



BRIEFING: JAPAN PRESTIGE EDUCATIONAL PROGRAM D.O. CAVA OCM 2025

Context

Cava is the leading Spanish D.O. sparkling wine, present in more than 100 countries all over the world. Despite a relatively short history which started to become known in the area of Sant Sadurní d'Anoia (Comtats de Barcelona) in 1872, currently more than 250 million bottles are produced each year. Its representativeness sums more than 350 producers registered with the Cava Consejo Regulador.

Cava is made by following the traditional method, which consists in taking barrel-fermented wine or similar and fermenting it for a second time, this time bottled, with the possibility of adding sugar. The bottles then rest for a minimum of nine months in a horizontal position and produce a sediment which will be removed after turning them a quarter of a turn twice a day. Finally, they are closed using their characteristic cork.

More than half of its market is international, with Germany, Belgium, USA, UK and Sweden as its Top 5 markets.

D.O. Cava stands out for:

- ✓ High product quality through variety: aging in the bottle for a minimum of 9 months (Cava de Guarda) reaching a minimum of 36 months (Cava Paraje Calificado).
- ✓ Exclusive to Cava elaboration by the traditional method.
- ✓ World reputation as one of the Spanish leader in the category of sparkling wines.
- ✓ One of the Spanish D.O.s which exports most.
- ✓ Commitment to sustainability: Cava de Guarda Superior segment will be 100% green from 2025.
- ✓ Size and representativeness: it has more than 38,000 hectares of vineyards and more than 6,284 winegrowers. Its 350 associated wineries.
- ✓ D.O.P. Spanish that exports the most: 70% international sales, to more than 100 countries.
- ✓ Strict control regulation towards product excellence.
- ✓ Only organism providing an official independent quality certification to consumer through quality stamps in representation of the ministry of , fish and agriculture.



SEGMENTATION AND ZONING

Currently, a new segmentation and zoning plan is being implemented with the aim of identifying the origin of Cava at the time of purchase and putting the different DO territories in value. A crucial project with the aim of positioning Cava at a high qualitative level through the implementation of:

1) Segments umbrella by categorization: Cava de Guarda and Guarda Superior (Reserva, Gran Reserva and Paraje Calificado) will help identify easily the ageing value of the product connecting it directly with ageing.

2) A [zoning system](#) by naming the different elaboration zones and subzones puts territory into value by identifying the specific origin of each product.

A historical and very important project for the sector and wineries associated with the DO.

A change of perception:

Cava quality product perception is often associated to a low retail price point. A consequence from several retail price promotions and discounts from the past and at the present. A need to communicate the qualitative aspects of Cava and make Cava de Guarda Superior visible is essential to make a change of perception. For this, it is important to create a strong story telling program based on its core values: the traditional method, the different ageing times, autochthonous varieties, strong versatility and origin in the Mediterranean.

Target Audience

30 -55 years

Although there's a small predominance of the female gender, a 50% 50% audience should be considered.

The program should be addressed 100% to **professionals** within the wine and Cava sector. Consumers shouldn't be the focus audience, allowing its participation only through HORECA activities or other actions where professionals are the primary audience.

Strategical Goals:

- Raise the perception of quality of CAVA as the Spanish sparkling wine of excellence;
- Ensure the prestige of the Cava Designation of Origin;

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- Strengthen the values and qualitative pillars of the Cava Designation of Origin; under a strong commitment to quality control and guarantee.

Communication goals:

- Expand its consumption to position Cava as a popular trendy drink ideal to consume at any meal, going beyond celebrations.
- Connecting Cava with haute cuisine, a lifestyle that fascinates the world: the #Foodie
- Transform Cava into the preferred pairing choice with any dish.
- Reinforce the importance of uniting the entire sector at an institutional level.
- Facilitate the purchasing decision and activate preferential consumption throughout the year in specialized stores such as wine bars, reference gastronomic markets and the HORECA channel.

What are our exclusive benefits?

- Ageing time in the bottle (from a minimum of 9 to 36 months)
- High versatility with any cuisine of the world paired with different styles of Cava. Cava elevates every meal. The versatility and richness of Cava makes it the ideal complement to enhance any flavor in the world.
- Harmonic and brilliant flavor between the fruit of the Mediterranean and the acidity with light and refreshing bubbles.
- Origin in Spain well known by its rich gastronomy.

What should we consider?

- Consider the participation of the global set of wineries regardless of their size with focus on the long ageing Premium segment (Cava de Guarda Superior).
- For brand recognition we promote the individual brands instead of generic cava, inviting wineries to participate of the program with product.
- The actions proposed should be highly prestigious and be **concentrated** for higher impact instead of proposing multiple individual actions.

How are we going to do it?

The plan should consider a set of actions locally adapted to the market considering the following goals:

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- Show the great versatility and excellent harmony of Cava with universal “haute cuisine”;
- Promote the Premium segment (Cavas de Guarda Superior: Reserva, Gran Reserva and Cava de Paraje Calificado), enhancing its qualitative aspects (traditional method, local grapes fed by rich lands, Mediterranean, etc.);
- Give visibility to the territory and origin of CAVA, by communicating the new strategic plan of segmentation and zoning in an easy and clear way;
- Increase the prestige of cava among professionals, influencers and opinion leaders;
- Leverage a quality image through the media (media and specialized press) generating a continuous channel of communication.
- Generate an attractive and modern image of Cava;
- Contribute to the networking between wineries and new importers, by establishing new contact opportunities in emerging markets;
- Reactivate the consumption of Cava in specialized stores and Horeca channel;
- Generate digital content to be shared on our communication channels.

What is our value proposition?

- Cava is the Spanish sparkling wine of excellence to pair with any dish and cuisine of the world. Cava extraordinary versatility always offers an option that combines with your plate and elevates your gastronomic experience like no other.

Where do we want to launch our promotional actions?

- The primary market is Tokyo city.

What is our mission as D.O.?

- Educate and generate awareness: create strong relationships with opinion leaders and media, educate professionals about Cava and what makes it unique to generate an important ambassador net around the world.

What else can we do?

- Help increase product availability on specialty wine stores: support associated wineries to promote their Cavas in the market in order to amplify their Cava portfolio and contribute to the adoption of new retail references.



How are we going to evaluate it?

To evaluate each activity, it is mandatory to develop a data report after each activity with the following KPIs:

- Number of news and mentions published online and offline related to Cava;
- Number of key media publications and relevance;
- Number of wineries participating;
- Number of renowned senior professionals by profile as Sommeliers, Bartenders and MW/MS, Buyers, Importers, Distributors, etc;
- Number of communication materials distributed;
- In the case of digital campaign, the measurement variables will be identified according to the defined objectives (CPV / CPC / CPM).

The plan should account for **impactful, exclusive and less conventional actions** that make Cava stand out and generate as strong bond with their audience. It is fundamental the plan accounts to high impact news publications, always accompanied by a strong media component.

Programs in place:

[Cava academy](#): launched in 2021 it is a recent exclusive online program available globally to those who want a certification as Cava Educator and Expert. Also, a in person session takes place once a year.

[Cava Discovery week](#): this is the fourth year running this event on this market, despite its success we would like to rethink this action through a new proposal for a tighter connection with this channel which can help increase Cava consideration.

[Molecular study by François Chartier](#): launched in 2020 a complete study of aromatic harmonies was developed giving scientific proof about Cava's extraordinary versatility.

[International Cava Day](#): 12th June Cava International Day is celebrated worldwide with a special digital action among its aficionados.

Where do we want to be?

- Key Trade fairs
- Sommeliers and Bartenders schools and official educational associations (e.g. WSET)
- High class prize awarded restaurants and bars connected with renowned chefs



- High-end Specialty stores/Independent stores
- Exclusive city wine clubs
- Other wine prestigious wine and gastronomic institutions
- Reputed prize awarded competitions

Ambassador

Consider a selection of one senior prestigious wine ambassador for the entire length of the program instead of collaborating with multiple micro influencers. **Innovative content creation related to Cava delivered by the ambassador is considered a plus.** The participation of the ambassador should include in person attendance to events making use of his/her image as well as interviews to media.

Mandatory

- The agency should be located in Tokyo or have a team working in this location providing warehouse capacity to receive and track the wines for the different actions and manage distribution to the final event destination.
- The agency should provide full services by giving just one point of contact to coordinate the different areas of work: marketing, communication, PR (press office), digital and social.
- All costs to implement each action should be included over the proposal such as: events conceptualization/design, strategy, implementation, monitorization and promotion including host fees, merchandise, trips, food, wines samples and delivery fees, prizes and all creative needs. Extra costs not contemplated upfront won't be considered after the program is approved.
- An integral coverage of each action should take place including photography and final detailed balance report delivery to the client within 2 weeks' time from the end of each event.
- The promotion for all events should be centralized on cava.wine and D.O. Cava social networks. Program related content to be provided by the selected agency (both texts and photos).
- A sample of each material printed should be saved to present after the program is finished.

Format of proposed event actions

The preferred format is to organize in person events for a better experience of the product, therefore the proposals should follow this primary line of action.



RRSS: content and creative needs

D.O. Cava had relaunched its social networks in 2021 and will continue to invest over the social channels to educate and inform Cava Lovers about the different events available globally.

The creative assets to communicate the market events before (in case they are open to the public) and after its execution should be delivered by the local agency as well specific allowable formats for FB, Instagram and Twitter. This includes both video/photo content and copy in the local language. We expect for the agency to deliver the content creation and paid campaign for the specific activities proposed. The distribution and community management would be managed by our team here in Spain.

Website: www.cava.wine

Facebook: [/do.cava](https://www.facebook.com/do.cava)

Twitter: [@DO_Cava](https://twitter.com/DO_Cava)

Instagram: [@cava.do](https://www.instagram.com/cava.do)

Youtube: [DO_Cava](https://www.youtube.com/DO_Cava)

Timing and documentation

The program proposal should be delivered before **february 19th** (before 23pm spanish time) via email to pcorreia@cava.wine for evaluation together with a complete **detailed economical, Kpi's and calendar proposal listing all activities**. A **company credentials report** is also requested to be delivered by including team structure, company history and previous projects developed related to the wine or food sector.

Only proposals sending all documentation requested will be accepted for reviewal.

Budget

The total budget allocated for this program is: 245.000€ (Vat included)/ year. All costs should be estimated within this budget and sum an additional of 5.000€/year for D.O. Cava needs. Proposals should be delivered in **euros**.

Contract Period

The contract will take place from January 2025 until December 2025 as part of OCM subvention program.

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The program should aim for a presence all year round during the 1-year program in order to contribute to the consume deseasonalisation with special emphasis from September to December considering Cava Christmas presales.