

PRESS RELEASE

The DO CAVA suspends payment by Cava makers of subscriptions for the first quarter of 2020

This is the first measure to cope with the effects of the crisis caused by the Covid19 pandemic

Vilafranca del Penedès, 31st March 2020.- Aware of the seriousness of the health and economic crisis caused by the Covid-19 coronavirus pandemic, the Cava Designation of Origin (DO) has taken its first measures in response to the new situation, at the suggestion of its president, Javier Pagés.

"We all have to help each other in difficult situations like this, to pull together and support one another to overcome it," says Pagés.

The first emergency initiative taken by the DO Cava to help mitigate the difficult times for wineries as much as possible is to suspend payment of the cava makers' subscription for the first quarter of 2020. This was due this April.

The DO will keep up the quality of its services to ensure the distinction of its products, aiming to carry on working to provide these services without interruption. It is hard to quantify the percentage of sales affected, but the DO will also continue its efforts in the area of promotion, adapted to the new situation.

This a time to go on building consumers' confidence in a traditional, historic product like Cava, concentrating on the strength of the Designation of Origin brand.

Further measures will soon be announced to cope with the effects of Covid-19.

DO Cava

With over 60% of international sales, CAVA is the Spanish wine designation that exports the most. It covers over 38,000 hectares of vineyards spread over seven autonomous regions and includes more than 6,800 producers. Its 380 wineries are present in over 100 countries.