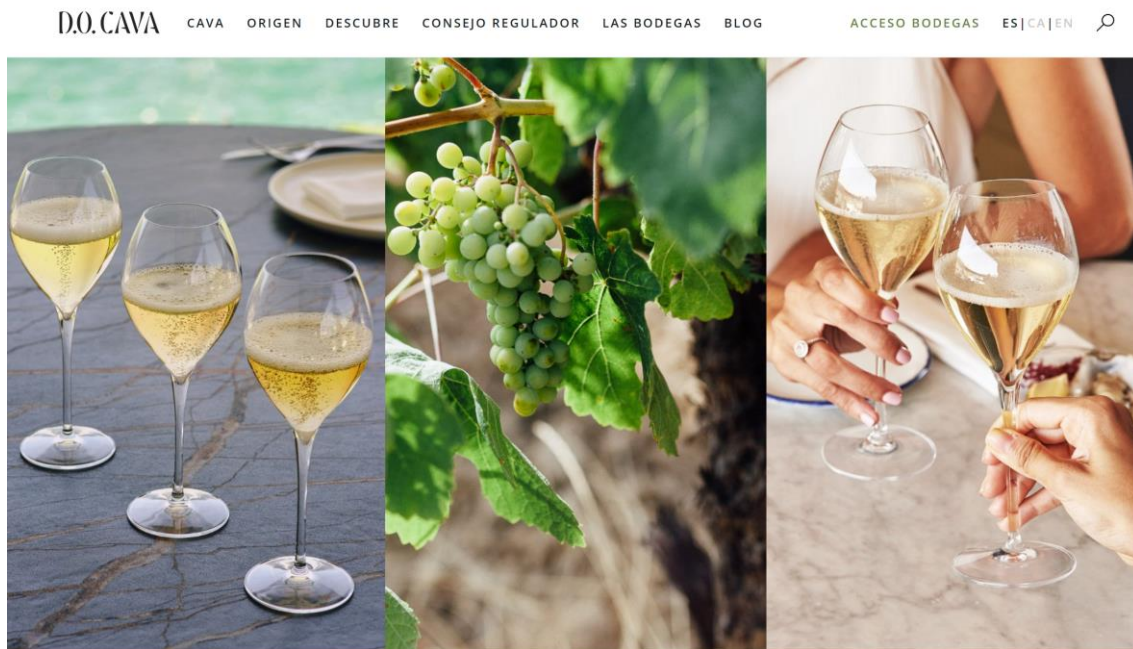


# D.O. CAVA

PRESS RELEASE

## D.O. Cava Launches a New Website And Increases the Profile of Quality Cava

**The new website is part of full  
corporate rebranding for D.O. Cava**



**Vilafranca del Penedès, 26 October 2020.-** D.O. Cava has recently launched a new website boasting high-quality content that is easily accessible to anyone looking for information about prestigious Cava.

The new website hopes to attract people curious about Cava, lovers of Cava and Cava professionals and provide them with information about everything that goes into this artisan product, from the history of how it is produced using traditional methods, to news about the Designation of Origin, events and other information.

This new platform is a way to learn about the secrets of what is Spain's most exported Designation of Origin sparkling wine (sold in over a hundred countries), and is the highest selling quality sparkling wine internationally. One of the main aims of this new digital platform is to explain how to enjoy Cava and reveal the secrets to the bubbles of one of the best sparkling wines in the world, now with a new website: [www.cava.wine](http://www.cava.wine).

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Do Cava's Director of Communications, Patrícia Correia, explains that: "with this new website we hope to boost the image of Cava as a quality product, by offering content that highlights its quality and excellence." The new website is part of a complete revamp of the Designation of Origin's brand image, a D.O. which is modernising and adapting to current market needs with a digital platform that draws attention to its outstanding wineries.

From 22nd October, the new website will also offer an intranet specially created for the wineries where they can register for and participate in events promoted by the Designation of Origin, both in Spain and internationally, to facilitate the quick and easy exchange of information.

The website will also include all press releases and news articles from the Designation of Origin, as well as an image gallery. It will offer information about all the wineries and deal with important themes such as sustainability, quality control, traditional production methods, grape varieties, grape origins and so on. All this will be accompanied by a new blog with articles written by wine critics, journalists and Spanish and international brands, to complete the digital experience offered by D.O. Cava.

The new website is part of the Designation of Origin's new digital footprint, one that will provide quality information and is sure to delight existing lovers of Cava as well as create new converts.

## **D.O. CAVA**

With over 60% of international sales, CAVA is the Spanish D.O. with the most exports. It includes over 38,000 hectares of vineyards and more than 6,800 wine producers. It has 370 associate wineries in more than 100 countries. CAVA creates universal culinary harmonies and is made using traditional methods and with dedication and commitment to origin, territory, and sustainability.

Website: [www.cava.wine](http://www.cava.wine)

Facebook: <https://www.instagram.com/cava.do/>

Instagram: <https://www.facebook.com/crcava/>

Twitter: [https://twitter.com/DO\\_Cava](https://twitter.com/DO_Cava)

Youtube: <https://www.youtube.com/c/docava>

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