

D.O. CAVA

Cava grows 16.45% in the first nine months of the year

- **Exports of the most prestigious categories have increased notably.**
- **Javier Pagés, president of the D.O., estimates that by the year end, sales figures could return to pre-pandemic levels.**
- **The presentation of the data was attended by D.O. Cava winemakers whose brands produce the prestigious and unique Cavas de Guarda Superior de Paraje Calificado.**



Vilafranca del Penedès, 15 December 2021 - The quality sparkling wines made under the protection of the D.O. Cava have seen a significant increase in sales over the first nine months of the year. This represents such a positive recovery after the challenges caused by the pandemic, that the president of the Regulatory Board, Javier Pagés, estimates that the year could close with figures similar to those of 2019. The president highlights "the dynamism and resilience of a sector that is overcoming

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adversity in a remarkable way, and is firmly committed to the most long-aging, high quality, and links with the territory".

Up to 30 September, sales already exceeded those recorded in the first three quarters of 2019, reaching 170 million bottles, up by an outstanding 16.45% compared to last year. From January to September 2019, shipments stood at 163.8 million bottles, and in the same period of 2020 at 146 million. The evolution of the last 12 months puts the increase in shipments at 3.36%.

The growth in sales of the most prestigious Cavas, those in the category of Guarda Superior, is highly noteworthy. Up to September this year, Cava Reserva increased by a remarkable 34.73% compared to the same period in 2020, with more than 19 million bottles. Meanwhile, Gran Reserva shipments added an excellent 42.11% (2.3 million units). Cavas de Guarda also performed well, with growth of 14.4% to 146.8 million bottles (18 million more than in the same period of 2020).

In addition to growth in the domestic market, global shipments have also increased; Cava's international exports make up more than two-thirds of sales. Domestic sales have seen an increase of 21.15%, to 34.7 million bottles. In the world markets, the figures follow the same trend and are up by 15% (120.3 million units) in the first nine months of the year.

In terms of individual countries, the growth experienced in the main international market for Cava, Germany, stands out (up 11.87%, reaching 20.3 million bottles, which is 2 more than last year and a similar figure to that of 2019). But the most spectacular growth (up by 62.91%) was recorded in the USA, which is now the second-largest market for Cava in the world. In terms of the world's top 10, the growth experienced in the Netherlands (up 22.32%), Russia (up 44.79%) and Canada (up 28.28%) is also significant. Cava sales did not decrease in any of the top 10 international markets during the first three quarters of 2021, a clear sign of the sector's healthy post-pandemic recovery in sales. The growth trend is expected to continue over time, in parallel with the easing of the restrictions imposed due to the pandemic, giving way to a continued and impressive recovery of sales in the Cava sector.

The presentation took place in Barcelona and Madrid, along with a select group of winemakers whose brands produce the prestigious Cavas de Guarda Superior de Paraje Calificado: Bruno Colomer, head of oenology at Codorníu, said "It's a good moment for us at the Regulatory Board, as we are showing the world things that we have been working on for a long time". Maite Esteve, CEO of Vins el Cep, highlighted the Regulatory Board's work with the new regulations, which "are very carefully and well thought-out, so that we can all look to the future knowing what Cava represents, and what it should be". Josep Maria Ferrer, CEO of Vins Família Ferrer, also pointed out that the new regulations are "extremely rigorous and guarantee the quality and future of Cava". Joan Juvé, president of Juvé &

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Camps, celebrated the conception of the Cavas de Guarda Superior de Paraje Calificado, "a great milestone for Cava that faithfully reflects our territory". Josep Maria Pujol-Busquets, president of Alta Alella, stated that "with the Cavas de Guarda Superior de Paraje Calificado, the D.O. Cava team has managed to introduce a magical element into the world of Cava that allows differentiated expression, with the Paraje Calificado." Pere Ventura, CEO of Pere Ventura, concluded that "today the Regulatory Board is choosing to value what we have, and we should feel proud".

All of them supported the president of the D.O. Cava, Javier Pagés, showing their unity as a key element for the growth of the sector and a promising end of the year.

D.O. Cava, commitment to origin, land and sustainability

With more than 70% of international sales, Cava is the Spanish D.O. which has the highest exports with seal and quality protected guarantee. The Cava industry has more than 38,000 hectares of vineyards and more than 6,800 winegrowers, and its 370 associated wineries are present in more than 100 countries. Cava pairs harmoniously with every type of gastronomy, and is made using the traditional method, with a strict commitment to origin, land and sustainability.

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