

D.O. CAVA

D.O. CAVA CELEBRATES A SUCCESSFUL YEAR OF INNOVATION, EDUCATION, AND GASTRONOMY IN THE UK

2024 has been an extraordinary year in the UK for D.O. Cava, with a huge focus on educating the trade, further cementing its reputation as a world-class wine region. With a series of successful events tailored to industry professionals and consumers alike, this year has been a celebration of Cava's quality, versatility, and gastronomic potential.



In April, D.O. Cava kicked off the year with a Buyer Event at The Black Book Soho, showcasing 24 Cavas without distribution in the market from six producers in partnership with Trade Hospitality. This exclusive tasting highlighted the breadth and quality of the appellation's offering. Later in the month, Jamie Goode hosted the 'Cava's Quality Revolution' masterclass at the Sheraton Hotel Mayfair, where six Cavas de Guarda Superior demonstrated the ongoing evolution of the region and its premium Cavas.

July saw the launch of Cava Discovery Week (5–14 July), a campaign featuring 28 partnerships across on- and off-trade, with promotions such as in-store Cava tastings, delicious Cava pairings at the participant restaurants, and standout displays. A press launch hosted by Salvatore Castano at the two Michelin-starred Trivet restaurant set the tone for the campaign, with flagship events including an in-store tasting at Philglas & Swiggot, a paired dining experience at Jose Pizarro, and an elegant dinner at The Dorchester. Heather Dougherty, who hosted the Dorchester event, reflected: "Matching Cavas with the top-class food of The Dorchester Grill really opened guests' eyes to the gastronomic possibilities of these wines. I really enjoyed the opportunity to show that Cava is not just for aperitif, it can work really well throughout a meal."

Cava Discovery Week served as a vital opportunity to bring Cava directly to consumers, offering them first-hand experiences of the Cava's diversity and food-pairing potential. Through the events, the campaign connected with wine lovers across London, creating memorable moments and sparking a deeper appreciation for the quality and versatility of Cava, reaffirming the growing consumer demand for sparkling wines that offer both tradition and innovation.

In late October, Salvatore Castano's Supper Club aimed exclusively at sommeliers, explored the versatility of Cava through a masterclass and lunch featuring six Cava de Guarda Superior wines paired with sharing dishes. Castano noted, "By the end of the lunch, it was clear to everyone: Cava

D.O. CAVA

is no longer just a sparkling wine; it's a symbol of innovation, quality, and a bright future waiting to be uncorked.”

November featured a series of highly engaging events. The first was a sommelier masterclass, hosted by Alvaro Ribalta MW at Trivet restaurant, saw sommeliers sampling ten exclusive Cavas de Guarda Superior and deepening their understanding of this dynamic category. Later in the month, D.O. Cava partnered with chef Omar Allibhoy and Cava Educator Advanced Level Lauren Denyer DipWSET for a hands-on masterclass at Cord restaurant at Le Cordon Bleu school, educating young chefs on the food pairing potential of Cava. Denyer said, “It is guaranteed that the chefs will think highly and fondly of Cava following this event and are therefore likely to promote and showcase these wonderful wines through their gourmet offerings and careers.” Allibhoy added, “It is in cooking and tasting sessions like this which are hands on and entertaining, when you are able to bring the message and wonders of Cava D.O. perfectly to the guests.”

The year concluded with two prestigious events. In late November, Jamie Goode hosted a session at Farmers & Fletchers in the City for the Sommelier Association, where eight Cavas de Guarda Superior were presented alongside the insights from a recent molecular study which proves Cava can pair with dishes of all global cuisines.

In early December, Sarah Jane Evans MW and Pedro Ballesteros MW led a masterclass titled "Exploring the Excellence of DO Cava de Guarda Superior" for the Institute of Masters of Wine. Attended by 24 professionals, the event included a masterclass and free-pour tasting of a total of 16 wines, featuring the exceptionally unique Cavas de Paraje Calificado. This initiative was crucial in educating the industry about the high quality and prestige of Cava, emphasising its commitment to sustainability with a goal of being 100% organic by 2025. The session also highlighted the importance of segmentation, zoning, and maintaining high-quality standards in the production of Cava de Guarda Superior.



With a remarkable 5.38% growth in UK sales during 2023, premium Cava has firmly established itself as a key player in the UK trade, setting the stage for even greater success in the future. 2024 has been an exciting year for D.O. Cava in the UK, showcasing its innovation, versatility, and exceptional quality through a series of events that continue to elevate its profile on the global stage. See you in 2025!

For more information and photos, please contact abungard@hopscotchgroupe.com .

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NOTES TO EDITORS

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About D.O. Cava:

With more than 70% of international sales, Cava is the Spanish D.O. which exports the most wine: its 349 associated wineries are present in over 100 countries. The D.O. encompasses more than 93,900 acres of vineyards and more than 6,100 winegrowers. Cava is a quality sparkling wine that

D.O. CAVA

pairs perfectly with every type of food, and is made using the traditional method, with a strict commitment to origin, land, and sustainability. From 2025, the Guarda Superior category will be 100% green and made from organic grapes only.