within the first ten days of each month. In 2018, an average of 6,989 wine movements were processed every month. Any anomalies found were immediately reported to the Empowered Overseers Service.

By the end of 2018, the number of members that use computerised wine movement forms had risen to 389, 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 288 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.** With regard to the Register of Wineries, the records are permanently updated with information on additions, removals, changes in ownership, container capacities and number and capacity of barrels in each winery.

After the harvest, the vinification affidavits from each winery are processed and the figures provided are checked against the figures of the Control Board Technical Service obtained from the harvest supervision process. After the approval process, disqualified wines are controlled and monitored. Wine losses during barrel ageing were 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.

### Vineyard controls

The activities carried out by the Control Board Technical Service in this area took place in the following order:

**January – March:** after 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. At the end of this period, 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. The period for submitting Multiple Manager requests for the next

Harvest is then opened.

**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. Each Cooperative is also sent a list of the wine growers listed as members, so they can verify it and notify the Control Board of any changes.

**July – August:** after concluding the modifications to the Register of Vineyards, bills and collection lists are issued and sent to the bank for distribution and direct debit collection

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For the 2018 season, new grape grower's cards were issued and sent out by postal mail.

of compulsory fees. The documents on vineyards processed during the harvest were digitised. Graphical digitising of vineyard printed forms lasted until the end of the year. For the 2018 season, all Grape Grower's Cards were replaced, the new ones being sent by post to each grower. In the case of loss or reception problems, controlled duplicates were issued in those cases where they were lost or there were delivery issues.

**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 2016 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 150 winemaking growers.

**November – December:** 150 harvest and vinification

affidavits submitted by winemaking growers and 434 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 dealt with at the Control Board offices or via e-mail, particularly just before and during harvest and during the period when the yields of two-year-old vineyards have to be managed.

## Rioja sells 263.3 million litres in 2018

The DOCa Rioja closed 2018 with a total of 263,338,705 litres sold, 7.35% below 2017 figures. A total of 166,887,988 litres were sold in the domestic market, down 5.12% from the previous year, while export markets fell by 10.98%, with sales of 96,450,717 litres, mainly due to the United Kingdom and Germany.

The Control Board president Fernando Salamero, gave these figures at a press conference as he assured that "in the domestic market, we maintain our leadership position in with a wide margin over the other designations of origin and Rioja continues to enjoy high levels of consumer loyalty." However, he acknowledged that "the trend is worrisome and forces us to rethink our strategies, particularly in seeking to attract younger audiences."

A study of sales performance in foreign markets shows that it is mainly the young wines (-13.38%) that dragged down Rioja sales figures, while wines with more added value resisted better, although also with drops: -3.31% for crianzas, -10.34% for Reservas and -8.85% for Gran Reservas. The good news is that domestic sales of Reservas grew 20.83%, which gives an overall growth of 1.38% for a category that has become the spearhead of the image of quality and prestige of Rioja wines.

Rioja's business in key strategic markets decreased this past year due to significant drops in its two main importers, United Kingdom (-16%) and Germany (-15.51%). The United States, Switzerland, the Netherlands, China and Mexico also drank less Rioja than in the previous year but Canada, Russia and Belgium closed the year with positive results.

Although they have lost the steady pace of double-digit growth in recent years (-3.84% in 2018), Rioja's white wines have better withstood the overall decline in sales. According to Fernando Salamero, "these wines are continuing to enjoy a warm reception. In fact, the slight decline is mainly due to a shortage of grapes this year." An argument that also explains the fall in sales of young red wines. After all, the frost on 28

April 2017 affected a third of Rioja's vineyards and had as its main consequence a low volume vintage (252 ML), well below the then average annual volume of 282 ML. According to Salamero, this has meant a widespread rise in prices (a 6.43% increase in the weighted average price) which "mitigated the fall in the total value of sales (-5.28 %) compared to the fall in volume (-7.35%)."

Despite these negative figures for Rioja, the Control Board President was optimistic in his assessment of this 'cushioning' effect provided by price hikes, "because it has allowed Rioja to close the year without the kind of significant financial losses experienced in other regions," whose names he did not specify. "Rioja continues to be a vibrant, dynamic brand, which this year has taken a step forward to be a pioneer in quality assurance, with measures such as the voluntary qualitative stock and the new indications created in 2017 (Viñedos Singulares, Espumosos de Calidad, etc.), all of which constitute the best basis to maintain the success that Rioja has achieved in the last decades and build our future on that success."

### MARKET STUDIES: NIELSEN, OEMV AND WINE INTELLIGENCE

#### Rioja wine gains in value and reputation in the international market

According to the main conclusions of three studies conducted in 12 key markets, the DOCa Rioja ranks 4th in terms of translating awareness into purchase. In a global market of 287 million wine consumers, four out of ten know Rioja, which holds fourth position in translating awareness into purchase in its twelve main markets. Rioja has also increased external turnover while achieving greater diversification in destination markets. This means there are 38 million consumers loyal to Rioja.

According to a report submitted by Nielsen to the Control Board, Rioja wines have shown a stable trend in the domestic sphere, although slightly lower than that of the market. The

# SALES BALANCE

wine region's leading position has a broad base and its sales performance is positive (more than 240 million bottles sold in Spain in 2017, representing a market share of 32.2% in volume and 37.3 in value). Nielsen's development manager, Ricardo Alcón, confirms that "the great re-valorisation and transformation of the Spanish market towards the consumption of higher quality wines, where Rioja maintains its leading position, with a third of total designation of origin wine sales and a commitment to significantly increase the value of wine."

Nielsen highlights the positive performance of Rioja in the on-trade channel, where the highest added value can be found, and where Rioja has an overwhelming 60% market share, climbing to 80% for aged wines. White wines perform particularly well in bars and cafés, which account for almost a third of sales, while there has been a slight increase in the share of Rioja wines in large supermarkets.

The development of sales is supported by the rise of whites and rosés, as well as Crianza, Reserva and Gran Reserva reds, although there was a drop in young red wines. The report's figures do point out the need to create greater attraction among the youngest consumers and of creating new forms of consumption, particularly on-trade.

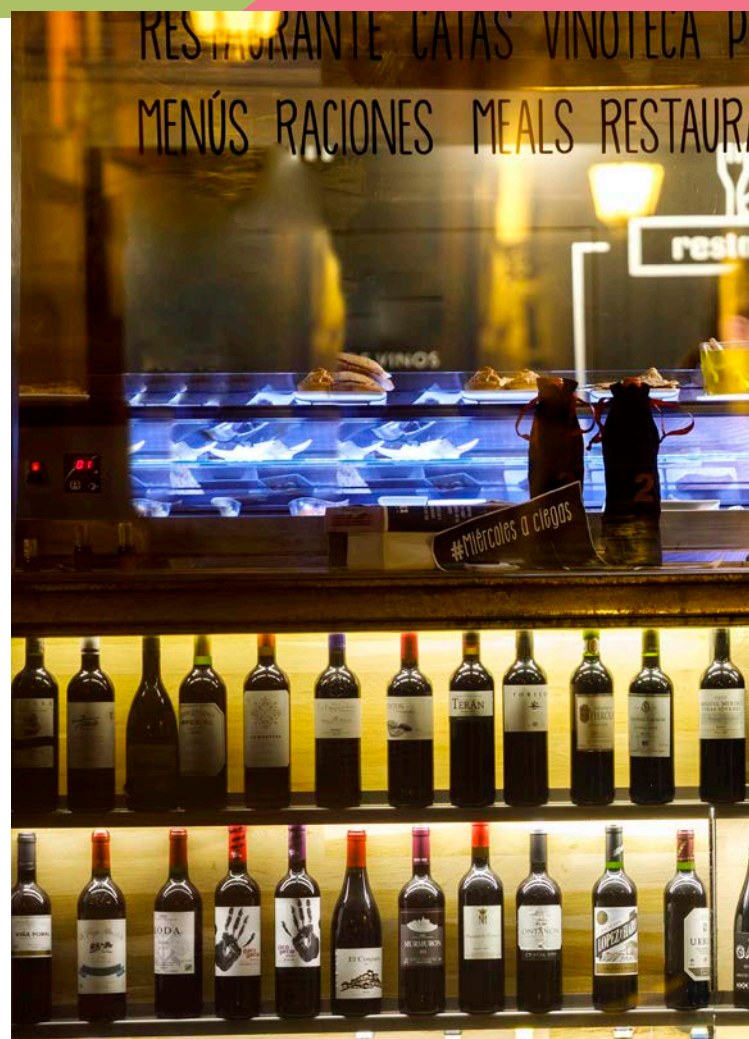
## OEMV

### Strengthening value

The report prepared by the Spanish Wine Market Observatory on the international competitiveness of the DOCa Rioja, which accounts for 40% of total Spanish PDO wine exports, concludes that, according to customs data, Rioja sales closed 2017 with a growth in value, while volume remains stable. The 2.2% rise in the average price (4.42 euros per litre) places Rioja in a better position than other wine-producing regions.

Rafael del Rey, general director of the Spanish Wine Market Observatory, highlights "a general trend when it comes to stabilising and premiumising the markets, with a commitment to strengthening value with a rise in prices and portfolio segmentation."

The twelve markets analysed for Rioja accounted for 82%



of the value and 83.4% of the volume of its total exports in 2017. This shows a slightly positive development in volume with an increase in value with respect to previous years. Among these twelve markets there was sales growth in Canada, China and Switzerland, as well as the United States. Canada also improved its market share during the last year. There is also a better relative evolution in other destinations such as northeastern Europe, including Lithuania, Latvia and Russia, as well as Finland and Poland, with an overall rise of 30% and 33% in value and volume, respectively. Sales in Brazil also grew significantly (+40.9% in value and +38.3% in volume) and Hong Kong (+24.8% in value and +21.2% in volume), among others



## WINE INTELLIGENCE

### Among the most renowned wine regions in the world

As far as brand awareness is concerned, Rioja is positioned as one of the most prestigious Designations of Origin in the world according to an independent study of the British consultancy Wine Intelligence. This report on the reputation of Rioja wines was based on a poll among more than 86,000 consumers, representing 287 million in twelve key markets for Rioja (Canada, China, Denmark, Germany, Mexico, the Netherlands, Russia, Spain, Sweden, Switzerland, the United Kingdom and the United States) and places Rioja in fourth place as the brand of choice in these countries as a whole. The

report shows that nine out of ten wine consumers in Spain know Rioja and the translation to purchase in the domestic market exceeds two thirds of these.

Juan Park, director of the firm in Spain and South America, reports a very positive level of awareness that translates into 6 new million Rioja connoisseurs and almost 4 million new buyers since 2016. Park highlights the privileged position that Rioja occupies in terms of translation into purchase in key countries such as Germany, Holland, Mexico, Switzerland, Sweden and the United Kingdom and reports on the possibilities of growth in emerging markets such as China or Russia.



The 2018 harvest in the DOCa Rioja

### Good year-end closing marked by uncertainty and tension

The Control Board of the DOCa Rioja awarded the complicated 2018 vintage an official rating of 'GOOD'. Suitable progress towards the end of the growth cycle, ended with satisfactory results. The year was marked by relatively non-significant weather incidents and constant uncertainty due to the permanent threat of downy mildew. Great work was carried out in the wineries following on considerable efforts in the field to keep the grapes in good condition.

Rioja vineyards developed well throughout the growth

cycle across the wine region. According to the report of the Control Board Empowered Overseers Service, which carries out a thorough study of all the stages of the growth cycle, this year's growing season stood out for "an absence of severe weather incidents." The harvest was carried out on the usual dates and was the longest in the history of Rioja. It enjoyed good weather at the end of the cycle and results were better than initially expected.

Bud break started in the easternmost area of the wine

region during the second half of March, with a delay of almost 20 days compared to the previous growing season and about 4-5 days behind a normal year.

Abundant accumulated rainfall recorded during the winter and spring of 2018 led to an excellent situation of the vineyards during the first months of the cycle. This situation, which, at first was so well received, gradually became worrisome by the first half of July when, with already abundant rainfall on record, several rain showers and hailstorms swept across the region. Fortunately, there was no hail damage but high temperatures, typical of this time of the year, created the ideal conditions for downy mildew to thrive. This situation, which could have been catastrophic had the bad weather continued, changed when the rain stopped from mid-July and most vineyards started to enjoy warm, dry weather. A change in weather conditions led to the mildew mycelia drying out, enabling canopies and clusters to recover. The condition of the vines and grapes had improved remarkably.

Ripening proceeded normally, with good quality parameters and higher average berry weights, brought about by favourable weather conditions.

The harvest began on 27 August, 17 days earlier than the previous season. In general, the end of the cycle saw a staggered vintage on traditional dates, with grapes arriving slowly at the crush pads due to delays in the last ripening stages and allowed by good weather. Being able to keep the grapes longer in the vineyard makes it possible to allow them to reach optimal ripeness. The harvest was marked by strict grape selection both in the vineyard and in the wineries, and there were no major setbacks as far as the weather was concerned.

The characteristics that define the average profile of the 2018 wines, with a slightly lower alcoholic strength compared to previous years, are very fine reds, with intense, lively colour and a harmonious palate.

The Control Board Plenary underlined the great quality of white wines and particularly the outstanding character and personality of the native Rioja varieties, offering great aromatic intensity and very good structure in the mouth.

## 2018, 'The Good'

### **The strict wine classification requirements applied to more than 5,245 samples tested this year uphold Rioja's role as quality benchmark**

The 'GOOD' rating is the conclusion of a rigorous and transparent classification procedure consisting of laboratory tests and tastings of all the wines that seek to be sold on the market. The assessment starts at the fermentation tanks, where Board technicians collected more than 5,245 samples that were subsequently tasted by a panel of 150 professionals. A total of 332.64 million litres of the 2018 vintage qualified for certification as wines protected by the DOCa Rioja (28.94 white, 16.37 rosé and 287.33 red). The goal was "to certify the quality of the wines, reflecting in a faithful and palpable way what the harvest has been," says Pablo Franco, director of the Control Body of the Control Board. 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.



# Statistics 2018

## Rioja wine in figures

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

	1990	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	
Productive vineyards (Hectares)	43,074	47,346	47,346	47,765	48,381	49,135	52,029	53,820	55,545	56,580	58,132	
Certified production (Millions of litres)*	161.24	217.91	244.47	253.6	273.56	216.24	310.80	242.00	196.82	298.42	269.7	
Yield (Hectolitres / Hectare)	37.43	46.03	51.63	53.09	56.54	44.01	59.74	44.96	35.43	52.74	46.39	
Sales (millions of litres)	Domestic market	77.75	125.78	119.07	137.46	150.70	138.68	120.12	160.01	178.15	170.21	182.28
	Foreign markets	26.03	59.12	58.85	67.78	71.55	56.80	39.86	60.41	72.10	66.14	69.01
	Total sales	103.78	184.90	177.92	205.24	222.25	195.48	159.98	220.42	250.25	236.35	251.29
Stocks on 31 December (millions of litres)	Previous years	315.91	246.89	281.90	314.95	339.27	408.58	459.42	539.50	524.42	478.77	515.72
	Last harvest	161.24	214.12	240.60	250.20	270.60	215.60	309.81	241.84	195.54	295.76	268.42
	Total stocks	477.15	461.01	522.50	565.15	609.87	624.18	769.23	781.34	719.96	774.53	784.14
Stocks-to-sales ratio	4.28	2.41	2.84	2.68	2.65	3.08	4.62	3.39	2.78	3.17	3.02	
Total no. of bottling wineries	310	372	386	401	403	422	443	472	498	517	550	
Number of ageing wineries	103	153	156	171	180	203	222	255	272	286	306	
Number of barrels (thousands)	547	598	621	660	815	911	939	1,005	1,061	1,080	1,106	

\* *Certifiable production prior to rating*

## GRAPE GROWING AND WINEMAKING STATISTICS:

1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA
2. RIOJA GRAPE PRODUCTION - 2018 HARVEST
3. VINIFICATION OF PROTECTED WINE - 2018 VINTAGE (LITRES)
4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, AND WINE PRODUCTION
5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWNS
6. VINEYARDS BY GRAPE VARIETY - 2018 (HECTARES)
7. VINEYARDS BY PLANTING YEAR (HECTARES)
8. DEVELOPMENT OF REGISTERED VINEYARDS IN THE DOCa RIOJA (HECTARES)
9. VINEYARDS BY PLOT SIZE - 2018
10. NUMBER OF GRAPE GROWERS 2018
11. PROTECTED WINE STOCKS ON 31-12-2018 (LITRES)
12. PROTECTED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2018 (LITRES)
13. PROTECTED WINE STOCKS BY VINTAGE ON 31-12-2018 (LITRES)
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15. WINERIES REGISTERED IN RIOJA ON 31-12-2018
- 16 A. RIOJA WINERIES BY CAPACITY TIERS ON 31-12-2018
- 16 B. DEVELOPMENT OF STOCK AND AGEING CAPABILITY OF RIOJA WINERIES (LITRES)
17. RIOJA WINERIES BY SALES TIERS ON 31-12-2018

## SALES STATISTICS:

18. DEVELOPMENT OF RIOJA WINE SALES 1985-2018 (LITRES)
19. RIOJA WINE SALES STATISTICS FOR 2018 (BY CATEGORY AND TYPE OF WINE)
20. 2018 RIOJA EXPORTS BY COUNTRY

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

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
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	65,001
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	336.12
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	51.71
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	166.89
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	96.45
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	263.34
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	512.59
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	334.37
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	846.96
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	3.14
559	586	595	596	603	572	583	581	587	600	594	601	607	600
324	349	364	376	371	375	382	386	392	403	381	391	396	396
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	1,385

# STATISTICS

## 2. RIOJA GRAPE PRODUCTION - 2018 HARVEST

		PRODUCTION IN KG			AVERAGE YIELDS		
		RED	WHITE	TOTAL	RED	WHITE	AVERAGE
LA RIOJA	TOTAL	296,174,171	43,116,222	339,290,393	7,316	9,543	7,540
	PROTECTED	283,803,514	42,012,378	325,815,892	7,010	9,299	7,240
	STOCK	7,817,964	606,101	8,424,065	193	134	187
	EXCESS	4,552,693	497,743	5,050,436	113	110	112
ÁLAVA	TOTAL	84,998,832	8,400,065	93,398,897	7,037	9,340	7,196
	PROTECTED	83,334,540	8,287,445	91,621,985	6,899	9,215	7,059
	STOCK	1,202,359	55,997	1,258,356	100	62	97
	EXCESS	461,933	56,623	518,556	38	63	39
NAVARRE	TOTAL	47,877,447	5,287,883	53,165,330	7,396	9,663	7,572
	PROTECTED	45,958,848	5,201,630	51,160,478	7,099	9,506	7,287
	STOCK	1,354,343	23,039	1,377,382	209	42	196
	EXCESS	564,256	63,214	627,470	88	115	89
TOTAL	TOTAL	429,050,450	56,804,170	485,854,620	7,267	9,524	7,475
	PROTECTED	413,096,902	55,501,453	468,598,355	6,997	9,305	7,209
	STOCK	10,374,666	685,137	11,059,803	176	115	170
	EXCESS	5,578,882	617,580	6,196,462	94	104	96

## 3. VINIFICATION OF PROTECTED WINE - 2018 VINTAGE (LITRES)

		RED	ROSÉ	WHITE	TOTAL
ÁLAVA	WINEGROWERS	5,508,596	12,120	126,066	5,646,782
	CO-OPERATIVES	8,326,046	308,212	431,609	9,065,867
	WINE KEEPERS	1,948,686	15,497	269,802	2,233,985
	AGEING WINERIES	55,623,100	2,909,989	5,473,868	64,006,957
	TOTAL	71,406,428	3,245,818	6,301,345	80,953,591
LA RIOJA	WINEGROWERS	3,583,416	222,665	387,450	4,193,531
	CO-OPERATIVES	70,936,989	3,448,225	8,655,035	83,040,249
	WINE KEEPERS	2,249,940	137,228	502,428	2,889,596
	AGEING WINERIES	124,948,940	8,422,917	11,745,407	145,117,264
	TOTAL	201,719,285	12,231,035	21,290,320	235,240,640
NAVARRE	WINEGROWERS	0	0	0	0
	CO-OPERATIVES	6,006,076	318,713	531,743	6,856,532
	WINE KEEPERS	0	0	0	0
	AGEING WINERIES	11,036,868	965,844	1,070,916	13,073,628
	TOTAL	17,042,944	1,284,557	1,602,659	19,930,160
TOTAL	WINEGROWERS	9,092,012	234,785	513,516	9,840,313
	CO-OPERATIVES	85,269,111	4,075,150	9,618,387	98,962,648
	WINE KEEPERS	4,198,626	152,725	772,230	5,123,581
	AGEING WINERIES	191,608,908	12,298,750	18,290,191	222,197,849
	TOTAL	290,168,657	16,761,410	29,194,324	336,124,391

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, 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
2018	59,037	5,965	65,001	485,854,620	7,475	336,124,391

## 5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWNS

LA RIOJA	HECTARES		TOTAL	LA RIOJA	HECTARES		TOTAL
	RED	WHITE			RED	WHITE	
ÁBALOS	683.17	46.37	729.54	CIDAMON	60.67	0.00	60.67
AGONCILLO	162.89	5.72	168.62	CIHURI	330.83	17.86	348.70
AGUILAR DEL RÍO ALHAMA	38.32	0.60	38.92	CIRUEÑA	28.73	3.91	32.64
ALBELDA DE IREGUA	136.57	48.78	185.36	CLAVIJO	173.71	22.95	196.66
ALBERITE	232.21	25.59	257.80	CORDOVÍN	109.49	105.16	214.65
ALCANADRE	529.05	69.39	598.44	CORERA	191.86	6.35	198.20
ALDEANUEVA DE EBRO	1,478.43	87.11	1,565.54	CORNAGO	15.03	2.48	17.50
ALESANCO	418.03	175.83	593.86	CUZCURRITA DEL RÍO TIRÓN	540.32	67.09	607.42
ALESÓN	205.48	24.53	230.02	DAROCA DE RIOJA	11.09	1.77	12.87
ALFARO	3,981.55	332.43	4,313.98	ENTRENA	667.99	90.15	758.14
ANGUCIANA	51.61	1.16	52.77	FONCEA	15.88	3.45	19.32
ARENZANA DE ABAJO	305.24	46.25	351.48	FONZALECHE	291.82	22.92	314.74
ARENZANA DE ARRIBA	176.00	25.45	201.45	FUENMAYOR	1,539.92	82.05	1,621.96
ARNEDILLO	1.57	0.01	1.57	GALBARRULI	131.76	18.59	150.34
ARNEDO	312.40	11.62	324.03	GALILEA	165.46	15.45	180.90
ARRÚBAL	4.97	0.00	4.97	GIMILEO	100.48	8.71	109.19
AUSEJO	1,542.38	106.92	1,649.31	GRÁVALOS	26.31	10.72	37.02
AUTOL	1,020.87	92.01	1,112.89	HARO	1,054.66	108.50	1,163.16
AZOFRA	423.62	62.86	486.49	HERCE	68.34	2.30	70.64
BADARÁN	422.03	81.59	503.63	HERRAMELLURI	9.30	0.00	9.30
BAÑARES	103.91	12.76	116.67	HERVÍAS	50.69	12.16	62.85
BAÑOS DE RIOJA	70.02	15.01	85.03	HORMILLA	349.21	83.03	432.25
BAÑOS DE RÍO TOBÍA	149.77	36.19	185.96	HORMILLEJA	203.49	26.57	230.06
BERCEO	12.63	2.63	15.25	HORNOS DE MONCALVILLO	152.56	34.33	186.90
BERGASA	265.53	125.25	390.77	HUÉRCANOS	1,174.96	86.22	1,261.18
BERGASILLAS BAJERA	4.71	0.00	4.71	IGEA	107.02	7.47	114.49
BEZARES	4.00	0.00	4.00	LAGUNILLA DE JUBERA	125.86	8.17	134.03
BOBADILLA	17.61	2.15	19.76	LARDERO	54.38	2.35	56.73
BRIÑAS	95.56	4.00	99.56	LEIVA	24.52	4.31	28.83
BRIONES	1,267.62	124.36	1,391.99	LEZA DE RÍO LEZA	6.62	0.30	6.92
CALAHORRA	730.36	64.06	794.42	LOGROÑO	1,024.19	85.12	1,109.31
CAMPROVÍN	140.84	28.96	169.80	MANJARRÉS	170.91	25.08	195.99
CANILLAS DE RIO TUERTO	99.88	29.71	129.60	MATUTE	7.77	1.36	9.13
CAÑAS	102.67	21.20	123.87	MEDRANO	269.39	40.29	309.68
CÁRDENAS	112.33	41.48	153.81	MURILLO DE RÍO LEZA	728.50	32.17	760.67
CASALARREINA	71.00	9.70	80.70	NÁJERA	936.80	241.22	1,178.03
CASTAÑARES DE RIOJA	14.90	3.28	18.18	NALDA	114.01	34.94	148.95
CELLORIGO	40.70	2.02	42.71	NAVARRETE	933.07	91.17	1,024.24
CENICERO	1,948.45	94.53	2,042.98	OCÓN	469.60	59.99	529.60
CERVERA DE RÍO ALHAMA	335.28	21.89	357.18	OCHANDURI	34.40	5.33	39.73

# VITICULTURE

## 5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWNS

LA RIOJA	HECTARES		TOTAL	ALAVA	HECTARES		TOTAL
	RED	WHITE			RED	WHITE	
OLLAURI	77.27	6.80	84.06	BAÑOS DE EBRO	466.30	39.95	506.25
PRADEJÓN	240.54	14.37	254.91	CRIPAN	177.24	10.28	187.52
PRÉJANO	10.37	0.38	10.75	ELCIEGO	1,040.34	45.10	1,085.43
QUEL	557.30	72.43	629.74	ELVILLAR DE ÁLAVA	796.00	66.44	862.45
EL REDAL	261.83	11.73	273.57	LABASTIDA	1,073.34	66.88	1,140.21
RIBAFRECHA	350.94	22.09	373.03	LAGUARDIA	3,292.71	235.12	3,527.83
RINCÓN DE SOTO	245.09	33.15	278.24	LANCIEGO	1,020.84	83.59	1,104.43
RODEZNO	471.84	14.31	486.15	LAPUEBLA DE LABARCA	289.09	23.46	312.55
SAJAZARRA	324.15	26.77	350.92	LEZA	384.32	30.12	414.43
SAN ASENSIO	1,578.82	373.30	1,952.12	MOREDA	276.37	29.43	305.80
SAN MILLÁN DE YECORA	8.17	0.13	8.30	NAVARIDAS	577.71	45.68	623.39
SANTA COLOMA	6.36	2.50	8.86	OYÓN	1,194.09	98.28	1,292.37
SANTA ENGRACIA DE JUBERA	236.76	38.47	275.23	SAMANIEGO	466.33	46.71	513.05
SANTA EULALIA BAJERA	9.71	0.00	9.71	VILLABUENA DE ÁLAVA	488.52	49.09	537.61
SAN TORCUATO	13.93	0.48	14.40	YÉCORA	536.38	29.18	565.56
SAN VICENTE DE LA SONSIERRA	1,741.18	103.72	1,844.90	<b>TOTAL ÁLAVA</b>	<b>12,079.58</b>	<b>899.31</b>	<b>12,978.88</b>
SOJUELA	97.91	38.90	136.82				
SORZANO	71.63	12.59	84.23				
SOTÉS	261.23	27.45	288.67				
TIRGO	157.48	8.09	165.57				
TORMANTOS	22.30	0.82	23.12				
TORRECILLA SOBRE ALESANCO	138.73	30.23	168.96				
TORRENTALBO	218.09	23.78	241.87				
TREVIANA	121.59	14.43	136.02				
TRICIO	141.09	31.42	172.51	<b>NAVARRE</b>			<b>TOTAL</b>
TUDELILLA	709.94	26.79	736.73	ANDOSILLA	957.50	114.34	1,071.83
URUÑUELA	752.16	66.04	818.20	ARAS	81.08	15.35	96.44
VENTOSA	204.47	18.24	222.71	AZAGRA	1,442.55	79.64	1,522.18
VIGUERA	2.13	0.00	2.13	BARGOTA	407.26	43.14	450.40
VILLALBA DE RIOJA	319.48	26.16	345.64	MENDAVIA	1,604.02	133.15	1,737.17
VILLAMEDIANA DE IREGUA	305.92	33.67	339.59	SAN ADRIÁN	578.70	40.95	619.66
EL VILLAR DE ARNEDO	275.43	7.01	282.44	SARTAGUDA	18.29	0.08	18.37
VILLAR DE TORRE	43.07	19.53	62.59	VIANA	1,384.41	120.58	1,504.99
VILLARROYA	2.45	0.00	2.45	<b>TOTAL NAVARRE</b>	<b>6,473.81</b>	<b>547.23</b>	<b>7,021.04</b>
ZARRATÓN	233.87	39.11	272.98				
ENCLAVE "EL TERNERO"	84.56	17.6	102.22				
<b>TOTAL LA RIOJA</b>	<b>40,483.55</b>	<b>4,517.88</b>	<b>45,001.55</b>	<b>TOTAL D.O.Ca.RIOJA</b>	<b>59,036.92</b>	<b>5,964.51</b>	<b>65,001.43</b>

# STATISTICS

## 6. VINEYARDS BY GRAPE VARIETY - 2018 (HECTARES)

	WHITE	La Rioja	%	Álava	%	Navarre	%	Total	% White	% Vineyard S.A.
	VIURA	3,139.0581	68.91%	824.8575	90.48%	201.6311	36.30%	4,165.5467	69.17%	6.33%
MALVASÍA	101.8163	2.24%	21.2890	2.34%	10.6550	1.92%	133.7603	2.22%	0.20%	
GARNACHA BLANCA	156.6742	3.44%	7.8235	0.86%	53.0980	9.56%	217.5957	3.61%	0.33%	
TEMPRANILLO BLANCO	602.7497	13.23%	32.0285	3.51%	116.5172	20.98%	751.2954	12.48%	1.14%	
MATURANA BLANCA	33.8464	0.74%	0.2207	0.02%	0.9910	0.18%	35.0581	0.58%	0.05%	
VERDEJO	207.3676	4.55%	2.0675	0.23%	118.0746	21.26%	327.5097	5.44%	0.50%	
TURRUNTÉS	5.0804	0.11%	0.0130	0.00%	0.0000	0.00%	5.0934	0.08%	0.01%	
CHARDONNAY	112.0296	2.46%	6.1648	0.68%	31.9861	5.76%	150.1805	2.49%	0.23%	
SAUVIGNON BLANC	161.8369	3.55%	16.0225	1.76%	21.7449	3.92%	199.6043	3.31%	0.30%	
OTHER WHITE	34.7535	0.76%	1.1173	0.12%	0.6924	0.12%	36.5632	0.61%	0.06%	
<b>TOTAL WHITE</b>	<b>4,555.2127</b>	<b>100%</b>	<b>911.6043</b>	<b>100%</b>	<b>555.3903</b>	<b>100%</b>	<b>6,022.2073</b>	<b>100%</b>	<b>9.15%</b>	
	RED	La Rioja	%	Álava	%	Navarre	%	Total	% White	% Vineyard S.A.
TEMPRANILLO	35,058.1473	85.57%	11,895.1718	96.57%	5,489.5101	84.06%	52,442.8292	87.67%	79.65%	
GARNACHA	3,984.0338	9.72%	101.0620	0.82%	449.2954	6.88%	4,534.3912	7.58%	6.89%	
MAZUELO	889.6182	2.17%	97.2625	0.79%	253.3873	3.88%	1,240.2680	2.07%	1.88%	
GRACIANO	820.0795	2.00%	167.6843	1.36%	297.0348	4.55%	1,284.7986	2.15%	1.95%	
MATURANA TINTA	140.7799	0.34%	22.2887	0.18%	18.5095	0.28%	181.5781	0.30%	0.28%	
OTHER RED	78.5619	0.19%	33.7663	0.27%	22.3720	0.34%	134.7002	0.23%	0.20%	
<b>TOTAL RED</b>	<b>40,971.2206</b>	<b>100%</b>	<b>12,317.2356</b>	<b>100%</b>	<b>6,530.1091</b>	<b>100%</b>	<b>59,818.5653</b>	<b>100%</b>	<b>90.85%</b>	

	La Rioja	% Total	Álava	% Total	Navarre	% Total	Total
<b>TOTAL D.O.Ca.RIOJA</b>	<b>45,526.4333</b>	<b>68.34%</b>	<b>13,228.8399</b>	<b>21.04%</b>	<b>7,085.4994</b>	<b>10.62%</b>	<b>65,840.7726</b>

## 8. DEVELOPMENT OF REGISTERED VINEYARDS 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
<b>Total</b>	<b>38,349</b>	<b>1,860</b>	<b>1,531</b>	<b>1,335</b>	<b>1,594</b>	<b>425</b>	<b>-534</b>	<b>2,412</b>	<b>203</b>	<b>1,270</b>	<b>1,249</b>	<b>1,159</b>	<b>-218</b>	<b>98</b>	<b>1,531</b>	<b>974</b>	<b>1,930</b>	<b>2,276</b>	<b>2,727</b>

# VITICULTURE

## 7. VINEYARDS BY PLANTING YEAR (HECTARES)

	No. Plots	2016-2018	2011-2015	2006-2010	2001-2005	1996-2000	1991-1995	1986-1990	1981-1985	...-1980	TOTAL
LA RIOJA	79,470	1,029.2547	6,158.8616	4,330.8103	7,420.3774	8,024.4493	4,291.4439	4,940.6233	3,174.2661	6,156.3467	45,526.4333
ÁLAVA	25,330	346.5559	679.3220	885.6652	1,931.2014	1,672.5698	1,139.3831	1,454.3169	1,717.5201	3,402.3055	13,228.8399
NAVARRÉ	9,226	128.7846	848.2846	669.4149	1,838.2576	1,670.0256	430.6487	884.5705	380.8758	234.6371	7,085.4994
TOTAL	114,026	1,504.5952	7,686.4682	5,885.8904	11,189.8364	11,367.0447	5,861.4757	7,279.5107	5,272.6620	9,793.2893	65,840.7726

## 9. VINEYARDS BY PLOT SIZE - 2018

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	11,278	28,942	31,153	25,667	13,031	2,890	536	317	106	62	40	4
% TOTAL	9.89	25.38	27.32	22.51	11.43	2.53	0.47	0.28	0.09	0.05	0.04	0.00
SURFRACE AREA	691.1872	5,000.9658	11,185.8901	17,777.5185	17,357.6063	7,180.6063	2,204.2522	1,874.5710	900.3373	725.3997	808.8331	134.1511
% TOTAL	1.05	7.60	16.99	27.00	26.36	10.91	3.35	2.85	1.37	1.10	1.23	0.20

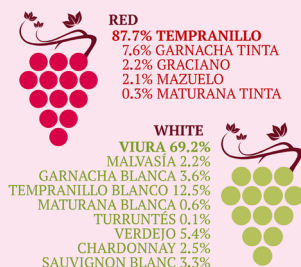
## 10. NUMBER OF GRAPE GROWERS 2018

CO-OPERATIVES	LA RIOJA	ÁLAVA	NAVARRÉ	TOTAL
CO-OPERATIVE MEMBERS	5,255	469	562	6,286
NON MEMBERS	5,740	2,013	761	8,514
TOTAL	10,995	2,482	1,323	14,800

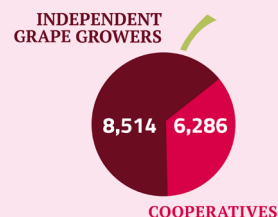
**65,841**  
HECTARES OF  
GROWING AREA



## PRIMARY GRAPE VARIETIES



**14,800**  
GRAPE GROWERS



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

VARIATIONS																	Vineyards registered
2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	on 31-12-2018
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	617.89	45,526.43
414	-65	434	-153	-98	73	-49	140	220	134.9	-90.94	-18.29	-50.09	15.56	3.10	100.70	-159.96	13,228.84
379	229	360	204	-10	11	-11	24	14	-33.4	60.79	9.37	-2.07	-67.15	31.82	217.44	56.49	7,085.50
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	514.41	65,840.77

# STATISTICS

## 11. PROTECTED WINE STOCKS ON 31-12-2018 (LITRES)

TYPE	WINEGROWERS	CO-OPERATIVES	WINE KEEPERS	AGEING WINERIES	TOTAL
White	431,049	5,671,754	471,423	27,667,820	34,242,046
Rosé	280,973	2,986,696	162,717	15,223,309	18,653,695
Red	9,727,121	105,347,366	4,860,306	674,128,838	794,063,631
<b>TOTAL</b>	<b>10,439,143</b>	<b>114,005,816</b>	<b>5,494,446</b>	<b>717,019,967</b>	<b>846,959,372</b>

## 12. PROTECTED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2018 (LITRES)


TANKS	BARRELS	TANKS (ageing)*	BOTTLES	TOTAL,
385,910,386	274,351,805	99,591,010	87,106,171	846,959,372

\*Aged wines stored in tanks

## 13. PROTECTED WINE STOCKS BY VINTAGE ON 31-12-2018 (LITRES)

VINTAGE	TOTAL STOCKS	VINTAGE	TOTAL STOCKS	VINTAGE	TOTAL STOCKS
Prev. V.	498,429	1992	7,683	2006	772,482
CVC	15,041	1993	10,879	2007	1,018,514
1980	24,219	1994	101,909	2008	2,229,608
1981	111,205	1995	83,300	2009	3,269,642
1982	22,709	1996	22,962	2010	5,966,910
1983	11,323	1997	13,076	2011	8,620,598
1984	1,483	1998	113,635	2012	9,216,456
1985	18,135	1999	88,963	2013	11,155,529
1986	10,390	2000	227,555	2014	32,056,573
1987	22,717	2001	764,232	2015	89,871,845
1988	10,102	2002	25,181	2016	177,068,952
1989	10,356	2003	76,256	2017	167,937,674
1990	6,308	2004	531,331	2018	334,374,673
1991	28,233	2005	542,304	TOTAL	846,959,372

## 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	2018	1,385,369
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 2018:

The total number of 225 litre oak barrels for use in ageing was **1,385,369** on 31-12-2018 on increase of **17,010** over the previous year (**81,047** new and **64,037** removed).

# WINERIES

## 15. WINERIES REGISTERED IN RIOJA ON 31-12-2018

TYPES	LA RIOJA		ÁLAVA		NAVARRE		TOTAL		WINERIES REG. AS BOTTLERS	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Ageing Wineries	223	226	147	142	13	13	383	381	396	396
Wine Keepers	46	48	38	43	0	0	84	91	63	69
Co-operatives	28	27	7	7	3	3	38	37	29	28
Winegrowers	131	124	161	148	0	0	292	272	119	107
Totals	428	425	353	340	16	16	797	781	607	600

## 16 A. RIOJA WINERIES BY CAPACITY TIERS ON 31-12-2018

CAPACITY RANGES	<1M LITRES	1-3M LITRES	3-5M LITRES	5-10M LITRES	>10M LITRES	TOTAL
Ageing Wineries	237	79	21	18	26	381
Wine Keepers	85	6	0	0	0	91
Co-operatives	1	9	6	14	7	37
Winegrowers	269	3	0	0	0	272
Totals	592	97	27	32	33	781

## 16 B. DEVELOPMENT OF STOCK AND AGEING CAPABILITY 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
2018	1,170,806,703	312,298,052	1,483,104,755
Ageing Wineries	831,932,046	301,328,177	1,133,260,223
Wine Keepers	27,825,462	0	27,825,462
Co-operatives	258,460,129	10,969,875	269,430,004
Winegrowers	52,589,066	0	52,589,066

## 17. RIOJA WINERIES BY SALES TIERS ON 31-12-2018

TYPE OF WINERY	THOUSANDS OF LITRES (TIERS)	No. WINERIES	% OF TOTAL SALES	TYPE OF WINERY	THOUSANDS OF LITRES (TIERS)	No. WINERIES	% OF TOTAL SALES	
AGEING WINERIES	+ 10,001	3	20.61%	WINE KEEPERS	+ 501	0	0.00%	
	9,001 - 10,000	2	7.07%		0 < 500	47	0.35%	
	8,001 - 9,000	2	6.35%	TOTAL WINE KEEPERS		47	0.35%	
	7,001 - 8,000	3	8.31%	CO-OPERATIVES	+ 7,001	1	3.05%	
	6,001 - 7,000	1	2.49%		2,001 - 7,000	0	0.00%	
	5,001 - 6,000	1	1.94%		1,001 - 2,000	3	1.40%	
	4,001 - 5,000	5	8.61%		501 - 1,000	3	0.73%	
	3,001 - 4,000	5	6.62%		0 < 500	18	1.03%	
	2,001 - 3,000	8	7.17%	TOTAL CO-OPERATIVES		25	6.22%	
	1,001 - 2,000	10	5.87%	WINEGROWERS	0 < 500	71	0.48%	
	501 - 1,000	24	6.24%	TOTAL WINEGROWERS		71	0.48%	
	0 < 500	287	11.66%					
	TOTAL AGEING WINERIES		351	92.95%	TOTALS		494	100%

# STATISTICS

## 18. DEVELOPMENT OF RIOJA WINE SALES 1985-2018 (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
2018	166,887,988	-5.12	96,450,717	-10.98	263,338,705	-7.35

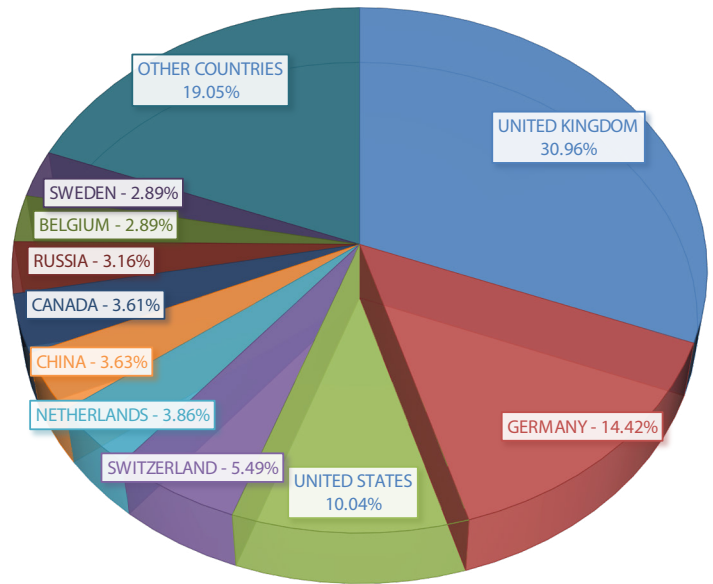
# SALES

## 19. RIOJA WINE SALES STATISTICS FOR 2018 (BY CATEGORY AND TYPE OF WINE)

Type	Markets	GENERIC	% s/2017	CRIANZA	% s/2017	RESERVA	% s/2017	GRAN RESERVA	% s/2017	TOTAL	% s/2017
White	Domestic	14,485,616	-2.94	51,818	-33.29	44,937	-8.58	3,851	31.97	14,586,222	-3.11
	Export	6,266,603	-5.54	24,770	-24.87	63,893	11.33	3,107	3.88	6,358,373	-5.49
	Total	20,752,219	-3.74	76,588	-30.78	108,830	2.14	6,958	17.75	20,944,595	-3.84
Rosé	Domestic	7,464,743	-22.59	47,530	-32.67			3,611	785.05	7,515,884	-22.63
	Export	4,751,515	-4.43	346	203.51			6,987	9,999.99	4,758,848	-4.29
	Total	12,216,258	-16.41	47,876	-32.29			10,598	2,466.10	12,274,732	-16.42
Red	Domestic	42,818,735	-15.58	79,672,852	-2.22	20,626,484	20.91	1,667,811	-10.89	144,785,882	-4.20
	Export	33,947,494	-15.78	21,483,448	-6.94	25,387,257	-10.38	4,515,297	-8.31	85,333,496	-11.70
	Total	76,766,229	-15.67	101,156,300	-3.26	46,013,741	1.38	6,183,108	-9.02	230,119,378	-7.13
TOTAL:	Domestic	64,769,094	-13.97	79,772,200	-2.27	20,671,421	20.83	1,675,273	-10.65	166,887,988	-5.12
	Export	44,965,612	-13.38	21,508,564	-6.97	25,451,150	-10.34	4,525,391	-8.16	96,450,717	-10.98
	Total	109,734,706	-13.73	101,280,764	-3.31	46,122,571	1.38	6,200,664	-8.85	263,338,705	-7.35

## 20. 2018 RIOJA EXPORTS BY COUNTRY

Country	Litres	% S/ 2017	% Total
United Kingdom	29,862,302	-16.11%	30.96%
Germany	13,912,524	-15.51%	14.42%
United States	9,679,784	-5.84%	10.04%
Switzerland	5,297,966	-12.15%	5.49%
Netherlands	3,725,669	-3.77%	3.86%
China	3,501,411	-19.27%	3.63%
Canada	3,477,918	4.36%	3.61%
Russia	3,044,274	3.81%	3.16%
Belgium	2,786,722	11.18%	2.89%
Sweden	2,783,891	-11.59%	2.89%
Other countries	18,378,256	-7.36%	19.05%
TOTAL 2018	96,450,717	-10.98%	100%



**MILLION LITRES PRODUCED IN 2018**

**336**

**3 6 2 MILLION BOTTLES SOLD IN 2018**



**Consejo Regulador de la Denominación de Origen Calificada Rioja**

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Rioja Wine España

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