



RIOJA

ANNUAL REPORT

**QUALIFIED DESIGNATION
OF ORIGIN RIOJA
REGULATORY BOARD**

2025

EXECUTIVE SUMMARY

A CENTURY OF EXCELLENCE

In 2025, Rioja reflected on a hundred years of hard work, perseverance and shared successes. As we close this report – “the Centenary Report” –, we conclude a commemoration shaped at every step by the conviction that we are heirs to a shared achievement that continues to shape the future.

The Centenary has reminded us that our greatest strength lies in evolving without losing sight of our essence. In a complex global context, Rioja has proved to be a vital and unbeatable collective endeavour. For a century, we have championed who we are: our country's first Designation of Origin, a global benchmark of excellence and the most sought-after choice by Spanish consumers; a region that has made quality its hallmark and where consensus within diversity is its most powerful tool.

This year has seen a number of milestones that have already become part of our history, with events taking place across Spain and around the world, and featuring key figures from every corner of the globe. Our Centenary has not merely been an anniversary; it has reaffirmed that leading the way and innovating are part of our DNA. Just as it did a century ago, the global situation is once again becoming more complex. Rioja has responded by returning to its roots and prioritising quality above all else.

Rioja is the result of a shared determination that takes precedence over individual interests. From the official ceremony with His Majesty the King right through to the final closing toast, we have been recognised as one big family of 13,000

winegrowers and 600 wineries committed to excellence like no one else.

For me, this has been a particularly special year, as I have taken on the immense honour and responsibility of serving as President of the QDO Rioja Regulatory Board, the first woman to hold this position in its history. I say this with the passion of someone who, having been born in Quel, cannot imagine a life without vines. I take up this role with my sights set not only on the next grape harvest, but on the next ten, twenty and fifty harvests, because the next hundred years of Rioja have already begun to be written, and this report sets out a genuine statement of intent: Rioja is, and will remain, great only if we all pull together.

Throughout this century-long journey, passing the baton has ensured continuity. It is therefore only right to express my deepest gratitude to Fernando Ezquerro, my predecessor as President, for leading our Designation through difficult years with tireless dedication, his calm and attentive manner, and his commitment to Rioja and all those of us who are part of it. His work has been essential in ensuring that the Centenary is celebrated with leadership and stability.

2025 also marked the end of another phase: that of the Strategic Plan. Our roadmap from 2021 is giving way to a new one, which we will launch in 2026, where we will focus more closely on strategic projects that are already underway. Rioja will also remain the driving force behind population retention in our region, because where there are vineyards there is community and there is life, and this is what we have shared with over a million visitors who have discovered

why we are Spain's leading wine tourism region, generating an economic impact of over €200 million. We have also received numerous awards and accolades, illustrating how our Designation is truly unique. Now it is the time to roll up our sleeves and get to work, as we have on so many other occasions, to ensure that the world continues to find that inimitable excellence in Rioja and to show our loyalty to a land that has made us who we are.

We bring the Centenary Report to a close here, with the satisfaction of a job well done and with our hearts and minds set firmly on the future. Let's remain the heartbeat of this region. So that we never run out of reasons – or Rioja – to raise a glass.

THIS REPORT SETS OUT A
GENUINE STATEMENT OF
INTENT: RIOJA IS, AND WILL
REMAIN, GREAT ONLY IF WE
ALL PULL TOGETHER



RAQUEL PÉREZ CUEVAS,
President of the Qualified Designation of Origin Rioja
Regulatory Board

ONE HUNDRED YEARS BLAZING A TRAIL

In 2025, the Qualified Designation of Origin Rioja (QDO) celebrated its Centenary in a style worthy of the landmark: with pride in all that has been achieved, with joy for sharing a history of quality and excellence throughout Spain and around the world, and, above all, with sights set firmly on the future. So, from February 2025 to February 2026, Rioja pulled out all the stops to

organise over a hundred events and activities, enhancing the public profile and national and international prestige of Rioja, bringing the region's wines closer to professionals and wine lovers alike, all while remaining connected to the local community. In what was a year to remember, there was an outpouring of admiration and affection for Rioja.

THREE MEMORABLE MOMENTS



- His Majesty King Felipe VI presided over the official ceremony marking the Centenary.
- Grand celebration in Madrid's Plaza de Callao.

- Gathering of 70 international opinion leaders in the sector at the "Centennial Celebration", featuring two masterclasses and a gala dinner to round off the official programme of events.



Featuring experts from Spain and around the world

- A special Rioja showcase at Barcelona Wine Week.
- Rioja shines in Salón Peñín of the Best Wines in Spain.
- "Rioja: A Century at the Finest Tables" tastings in Madrid, Barcelona, Seville and Pontevedra, and "Tastings of the Century" in Madrid and Bilbao.
- Switzerland hosts the "Rioja Prestige Tasting" event.
- Event in New York with the most influential media outlets in the US.
- China celebrates the Centenary with more than 1,100 professionals.
- Centenary Roadshow in Hong Kong and Shanghai.
- Masterclass tastings in Berlin and Mexico City.
- Visits to Rioja from professionals from the UK, Germany, the US, Mexico and China.

A toast to our customers

- Sponsorship of the Goya Awards.
- The QDO takes centre stage at the Esquire Men of the Year gala and the Elle Gourmet Awards.
- Rioja brings international haute cuisine to Madrid through the In Residence programme.
- Centenary advertising campaign #ViveteUnRioja.
- New York raises a glass of Rioja in the heart of Manhattan.
- London hosts "Rioja 100" festival, attended by 5,000 British consumers.
- "100 Years of Rioja: A Grand Celebration" brings together 400 wine lovers in Montreal (Canada).
- An event in Zurich (Switzerland) attended by over 300 guests.

A CENTURY-OLD HISTORY THAT PAVES THE WAY FOR THE FUTURE

Reaching a Century of history is a rare achievement and comes with a responsibility for the future. The Centenary year highlighted Rioja's commitment to excellence right from its very beginnings. The quality, diversity and authenticity of its wines continued to gain prestige and garner widespread acclaim in Spain and around the world.

The Centenary vintage lived up to the occasion, receiving an 'Excellent' rating and thus providing the perfect finishing touch to an exceptional year, highlighting the sector's ability to adapt thanks to

the high level of professionalism and modernisation in the wineries, which helped to improve the harvest.

In 2025, the Strategic Plan drawn up by the Regulatory Board in 2021 came to an end, and a new Plan was approved for the period from 2026 to 2030. Always taking a broad view, and respecting tradition while continuing to innovate, the Regulatory Board works to identify the challenges and opportunities facing the sector, with the aim of ensuring that Rioja continues to grow sustainably, generate value and remain among the elite of Spanish and world wine for at least another hundred years.

KEY FIGURES QDO RIOJA 2025

VITICULTURE



3
PRODUCTION AREAS



66,405
HECTARES OF REGISTERED VINEYARDS

144
MUNICIPALITIES



118 LA RIOJA
18 BASQUE COUNTRY
8 NAVARRE

14

AUTHORISED GRAPE VARIETIES



751 REGISTERED WINERIES



12,554
WINEGROWERS

586

WITH BOTTLING REGISTRATION

164

UNIQUE VINEYARDS



98 TITLES

268.31 HECTARES

SALES



Variation in TOTAL SALES compared to 2024:

-4.5%

SPAIN

-3%
in VOLUME

EXPORTS

-6.69%
in VOLUME

MARKET SHARE:

26.23%
in volume*

29.5%
in value*

38% RED
20% ROSÉ
8.6% WHITE

41.5% RED
23.5% ROSÉ
8% WHITE

40.2%
OF SALES OUTSIDE SPAIN



139
COUNTRIES TO WHICH IT EXPORTS

TOP 5:
 United Kingdom
 Germany
 United States
 Netherlands
 Canada

SHARE of SPANISH STILL WINES WITH PDO:

39.2%
in volume**



40.8%
in value**

*Source: NielsenIQ. ** Source: OIVE.

HARVEST

Rating: **EXCELLENT**



From 13 August to 13 October

224,982,295
KILOGRAMMES OF ENDORSED GRAPES



155,005,293
LITRES OF ENDORSABLE WINE



229,455,954
LITRES MARKETED



312,858,987
BOTTLES MARKETED

Data to 31 December 2025

THE REGULATORY BOARD'S COMMITMENT

The Regulatory Board oversees, protects and promotes the Qualified Designation of Origin Rioja.

Its primary objective is to uphold the distinct characteristics and the quality of Rioja wines. Its governing body is made up of representatives from the wine sector.

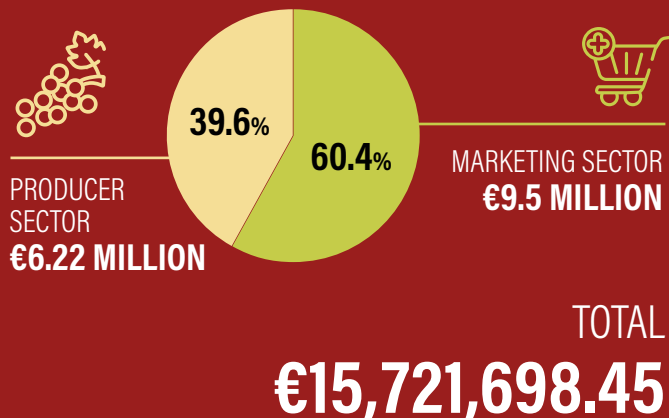
The body is made up of 32 members from three co-operative associations, five agricultural organisations and four organisations from the wine sector, who form the Board of Directors of the Rioja Interprofessional Wine Organisation (OIPVR), whose president also serves as president of the Regulatory Board.

RAQUEL PÉREZ CUEVAS IS THE FIRST WOMAN TO LEAD THIS BODY

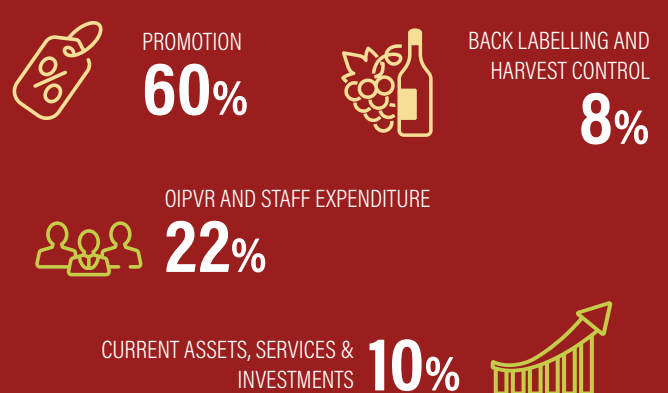
Change in the management team

Raquel Pérez Cuevas has been the new President of the QDO Rioja Regulatory Board and the OIPVR since 24 June 2025, following the end of Fernando Ezquerro's term of office. He has now become first Vice President of both bodies. Pérez Cuevas's appointment marks a milestone, as she becomes the first woman to preside over the Board. Meanwhile, Pablo Franco Sarria took up the post of Managing Director of the Board, and Alejandra Rubio Gil was promoted to Technical Director, thereby strengthening internal leadership. The chairs of the six working committees that make up the organisation were also reappointed.

2025 BUDGET FOR THE QDO RIOJA



ITEM BREAKDOWN



RIOJA WINE ACADEMY: THE VALUE OF KNOWLEDGE

The world of wine is opening up to beginners and experts alike through the online Rioja Wine Academy platform, designed for anyone who wants to immerse themselves in wine culture or train to become a specialist Rioja wine educator.

In 2025, the digital aspect was strengthened through major online campaigns. As a result, the Rioja Wine Academy reached 37,737 students, 75% more than in 2024. Enrolments on courses also rose to 41,548, an increase of almost 50% compared with the previous year.

In the year in which the centenary celebrations spread across the globe, the second edition

of the international training programme Rioja Camp stood out, with 25 participants from 13 countries – all of them professionals and influential figures in the wine world – experiencing a true immersion in the world of Rioja. Enrolment on the Rioja Enthusiast course, which is taught in Spanish, English and Chinese – and, from 2025, also in Portuguese – rose by 151% over the course of the year.

As a result, the Academy issued 3,764 certificates that can be added to professional profiles such as LinkedIn and shared on social media. In addition, 2,637 certificates were shared via this channel, which boosted the Rioja Wine Academy's visibility on digital channels.

RIOJA

Wine Academy

IN DATA

EDUCATIONAL OFFERING

7 PROGRAMMES

REGISTRATIONS
COURSES

+41,500

NATIONALITIES:

+140



4 LANGUAGES

OFFICIAL INSTRUCTORS

+200



AT THE FOREFRONT

Rioja has among the highest standards and strictest controls of any Designation of Origin in the world to ensure and certify its quality and authenticity.

As part of its commitment to rigour and excellence, one of the cornerstones of Rioja is sustainability, understood in both its environmental and socio-economic dimensions. The Designation is working to take the lead in this area, with pioneering projects a national and international level, and is allocating financial and professional resources to this end.

At the same time, the QDO is committed to digitalisation, innovation, collaboration and knowledge as the cornerstones for building value and a future for the Designation and for all its stakeholders.

Sustainability and digitalisation were key pillars of the 2021–2025 Strategic Plan and will remain so into the future. In 2025, initiatives and programmes continued to promote the diversity and quality of the wines, preserve the variety of Rioja's landscapes and protect its valuable heritage.



The value of digitalisation

- The Actualidad Económica magazine awarded the '100 Best Ideas of the Year' prize to the Rioja vineyard predictive monitoring model.
- The ENOMAQ international trade fair recognised the Designation as a leader in innovation and digitalisation applied to the sector.

Activity highlights

- DATADOC Project for climate change monitoring.
- Operational Group for the Protection of the Landscape and Vineyards.
- Committee of Sustainability Experts.
- Sustainability Assessment Project.

WINE TOURISM IN RIOJA: THE ART OF EXPERIENCING WINE

The authenticity and diversity of Rioja have made the region a leader in wine tourism in Spain and a trusted name internationally. In the Centenary year, the 226 QDO wineries open to the public broke records and attracted over a million visitors.

For the eighth consecutive year, the QDO Rioja Wine Tourism Monitor measured and analysed the growing impact of this activity within the Designation. According to the report, Rioja has consolidated its position as an established and mature tourist destination, committed to qualitative growth and the diversification of its offering with a view to generating value.

Wineries open to the public have promoted wine tourism as part of their growth strategy and have invested €6.8 million to improve in this area, which, on average, already accounts for 17.8% of their revenue.

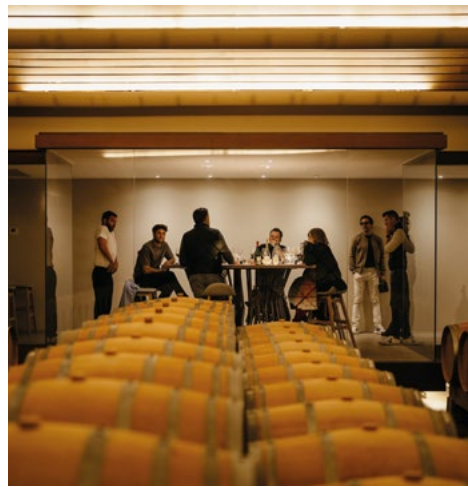
In 2025, the Monitor incorporated new areas of study which confirmed that Rioja is expanding its activities beyond traditional winery tours, with complementary lines of business and a range of more exclusive and personalised experiences designed to meet

a more discerning customer. Wine tourism is establishing itself as a key driver of the regional economy, with an economic impact of €214 million and a significant contribution to job creation and, consequently, to retaining the local population.

Record number of visitors

The total number of visitors to wineries was **1,164,338 visits**. These are divided into:

- 930,364 visitors to wineries.
- 170,841 wine bar services.
- 32,000 public events.
- 18,047 private events.
- 13,136 business tourism visits (MICE).



A future full of possibilities

Wine tourism in Rioja looks set for a promising future. 92.4% of wineries believe that this activity is helping them achieve new objectives, and nearly three-quarters say it is profitable.

Visitors are becoming increasingly more knowledgeable and discerning. By age, although the 45–65 age group accounts for more than 78%, the 24–44 age group exceeds 61%. That makes for a solid foundation for attracting younger audiences and ensuring a generational transition in demand.

All the data suggests that wine tourism in Rioja is entering a phase of qualitative growth, in which development will depend on generating greater value per visitor, diversifying services, spreading activity throughout the year and improving profitability.

A RECORD-BREAKING 2025



1.16 MILLION

VISITS IN 2025

+2 %
compared to 2024



36.02 %
INTERNATIONAL
VISITORS



226
WINERIES
VISITABLE

€42.98

AVERAGE SPENDING
IN WINERY

+7.3 %
compared to 2024



€71.46 MILLION
ECONOMIC IMPACT ON WINERIES

€214.39 MILLION

ECONOMIC IMPACT ON THE REGION



+8.7 %
compared to 2024




775
JOBS

RIOJA

QUALIFIED DESIGNATION OF ORIGIN RIOJA REGULATORY BOARD

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