

D.O. CAVA

PRESS RELEASE

Cava raises its glass in a toast to the world

A host of international promotional events promoted by D.O. Cava



Vilafranca del Penedès, 22 September 2021: Well-known on the international scene and present on over 100 markets worldwide, Cava is Spain's most widely exported Designation of Origin sparkling wine. Despite the pandemic, last year saw sales of up to 151 million bottles on international markets, 71% of the total sold. The high quality of Cava and the value of a long ageing process has also been praised by prestigious international publications such as Decanter,

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Food & Wine, Travel + Leisure, and wine expert Jancis Robinson. Aware of the great success of the world's leading exporter of quality sparkling wines produced by strict adherence to the traditional method, the Cava Regulatory Board is working on multiple promotional activities all over the world.

The D.O. Cava Regulatory Board is currently involved in a successful marketing campaign that will run throughout this year, one that includes educational programmes aimed at both professionals and at the consumer, making its presence felt in key markets like the US, the UK and Japan. The goal of the campaign is to raise awareness, positioning Cava as the quintessential sparkling wine, a wine that pairs beautifully with any meal, and is perfect for any occasion.

To achieve these goals, D.O. Cava is introducing a new concept, “360 degrees of Cava”, that will make it possible to broaden the scope of the campaign, taking it to the world stage, and bringing new impetus to commercial, media and consumer initiatives on markets in the US and the UK, while at the same time launching marketing campaigns with a group of prestigious influencers on social media networks.

“360 Degrees of Cava” will feature a complementary programme of customised initiatives aimed at the hospitality sector via the hugely successful “Cava Discovery Week”, and at the retail sector by working with one of the retail chains with the widest selection of wines from all over the world in the US (Wine.com) with the aim of raising awareness of Cava's singular characteristics: it's a sparkling wine produced by the traditional method, based on native grape varieties, aged in the bottle and that's extraordinarily versatile pairing brilliantly with any meal, to name but a few. Among the activities programmed are a series of educational seminars aimed at business, consumer tastings, pairing events with a selection of premium Cava, collaboration with high impact media and publicity campaigns.

12 June 2021 was the very first International Cava Day, a worldwide celebration of Cava and its incredible versatility. Many #cavalovers all around the world shared a day inspired by those prodigious little Cava bubbles, and had the opportunity to share interesting and fun facts about the world of Cava.

Martin Reyes MW, Rose Murray Brown MW, Pedro Ballesteros MW, Álvaro Ribalta MW, Richard Bampffield MW, Ferran Centelles, Fiona Becket, Jamie Goode, Julia Coney, Karen MacNeil, Susy Atkins, Shakera Jones, Blaine Ashley, Sparkling Winos, Jane Clare and chef Jonah Miller of Huertas Nyare are just a few of the prestigious professionals who will be participating in this campaign, bringing their own vision and knowledge of Cava to all those who'd like to learn more about those distinctive bubbles.

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The new Cava Academy

Among the many international events taking place is the launch of the new online Cava Academy. The first edition has been extremely well-received, and has permitted professionals within the sector to deepen their knowledge of Cava from anywhere in the world. This is the first Cava training platform endorsed by D.O. Cava and available internationally. Spreading the word about Cava all around the world, and training both wine professionals and Cava lovers are the main objectives of the #CavaAcademy, an exclusive programme tutored by expert Masters of Wine and top sommeliers.

D.O. Cava: a profound commitment to origin, to the land, and to sustainability.

With international exports at 70%, Cava is the most widely exported Designation of Origin Spanish wine. The D.O.'s 6,800 winegrowers manage more than 38,000 hectares of vineyards. And there are 38 associated wineries present in more than 100 countries. Cava, the very best and most harmonious of gastronomic allies, is produced by the traditional method with strict control of origin, land use and sustainability.

Website: www.Cava.wine

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

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

Twitter: https://twitter.com/DO_Cava

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

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