

PRESS RELEASE: IMMEDIATE

CAVA DISCOVERY WEEK: BURSTS ONTO EUROPE'S WINE SCENE

18th-24th November 2019



Picture shows: New Cava Discovery Week from the DOP Cava taking place in November

Vilafranca del Penedès, September 2019 – As part of its international campaign to promote premium Cava the DOP Cava has announced a new initiative – *Cava Discovery Week*.

This promotion will run in two of the DOP Cava's key markets the UK and Belgium this November and will encompass both on- and off-trade activities in a move to promote and educate consumers, and trade professionals and influencers, about the history, variety and quality of Cava.

The *Cava Discovery Week* give consumers the opportunity to taste and find out more about high quality Cavas such as Reservas, Gran Reservas and Cava de Paraje Calificado wines - the idea being to educate and promote quality Cava whilst informing about why Cava is such an excellent sparkling wine option.

The DOP Cava's president Javier Pagés has been reasserting Cava's quality positioning within the category, in recent months, by demonstrating that Cava's potential is not just about "bubbles and fizz", but more about its quality and traditional wine making heritage.

The *Cava Discovery Week* is designed to represent Cava to professionals and consumers as a quality sparkling wine that merits much more attention on wine lists and in top end retail. Pagés says, "We believe that by launching *Cava Discovery Week* we are giving a focus to Spain's No. 1 sparkling wine in the run up to Christmas and providing people with an opportunity to reconsider how they enjoy Cava and which style they would like to be drinking."

He continued, "By engaging with consumers and trade we can communicate with them about the higher end wines. These bottled aged wines offer amazing quality and are often so much better than other sparkling wines that can be found on the market."

-ENDS-



NOTES TO EDITORS:

More information about specific aspects of this campaign will be released in October.

ABOUT D.O.P. Cava

With more than 60% of international sales, Cava is the Spanish D.O. that exports more abroad than any other. It brings together more than 38,000 hectares of vineyards with over 6,800 winegrowers. Its 380 associated wineries are present in more than 100 countries.

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