

# D.O. CAVA

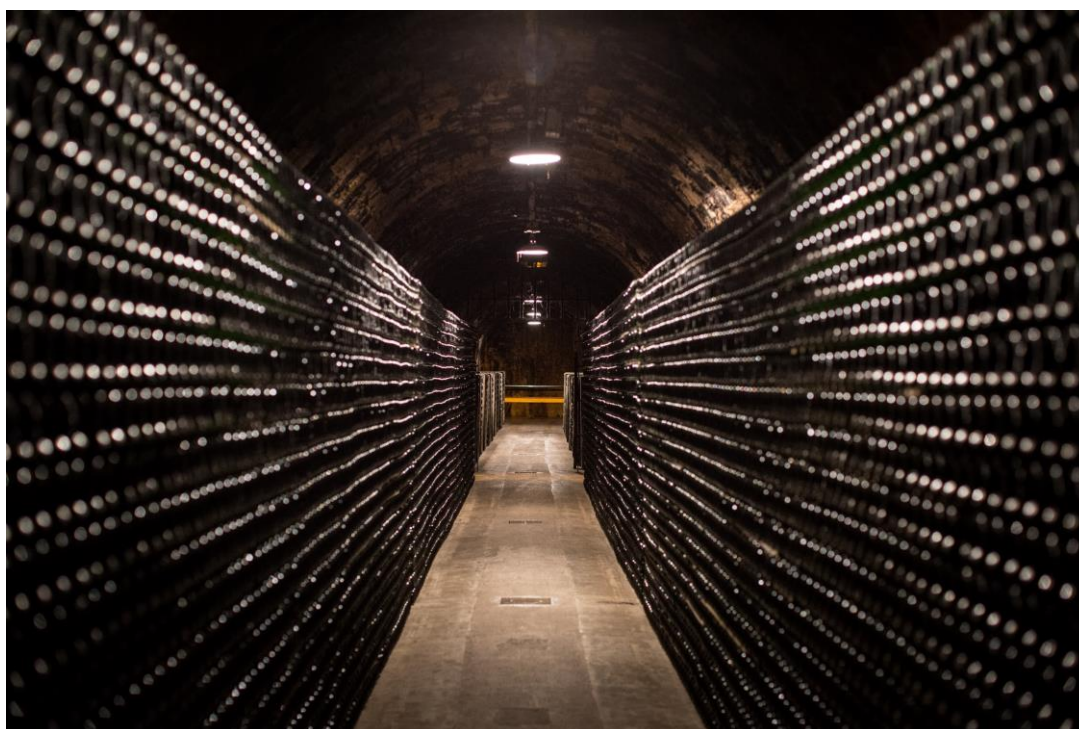
PRESS RELEASE

## **The D.O. Cava concludes a historic year and prepares to implement a new traceability system**

**The Spanish Denomination of Origin with the highest exports closes a challenging year marked by the approval of the new regulations, focused on origin, ecology, the vineyard, and longer-aged Cavas.**

**During the COVID-19 pandemic, D.O. Cava has been more active, and communicated more closely with consumers, than ever before.**

**2021 will be another key year, as the D.O. prepares to implement a new digital traceability platform which encompasses the recently launched specifications and offers consumers the maximum guarantees only provided by a D.O.**



**Vilafranca del Penedés, December 17<sup>t</sup> 2020**

The Cava Designation of Origin finishes a year full of milestones and faces 2021 with new challenges, including investment in a new digital platform to adapt the traceability system to the Designation's new regulations, in order to offer consumers the highest guarantees.

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To this end, D.O. Cava has signed an agreement with a technological partner to develop a programme that will allow the product to be traced within the framework of the new regulations, increasing the already demanding requirements applied to date. In this way, D.O. Cava continues to further enhance the value of every aspect of viticulture, strengthening the seal of guarantee and the quality it represents, in order to offer the consumer a top quality product.

This year will be remembered for the COVID-19 pandemic and, in this context, D.O. Cava has maintained its commitment to quality. This dedication has been strengthened by the unanimous approval of the ambitious new segmentation and zoning project, which highlights the origin and territory of Cava.

The D.O. has also applied a historic restriction that limits production to 10,000 kg of grapes per hectare, and has reinforced the monitoring of the harvest with the support of 90 inspectors and a new digital platform.

In addition, the Designation has implemented qualitative actions to strengthen the brand and to reactivate consumption. Conscious of the importance of this particular Christmas, the Regulatory Council remains optimistic about the holidays. "Cava is the perfect companion at the table, all year round, and especially at this time of year," says Javier Pagés, Chairman of the D.O.

2021 will be another key year for D.O. Cava, with a historic harvest: the first with the new zoning and segmentation in place. In addition, the appellation is asserting its increased prestige through activities aimed at all communication channels, always focused directly on the consumer. These include the Cava Academy, a pioneering online platform for training future Cava experts and bringing Spanish sparkling wine par excellence to the world.

These challenges, as well as those still to come, allow Cava to advance its value strategy and continue to evolve in the interests of excellence.

## **D.O. CAVA**

With more than 60% of sales to the international market, Cava is the Spanish D.O. which exports the most wine: its 370 associated wineries are present in over 100 countries. The D.O. encompasses more than 38,000 hectares of vineyards and more than 6,800 winegrowers. Cava, which harmonises so perfectly with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land, and sustainability.

# D.O. CAVA

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

Facebook: <https://www.facebook.com/crCava/>

Instagram: <https://www.instagram.com/Cava.do/>

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

YouTube: <https://www.youtube.com/c/doCava>

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