

D.O. CAVA

D.O. Cava Commits to Elevating the Quality Perception of Cava Through New Brand Campaign Across USA

The Spanish Denomination of Origin Cava Partners with O'Donnell Lane to bring "360 Degrees of Cava" to Life

SONOMA, CA, February 26th 2021 — Beginning in April 2021, the Consejo Regulador de la Denominación de Origen Protegida "Cava" (D.O. Cava) will roll out a nine-month long marketing push comprised of trade- and consumer-focused marketing and educational programs across the U.S. to build awareness and appreciation for Cava as a quality, food-friendly sparkling wine perfect for any occasion.

The regulatory body will achieve these goals through the introduction and implementation of a new concept, "360 Degrees of Cava," led by its newly appointed U.S. partner O'Donnell Lane, LLC (ODL) who will lead public relations as well as in-market trade, media, and consumer activations, and social media strategists FirstPour who will execute influencer marketing partnerships. The U.S. is among Cava's top five export markets.

360 Degrees of Cava will incorporate a complementary program of tailored PR efforts, strategic partnerships, and curated events and initiatives to bring visibility to the unique attributes of Cava: traditional method sparkling wine, indigenous grape varieties, extraordinary versatility with food pairings, bottle aging, and the distinctive terroir and culture of its Spanish-Mediterranean origin. Scheduled activities include: a series of educational trade seminars, consumer tastings, food and wine pairing events, retail and media partnerships, and advertising campaigns.

"The U.S. market has always been a key part of our promotional programming, an investment that will continue to build at present and into the future. Our alliance with O'Donnell Lane will allow us to position Cava in the U.S. market as the sparkling wine for any occasion and as a perfect pairing with the wide array of global cuisines enjoyed in the U.S., capable of elevating any dining experience," says Patrícia Correia, director of communications for D.O. Cava. "The rich gastronomic culture of Spain and the Mediterranean is rightly popular in the U.S. and Cava is a central part of that vibrant scene. It's exhilarating to see the tremendous growth in interest for Cava wines in this market."

D.O. Cava is the leader in Spain of export volumes, with two thirds of its production destined for international markets – the U.S. among the top five most important. In 2019, the Regulatory Board launched a strategic plan based on the segmentation and zoning of Cava in order to protect the uniqueness and authenticity of the product by drawing attention to origin. In addition to the guarantee of quality afforded by the use of the traditional method, a more demanding classification has been added with the introduction of the Cava de Guarda and Guarda Superior categories, which will help consumers identify more easily the category of Cava according to their preference.

Katie Canfield, partner at O'Donnell Lane, comments: "We are thrilled to be working with an entity that is rooted equally in history, regionality, and consistent quality. We look forward to bringing Cava to the forefront of the minds and glasses of trade, media, and consumers across

D.O. CAVA

the US, to build recognition and appreciation that these distinctive and individual sparkling wines deserve.”

For additional information, please contact Katie Canfield of O'Donnell Lane at 530-720-1138 or by email at katie@odonnell-lane.com.

###

About D.O. Cava

With more than 60% of international sales, 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 is a quality sparkling wine that pairs perfectly with every type of food, and is made using the traditional method, with a strict commitment to origin, land, and sustainability. To learn more, visit cava.wine and follow on social media channels: [Facebook](#), [Instagram](#), and [Twitter](#).

About O'Donnell Lane, LLC

O'Donnell Lane LLC (ODL) is a full-service strategic planning, marketing and public relations agency based in California's wine country. The four partner owners of ODL have a history of long-term relationships with local and international clients garnered through our expertise in marketing and branding, media communications, trade relations, strategic planning and innovative event production. Past and present clients are largely wine-related companies and regional wine trade associations from the USA (California and Washington), New Zealand, Chile, Australia, Canada and France—as well as travel, food, tourism and non-profits. For more information, visit odonnell-lane.com.

Media Contact:

Katie Canfield

Email: 530-720-1138

katie@odonnell-lane.com