

CAVA MEETING

Barcelona

PRESS RELEASE

A congress examining Cava's excellence will bring together the world's most influential prescribers in Barcelona

- On 27 and 28 November, the Cava Meeting will combine tastings of the finest quality Cavas, top-level presentations, and visits to leading wineries.



16 October 2023. -Vilafranca del Penedès. The CAVA D.O. has invited some of the world's most influential opinion-leaders to Barcelona to take part in the great Cava Meeting forum. This will be held at *Barcelona's Espai de Transformació Creativa Casa Rius* on 27 and 28 November, and will combine tastings of the finest quality Cavas, top-level presentations, and visits to leading

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wineries. It is billed as an “examination of the excellence of Cava”. A committee of specialists formed by the Master of Wine Sarah Jane Evans and Pedro Ballesteros, the sommelier Ferran Centelles, and the specialised journalist, sommelier and Cava trainer Ramon Francàs, have been working on its design and organisation for months. Around a hundred guests are expected from different markets: Japan, the United Kingdom, the United States, Germany, Belgium, the Netherlands, Italy and Switzerland, as well as Spain.

The conference, produced by MAHALA Wine &, will be compered by Yolanda Ortiz de Arri and Ruth Troyano, and will open with a welcome speech by the president of the Regulatory Council of the D.O. Cava, Javier Pagés, in which he will explain the current situation and future of the D.O. CAVA. The talks and tastings will be led by the Master of Wine Pedro Ballesteros, who will introduce the attendees to the world of Integral Winemakers’ Cavas, with the aim of communicating their values. Selected products from Agustí Torelló Mata, Alta Alella, Cava Avinyó, Blancher, Bodegas Escudero, Can Suriol, Celler Carles Andreu, Cava Gatell, Giró del Gornier, Juvé & Camps, Parató Vinícola, Parés Baltà, Torné & Bel, Vins el Cep and Vins Família Ferrer (Can Sala) will be sparkling in the glasses.

This tasting will be followed by another of the highlights of the Cava Meeting. Josep Roca, sommelier and maître d’ of the three-Michelin-starred restaurant El Celler de Can Roca, will present a menu designed to harmonise with Cava, with the aim of exemplifying the great gastronomic versatility of Spain's most exported wine. After the presentation by the sommelier from Girona, "the magic of the most iconic" will be tasted. The sommelier Jordi Paronella Vidal, of chef José Andrés's restaurant group, and Ramon Francàs Martorell, also a sommelier and specialised journalist for the newspaper *La Vanguardia*, will be introducing the Cavas de Paraje Calificado, those with very long ageing and those that go into a further dimension: the third crianza. This luxury tasting will include iconic Cavas from Alta Alella, Blancher, Codorníu, Juvé & Camps, Mestres, Pere Ventura, Vins el Cep and Vins Família Ferrer (Can Sala).

On the opening day there will also be a roundtable with international media, where the weight and importance of Cava in the leading national and international specialised media will be analysed. It will be moderated by Yolanda Ortiz de Arri and will include the participation of Master of Wine Sarah Jane Evans, co-president of the *Decanter* World Wine Awards; Amaya Cervera, from *El País Semanal* and *Spanish Wine Lover*; Jamie Goode, columnist for *Sunday Express*; Doug Frost, one of only three people in the world who simultaneously hold the titles of Master of Wine and Master Sommelier, a reference in the US wine sector; and the gastronomic

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influencer and ambassador for D.O. CAVA, Rafael Antonín. On Monday 27th, the last event will be an exclusive show room of Cavas de Guarda Superior.

The sessions on **Tuesday 28 November** will begin with a roundtable discussion on how to create greater value in the Cava business. The internationalisation of Cava, and how to build or add value to the Cava brand worldwide, will be debated in a talk moderated by Sarah Jane Evans MW and with the participation of Pedro Ferrer, vice-president and CEO of the Freixenet Group; Meritxell Juvé, CEO and 4th generation of Juvé & Camps; Jaume Vial, commercial director of Mestres; Marc Morillas, specialist in design and brand building; and Juan Manuel Bellver, director of Lavinia Spain.

This will be followed by another interesting presentation moderated by sommelier Ferran Centelles, in which Carme Ruscalleda, Jordi Paronella, Nieves Barragán, and Agustín Trapero will talk about Cava and gastronomy. After this, a presentation on the scientific challenges facing Cava will include an analysis of 21st-century viticulture and future advanced systems of grape-growing and harvesting in the face of climate change by Marco Simonit, from the Simonit & Sirch pruning method. The role of lees and cork stoppers will also be discussed by oenologist, researcher, and professor at the Faculty of Oenology at the Rovira i Virgili University of Tarragona, Joan Miquel Canals.

On Tuesday 28th, the Cava Meeting will also delve into tasting the different origins of Cava, reviewing the diversity and characteristics of the zoning of the D.O. CAVA through various Cavas representative of the different production areas. The speakers will be Pedro Ballesteros MW, Ferran Centelles, and Pepe Hidalgo, technical director of Bodegas Vicente Gandía. Ferran Centelles, accompanied by Julie Dupouy, Quim Limonero and Guilherme Mantovani, will discuss how to serve a Cava *‘comme il faut’*. At midday it will be the turn of the president of the D.O. CAVA to bring the conference to a close.

The Cava Meeting will finish with visits to 25 wineries, giving attendees the chance to discover part of the exciting Cava region.

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

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With more than 70% of international sales, CAVA is the Spanish D.O. with the highest exports. The CAVA industry has over 38,000 hectares of vineyards and more than 6,200 winegrowers, and its 349 associated wineries are present in more than 100 countries. CAVA, which pairs harmoniously with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land and sustainability.

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