

CALL FOR AGENCY SELECTION FOR THE EXECUTION OF A PROMOTIONAL PROGRAM IN THE UNITED KINGDOM UNDER A PRESTIGE PLAN FOR D.O. CAVA

This document presents the call for proposals to select a communications and PR agency for the execution of a prestigious promotional program for D.O. Cava in the United Kingdom market during 2026, under OCM funds. The goal is to reposition Cava as a high-quality, premium sparkling wine by emphasizing its tradition, origin, sustainability, and exceptional versatility through exclusive, professional-focused activities.

1. Introduction

The Regulatory Council of the D.O.P. Cava is a public law corporation responsible for safeguarding and guaranteeing the quality of Cava, and for compliance with the regulatory specifications.

It includes winegrowers and wineries that produce base wines and Cava, it certifies origin, production method, and analytical and organoleptic features. It also manages promotional and brand defense efforts.

2. About D.O. Cava

- Over 38,000 hectares of vineyards.
- More than 6,284 winegrowers and 350 wineries.
- 70% of production is exported to over 100 countries.
- Produced exclusively using the traditional method.
- Strict regulatory control aimed at product excellence.
- The only Spanish D.O. for sparkling wine made by the traditional method.
- First D.O. with a certified 100% organic premium category (Guarda Superior).
- Long aging classifications: Guarda 9+, Guarda Superior: Reserva 18+, Gran Reserva 30+, and Paraje Calificado 36+ months.
- Great pairing versatility with global cuisine.
- Mediterranean freshness and balanced complexity.

D.O. CAVA

3. Objectives of the Program

- **Change Perception:** Shift the perception of Cava from low-cost to premium through value education based on its core values: the traditional method, different aging times, autochthonous grape varieties, great versatility, and its Mediterranean origin.
- **Premiumization:** Associate Cava with high-quality, excellence, and gastronomy.
- **Professional Focus:** Engage sommeliers, importers, educators, and wine trade professionals. Likewise, maintain a close and fluid relationship with specialized and general media, as well as sector influencers.
- **Visibility:** Raise awareness through prestigious events and press actions.
- **Education:** Develop programs to highlight the Guarda Superior segment and sustainable practices.

4. Market Focus: United Kingdom

This program is exclusively focused on the UK market.

5. Target Audience

- High-profile wine and gastronomy professionals (sommeliers, MWs, MS, importers, chefs, educators, journalists, etc.).
- Prestigious wine schools and associations.
- Age range: 30–55, balanced gender.
- Consumers only engaged through activities with professionals (e.g., HORECA).

6. Strategy

- Prestigious and educational in-person events.
- Masterclasses and gastronomy pairings led by experts.
- Reverse missions to Cava region (press/buyers).
- Collaborations with leading institutions and influencers.
- Presence in high-end, well-established events in the market with a premium focus.
- High-level media and PR content generation.

D.O. CAVA

7. Key Considerations for the Agency

- Tailor actions to the UK market and premium image.
- Include broad winery participation (focus on Guarda Superior).
- Prestigious, high-impact, exclusive actions (less is more).
- Elevate brand perception through 'silent luxury', refined, modern and attractive.
- Facilitate networking between wineries and new UK importers.
- Ensure continuity in storytelling, branding, and media coverage.
- 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), and digital.
- 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 www.cava.wine and D.O. Cava social networks. Program related content to be provided by the selected agency (both texts and photos).

8. Event Formats

- High-level masterclasses by trained Key Opinion Leaders.
- Technical tasting and food-pairing sessions.
- Networking events with UK distributors and importers.
- Reverse trade and media missions to the Cava region.
- Visibility in top-tier, reputable media outlets.
- Best Cava Sommelier contest (host one semi-final of a contest that is going to start in 2025 in Spain).
- Strategic partnerships and maintain continuity to our ongoing partnership with the Institute Masters of Wine.

9. Evaluation and KPIs

Each activity must include a report with geolocated photos and the following indicators:

- Number of professionals participating.
- Number of involved wineries.
- Qualitative feedback and quotes from the attendees.
- Media and digital reach of press releases and actions.
- Number of reverse missions and participants (if it is a reverse mission)
- Overall brand media coverage in the market (for PR).

10. Reference Projects to Leverage

- Cava Academy: Online and in-person educational certification (one of them partnered with WSET).
- Best Cava Sommelier Contest: National and international semifinals.
- Cava Meeting: Biennial event with high-end Masterclasses and visits hosting 60 VIP international professionals in Cava region.
- International Cava Day (July 12).

11. Budget and Logistics

- Total budget: €195,000 (VAT included). Proposals should be delivered in Euros.
- Include all related costs (strategy, implementation, monitorization, promotion, design, hosts, shipping, venues, partnerships, fees, etc.). Note that is going to be a funded project by OCM.
- D.O. Cava can supply some branded materials.
- Agency must be based or have operations in London, with warehousing.
- Must offer single point of contact for all coordination.
- No extra costs accepted post-approval.
- Keep samples of all printed materials and send them over physically once the program finishes.

12. Selection Process

Documents to submit:

- Detailed technical proposal (actions, KPIs, calendar).
- Itemized budget per activity.
- Agency credentials (team, relevant experience, signed conflict of interest statement, experience in other OCM programs).

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

Phase 1 – Preselection:

- Evaluate structure, location, financial capability.
- Signed conflict of interest statement: no competing sparkling wine clients during the contract.

Phase 2 – Final Evaluation:

- A. Alignment with Objectives (20 pts).
- B. Technical Quality & Creativity (40 pts).
- C. Project Management & Coordination (10 pts).
- D. Cost-Effectiveness (30 pts).

13. Calendar and Deadlines

- **Program Duration:** January–December 2026. (OCM funded program)
- **Emphasis:** Year-round visibility, especially September–December.
- **Proposal Deadline:** July 11 (submit to comunica@cava.wine).
- **Proposal Review Completed:** July 31.