

RIOJa

WELCOME TO THE LAND OF WINE

Welcome to Rioja, a place whose history, landscape and culture are utterly inseparable from the wine industry; a region that has always lived by and for wine, and which today renews its passion for showing the world the greatness and diversity of its lands, with know-how and mastery that only centuries can bestow. In Rioja, we don't make wine, we live and breathe it, and this document offers a journey through the philosophy and milestones that have led us to become one of the world's leading wine regions.



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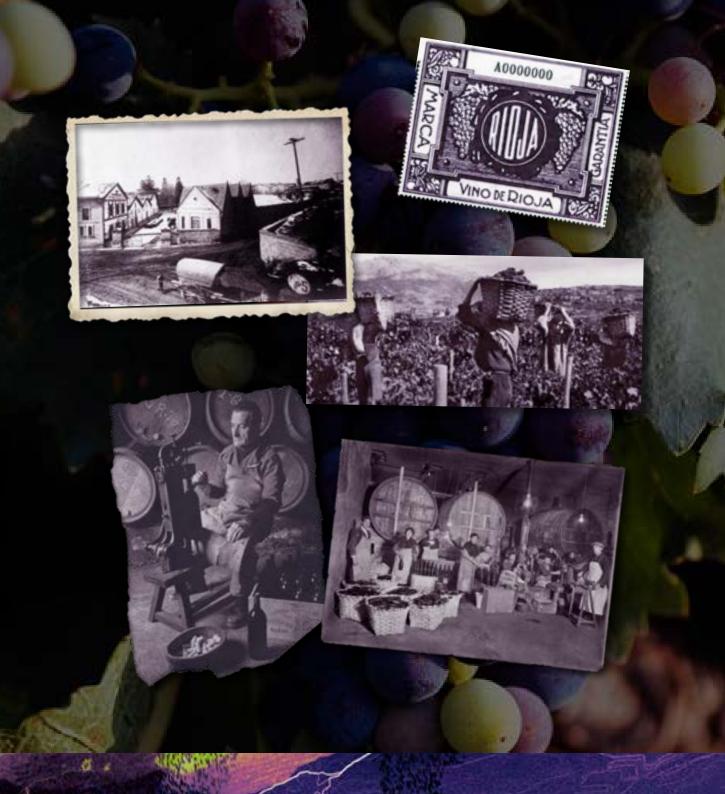
OUR STORY

In the north of Spain, on both banks of the Ebro river, flanked by the majestic Sierra de Cantabria and Sierra de la Demanda mountain ranges, lies the thousand-year-old wine-growing region of Rioja. Centuries ago, privileged conditions for the cultivation of vines turned this area into Spain's top quality wine producing region, characterized by its diverse climates, valleys, altitudes, municipalities, landscapes, grape varieties, colours and styles.

Roaming the 65,000 hectares and 144 municipalities that make up the Designation, you will find more than 600 wineries of all sizes and

15,000 winegrowers that together form a melting pot that simply can't be compared to any other wine region. Rioja's pioneering spirit has only grown stronger with the passage of time. Winemaking has been and continues to be the heartbeat and hallmark of this region, whose unique character has delighted generations of wine enthusiasts and carried Spanish wine around the world.

The passion of new generations of winemakers and winegrowers to showcase the terroir and commitment to the sustainability of the territory heralds an exciting new stage for Rioja today.



RIOJA ALAVESA

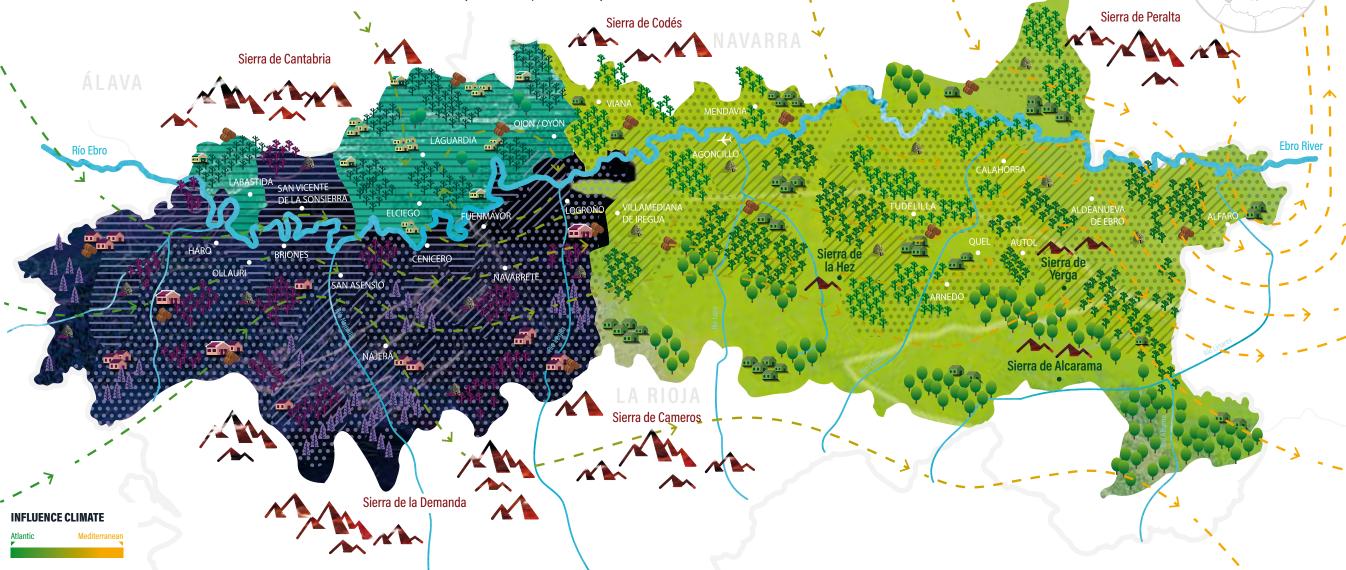
In Rioja Alavesa, the influence of the Atlantic climate and the clay-limestone soils located on terraces and small plots, predominate.

RIOJA ALTA

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

RIOJA ORIENTAL

Rioja Oriental has a drier climate, which due to the greater Mediterranean influence is also warmer at lower altitudes. Therefore, the highland areas in this zone are considered to be the coldest within the appellation, which provides for huge contrasts and great diversity. Alluvial and clay-ferrous soils are predominant in Rioja Oriental.



TEMPERATURE

Moderate average temperatures of around 15° C RAINFALL

Annual rainfall bet 400 and 600 l/m² Annual rainfall between

SOILS TYPES



Chalky clay soils Ferrous clay soils Alluvial soils



GRAPE VARIETIES

RED VARIETIES: Tempranillo, Garnacha, Graciano, Maturana Tinta and Mazuelo.



WHITE VARIETIES: Viura, White Garnacha, Malvasía, White Tempranillo, White Maturana, Turruntés, Chardonnay, Sauvignon Blanc, and Verdejo.

ALTITUDES

SEVEN VALLEYS

Oja Valley, Najerilla Valley, Iregua Valley, Leza Valley, Jubera Valley, Cidacos Valley and Alhama Valley.

RIOJa



340 = 5 **MILLION BOTTLES** SOLD GLOBALLY PER YEAR

3/10 BOTTLES

6/10 BARREL AGED REDS

8/10 REDS AGED IN BARREL SOLD IN HOSPITALITY

41% OF VOLUME SOLD IN EXPORTS















PIONEER WINE REGION

1925

CREATED AS THE FIRST DESIGNATION OF ORIGIN IN SPAIN

AGING AND VINTAGE CONTROL AND CATEGORIZATION

FIRST QUALIFIED DESIGNATION **OF ORIGIN**

2017

NEW GEOGRAPHICAL INDICATIONS AND QUALITY SPARKLING WINES



570



1,3M



14 GRAPE VARIETIES ALLOWED

RED VARIETIES

Tempranillo Garnacha Tinta

Maturana Tinta

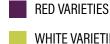
WHITE VARIETIES

Garnacha Blanca Tempranillo Blanco

Maturana Blanca

Turruntés Chardonnay

Sauvignon Blanc



66,054

HECTARES OF PLANTED SURFACE



RIOJA ALTA 27,789 HA

RIOJA ORIENTAL 24,998 HA

RIOJA ALAVESA 13,266 HA



₹ 409M

KILOGRAMS OF GRAPES PRODUCED YEARLY



750,000

MORE VISITS TO WINERIES PER YEAR



200 WINERIES OPEN TO VISITORS











68,7% Viura Malvasía 2.2%

WHITE VARIETIES

91%



OUR DNA



THREE ESSENTIAL TRUTHS



KEY FACTS

- Traces of winemaking dating back to the Roman Empire.
- Underground cellars dating back to the Middle Age.
- 17th Century: winemaking activity becomes the economic driver.
- 1925: Rioja became the first Designation of Origin in Spain.
- '70s and '80s: quality control system and aging categories were established. Rioja's leadership in Spain was consolidated.
- 1991: Rioja was recognized as the first Qualified Designation of Origin.
- 90s: expansion towards exterior markets.
- 21st Century:
 - Innovation in new methods, varieties and geographical indications.
 - Presence expanded to more than 120 countries.
 - Wine tourism as a new driver for the region.
- The wine industry represents around 20% of the GDP of the region nowadays.

RIGOUR AND EXCELLENCE

Thanks to its rigorous approach, Rioja is one of the top international wine regions in terms of traceability, quality and transparency.

Historically, our control regulations and technical approach have been the role model for other wine-growing regions in Spain. Our commitment to exclusively releasing wines that are ready to drink has positioned Rioja amongst the most internationally admired wine regions. Rioja is widely considered to be a safe choice, and its consistency and elegance build a strong selling point.

Our obsession for excellence is today more alive than ever thanks to our ever-increasing level of self-demand and quality in wines, which has earned acclaim from international experts.

Rioja is now a reference in key markets such as the USA, the United Kingdom, Germany and China, where our exports grew even during the pandemic.

KEY FACTS

- Anti-counterfeiting back labels since the '70s.
- Strict regulations on labelling and seal systems.
- 1 st Qualified Designation of Origin in Spain:
 - Bottling and labelling in the place of origin.
 - Quality and quantity control crops.
 - Facility separation policy (only Rioja can be produced in Rioja wineries).
 - Qualification through analysis and tasting of all the wines.
- Authority to conduct technical inspections recognized by the National Accreditation Body (ENAC).
- New technologies to improve control methodology:
 - Magnetic harvest control card
 - Satellite detection systems
 - Traceability control
- Spanish Designation of Origin with the greatest number of award-winning wines.

100 KILOMETRES OF DIVERSITY

Rioja is a melting pot of climates, valleys, villages, landscapes, grape varieties, colours and styles of wine, all of which make it incomparable to other regions. Our designation extends to both banks of the Ebro river and is delimited by the Sierra de Cantabria and the Sierra de la Demanda mountain ranges, which protect it from the elements and converge the Atlantic climate with the Mediterranean. We find ourselves in a magical enclave for the production of high quality wines.

Rioja has been recognized historically for its barrel-aged reds, but it would be unfair to ignore the broader variety of methods and styles of red, white, rosé and sparkling wines. The 14 permitted grape varieties are an inexhaustible source of nuances and expressions for our winemakers.

Centuries of cultivation have led us to discover master blending techniques and to deliver outstanding consistency, vintage after vintage.

Rioja evolves with the times and consumer interests, and is placing new emphasis on revealing each of the different pieces that make up its puzzle.

The great diversity of terroirs and microclimates has recently acquired even greater prominence and visibility with the recent additions of wines such as "Viñedo Singular" (singular vineyards) and "Vinos de Municipio" (village wines).

KEY FACTS

- Limited by the Sierra de Cantabria and Sierra de la Demanda mountain ranges.
- Region extended to both banks of the Ebro river. Seven valleys and tributaries.
- Plantation altitudes that range from 300m to 750m.
- Climate:
 - Atlantic Mediterranean confluence
 - Mild average temperatures: 15°
 - Annual rainfall: 400 600 l/m2
- Soil types with variations between.
 - Clay-limestone,
 - Clay-ferrous
 - Alluvial
- Three different zones:
 - Rioja Alta: Atlantic climate, clay-limestone soils, terraces and small plots.
 - Rioja Alavesa: Climate with Atlantic influence, clay-limestone, clay-ferrous and alluvial soils, various terrains, hills and plains.
 - Rioja Oriental: Dry and warm climate with.
 Mediterranean influence, clay-ferrous and alluvial soils, and plain terrain.
- 14 authorized grape varieties:
 - 600 wineries and 15,000 viticulturists
 - 65,325 hectares of vineyards
 - Wide range of wine styles
- 66,240 planted hectares
- 600 wineries and 15,000 growers
- Mix of old, new, big, small, traditiona and modernity.

There is a land where wine is everything. A way of life for an entire region, the beating heart of its culture, economy and identity, a feeling that conquers and connects everything.

Welcome to Rioja, where we have been living and breathing wine for more than two millennia.

Wine is who we are and everything we do. Today, we live in harmony with our land, its breathtaking diversity and contrasts, and its outstanding legacy of vineyards and wineries.

Discover a legendary region that thrives on the passion and resilience of its people, and their obsession with excellence. Our pioneering attitude and commitment to wine are stronger than ever.

We are constantly innovating and embarking on new paths to delight the wine lovers of today and tomorrow.









03 BRAND PERSONALITY



VALUES

GENUINENESS

We have always maintained a seamless and honest relationship with and our product. Wine is everything in Rioja and we dedicate ourselves to it, body and soul. We always strive to surpass the highest standards, applying great care and attention to each step in the winemaking process.

SUSTAINABILITY

We are committed to our land, the environment and our people. This is why we want to develop our work in a sustainable way, with love and respect at every stage of the growing and the making.

PIONEERISM

We maintain a pioneering and innovative attitude that strives to stay one step ahead, to break new ground and to embrace new ways of doing things. This adventurous and passionate spirit is what has made us the leading D.O. in Spain.





HONEST

We cherish authenticity and we pride ourselves on being sincere and welcoming. Our genuine bond with our people, land and wines infuses everything we do. Here in Rioja, wine is a culture deeply connected with people and with life. We respect and reflect our way of living by being transparent in everything we do and say.

COMMITTED

We honour our roots and tradition while setting our sights firmly on the future and striving to always do better. We pour all our knowledge, talent and mastery into every detail, driven by excellence and rigour as the only way to keep our legacy alive.

ECLECTIC

We are diverse by nature and our land and wines are shaped by breathtaking contrasts. We open ourselves to a spectrum of visions and approaches to enrich everything we do.







KEY GLOBAL BRAND MESSAGING

- Rioja is the leading Spanish wine region. It is the Spanish D.O. with the greatest number of award-winning wines, and a national benchmark in the wine sector due to its weight in the market and its export leadership.
- 2. Rioja is one of the Old World wine regions with a millenary tradition.
- Rioja is at the forefront of the industry and its pioneering spirit is more alive than ever. The creativity and innovation of new winemaker generations has strengthened this aspect and renewed its energies in recent years.
- The remarkable diversity of climates and terroirs makes Rioja the perfect place for crafting high quality wines. Its many special villages and vineyards are getting more protagonism in the form of new wine categories such as Viñedos Singulares, Vinos de Municipio and Vinos de Zona.
- Also a great variety of wineries, with different sizes and philosophies, result in a huge variety of wine styles where acclaimed classics coexist with avantgarde and bold proposals.
- Our obsession with excellence makes
 Rioja one of the top regions in terms of
 traceability, quality and transparency.

- Rioja is deeply committed to sustainability and to protecting and preserving its treasured territory. Our winemakers and viticulturists work with love to preserve this special land for the generations to come.
- Rioja is a leading enotouristic destination that offers unforgettable experiences to wine explorers from across the globe.
- In Rioja, wine is who we are, what we do and how we live: it is the economic backbone of our region and promises the wellbeing of future winemaker generations.



05 OUR WINES



WINE **TYPOLOGIES**

The identity of Rioja wines was signed and sealed in the 19th century, with the discovery of its exceptional aptitude for aging.

This specialization in oak barrel aging culminated in 1980 with the creation of the Crianza, Reserva and Gran Reserva categories. Today, the region offers liquid treasures that have been carefully aged over several decades in its cellars.

The inimitable style of Rioja wines is an intricate puzzle designed by nature and nurture. Its uniqueness is characterized by the region's different varieties, landscapes and climates.

The Designation evolves with the times and with the curiosity of the consumer. The incorporation and updating of wines such as "Viñedo Singular". "Vinos de Zona" or 'Vinos de Municipio' showcase today the different pieces of that puzzle and blend tradition and innovation.

In search of its ancestral roots, Rioja has also recently revived sparkling wines, which were historically produced within the territory.

GENERIC

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





COSECHA 0000

CRIANZA

These wines are ones that have

reached at least their third year

and remained in oak barrels for

at least one year. For white and

rosé wines the minimum ageing

period in barrels is 6 months, with

a minimum period in the cellar of

18 months.

RESERVA

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



RESERVA COSECHA 0000

GRAN **RESERVA**

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



GRAN RESERVA COSECHA 0000

VIÑEDO SINGULAR



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

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

VINOS DE MUNICIPIO



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

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

VINOS DE ZONA



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

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

QUALITY **SPARKLING** WINES

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

CRIANZA

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



RESERVA

24 months in the Reserva category.

GRAN AÑADA

36 months in the Gran Añada category.











AND THEY ADAPT TO EVERY KIND OF CONSUMER AND GASTRONOMY

There is a formidable selection of Rioja wines, all of which are made to the highest quality standards.

Rioja invites you to take a fresh look at its wide range of excellent wines; vintage 'blended' Tempranillo-based wines, which have forged the Designation's global prestige and recognition coexist with bold entrepreneurial Rioja projects that focus on minority grape varieties or on avant-garde winemaking techniques with surprising and exceptional results.

There is a Rioja for everyone and for every moment. Rioja goes with any occasion and accompanies the cuisine of any country, adapting to the palates of customers around the world.

Rioja wines are Spanish wines that pair marvellously with seasonal products, with high gastronomy proposals and with all kinds of international cuisines.

BENCHMARK IN TERMS OF QUALITY AND PRESTIGE

The exceptional quality of the wines from Rioja and their position among the world's leading wine regions is indisputable. Prestigious publications from near and far are raising a glass to our excellence. We intend to keep giving them something to talk about.

In search of its ancestral roots, Rioja has recently revived sparkling wines, which were historically produced within the territory.

RIOJA TAKES CENTRE STAGE IN SPANISH GUIDEBOOKS AND PUBLICATIONS

GUÍA**PEÑÍN**

- 630 wines with 90+ points (8 out of 10 of the quality wines listed in the guide).
- Spanish D.O. with the highest representation in the honours:
- 25 wineries and 42 wines with 95+ points.
- ★ 10 wines with 97+ points.

Proensa

- 🔻 A Gran Reserva at the top of the podium with 99 points.
- 180 Rioja wines with 90+ points (30% of the wines in the guide).
- ★ 80 wines with 95+ points.
- Only D.O. to reach the maximum score of 100 points.



- 90 Rioja wines with 90+ points (20% of the wines in the guide).
- 23 references 95+ points.

GUÍA DE VINOS GOURMETS

- 65 Rioja wines featured with more than 96 points.
- 9 of the 20 wines on the podium with
 99 points are from Rioja.

INTERNATIONAL RECOGNITION AND PRESTIGE

Wine Spectator

- Top 100 wines list.
- Rioja obtained the No. 1 position in the ranking in 2014 and 2020.
- It is common to find 3 or 4 Rioja references in this annual ranking.

Decanter

- Monographic Guide to Rioja published by Decanter in February 2022 that includes 180 wines.
- ₹ 166 wines with 90+ points.
- 20 wines with 95+ points.
- 4 wines with 97 points.
- Wines of the Year ranking: 4 Rioja wines among the 125 international wines included.



- ▼ 19 Rioja wines 91+
- ★ 1 wine 99+
- 20 Spanish wines have achieved 100 points in the history of the guide, 6 are from Rioja.

Tim Atkin

- 793 Rioja wines above 90 points
- 100 wines with 95+
- ▼ 100 points for a Rioja white wine

