



**GLOBAL
REPORT
2017**



DE ORIGEN
DENOMINACIÓ
CAVA

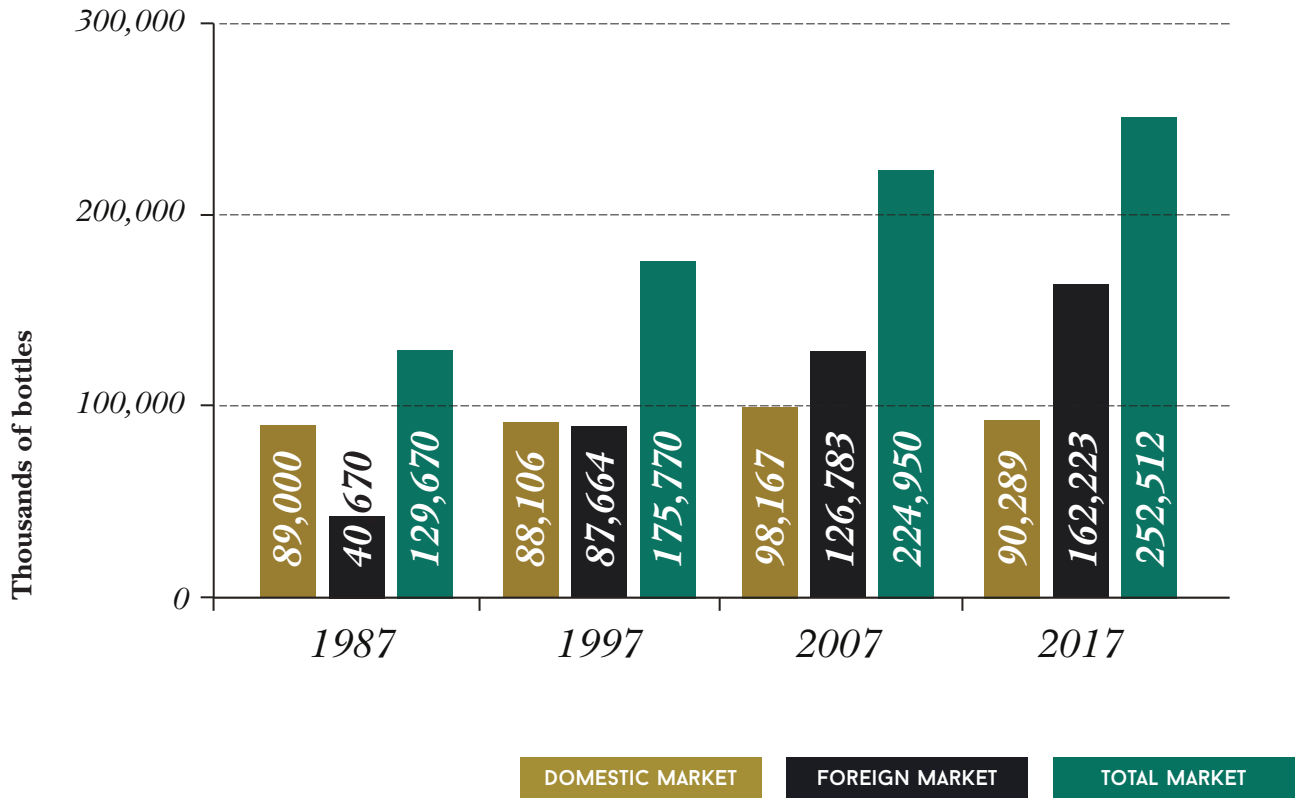
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30 YEARS OF PROGRESS OF THE DO CAVA



1. 2017 CAVA REPORT

2017 was a special year as it marked the end of the four-year period for the current plenary of the DO Cava Regulatory Board. Once again it has been a period to compile, present and analyse the corresponding economic data for the cava industry.

We are pleased to announce that 2017 has been a positive year in spite of the media coverage around cava due to the political disturbances in the last quarter which have undoubtedly affected what would have been a brilliant result. At the most important time for cava consumption, this media attention led to a boycott. Consequently, the growth forecast made at the end of the summer had to be lowered, with the **total growth in cava finally being just 3%**.

The very positive trend in the **Premium category** has continued, the year ending with **10.5% growth**, for the first time exceeding **32 million bottles**. The increases recorded in previous years have therefore been consolidated. This is good news for the sector as a whole is making a concerted effort to improve these figures, year on year.

One notable fact in 2017 has been the **creation of the new category of *Cava de Paraje Calificado*** which completes the Premium range and positions cava at the top of the quality pyramid within the European wine sector. This category will undoubtedly be a driving force for cava's global image, something we experienced at the end of the year with the international presentation of the new classification, held last November in London.

2017 was also a special and important year for the DO Cava, marking the **30th anniversary since cava joined** the European system to protect geographical distinctions known as the Denomination of Origin.

Analysing the results achieved over the past 30 years, cava's growth has been particularly strong. The data also highlight the advantage of being able to work under a global brand that is protected and guaranteed by the DO. Of course, we should also note the importance, in the past and present, of foreign markets.

"30 Years of Progress of the DO Cava" speaks for itself. **The total volume sold has almost doubled (95.6%)**. The domestic market, which was already mature in 1987, has grown by 1.4% in spite of two boycotts, in 2005 and 2017, and the long economic crisis suffered by Spain from 2008 to 2015. Foreign markets, however, have been key to the success of the DO Cava, increasing their volume fourfold since 1987 (+398.9%). The exports initiated by a few pioneering companies years ago (12 in 1987) was the necessary "push" that many needed to follow suit. Today 142 cava producers export their sparkling wines to over 140 countries.

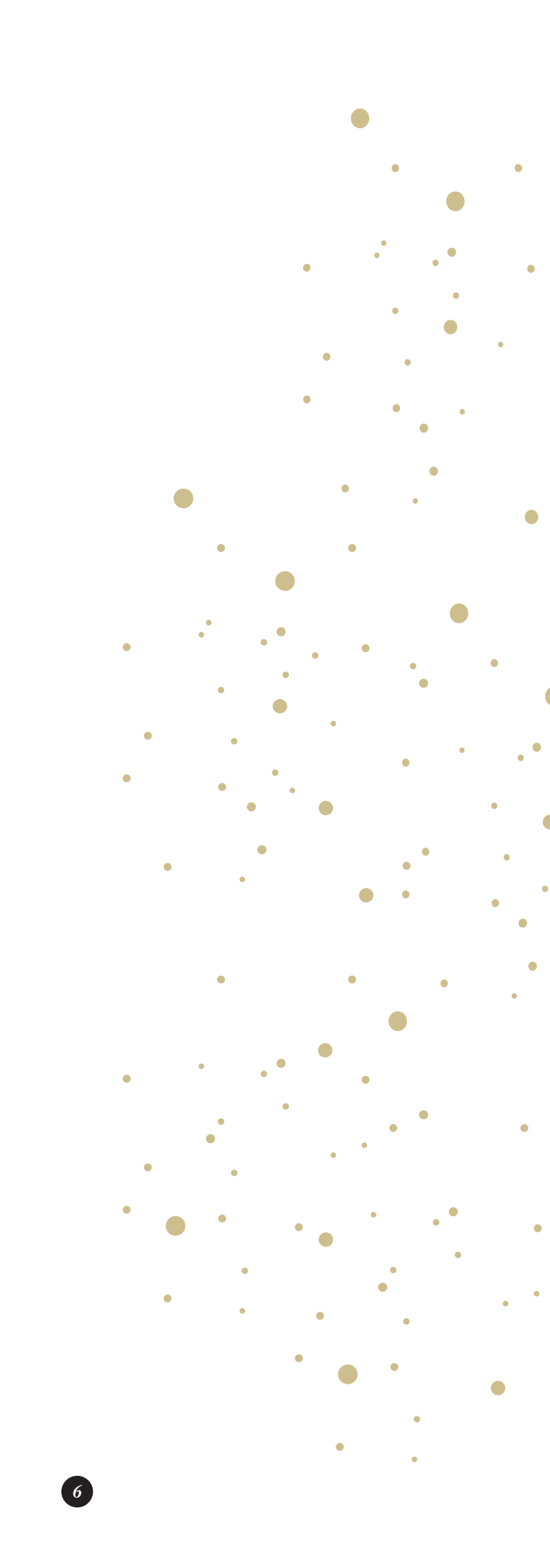
The DO Cava has come a long way in just 30 years, positioning itself in the world as **the leading denomination of origin in terms of export ranking** among sparkling wines produced using the traditional method, ahead of other, much more established wine producing regions products.

But there is undoubtedly still a long way to go. In the medium term, the main aim is to continue improving our traditional distribution channels by focusing even more on the Premium category and on organic cava, which is firmly based on the philosophy of global sustainability and respect for the environment.

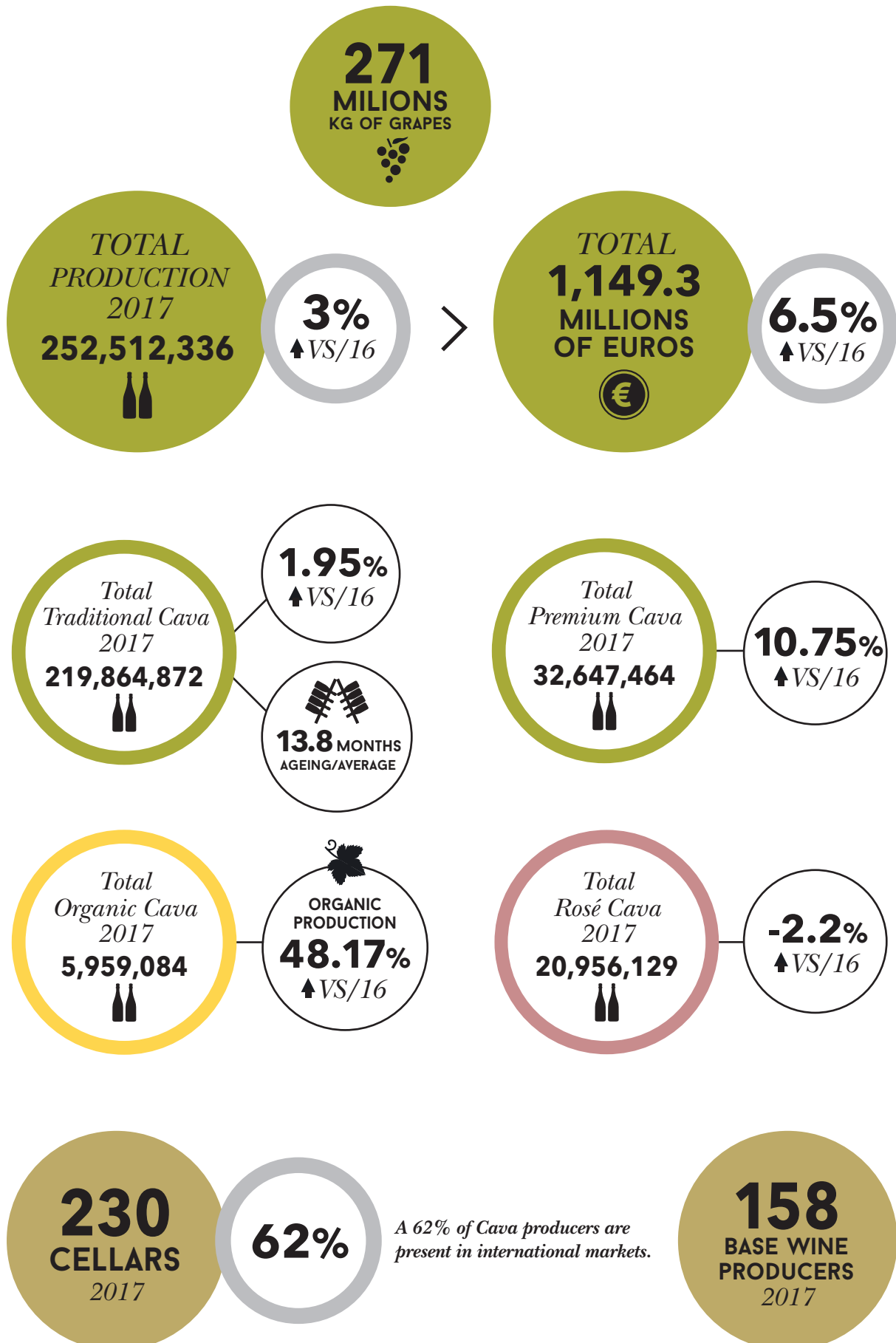
Lastly, I'd also like to highlight the work of a regulatory board in upholding the very foundations of a Denomination of Origin. In the case of cava, over the past four years 6,668 growers and 388 producers of base wine and cava, through their representatives, have maintained a **permanent dialogue that has helped us to progress in our quest for excellence and improved results**. These two factors are, without doubt, crucial in order to maintain a strong economy, a reputation of value and quality which will help us to take on new challenges in the future.



Pedro Bonet Ferrer
President of Cava Regulatory Board



2. OVERALL ANALYSIS OF CAVA 2017

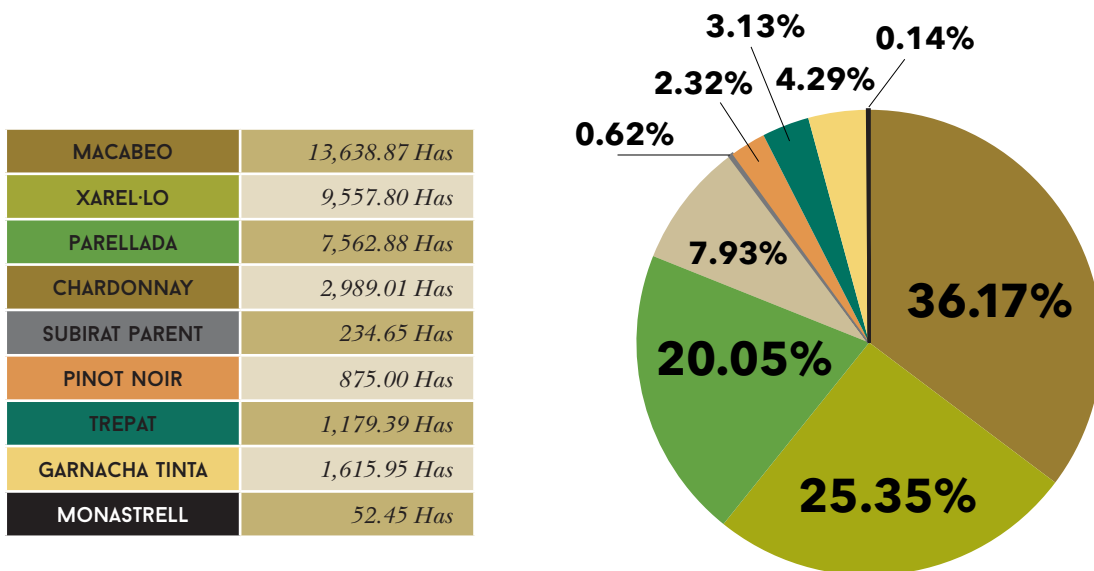


3. REGISTRATIONS

3.1 Winegrowing operations



3.2 Area registered by variety



4. SECTOR STRUCTURE

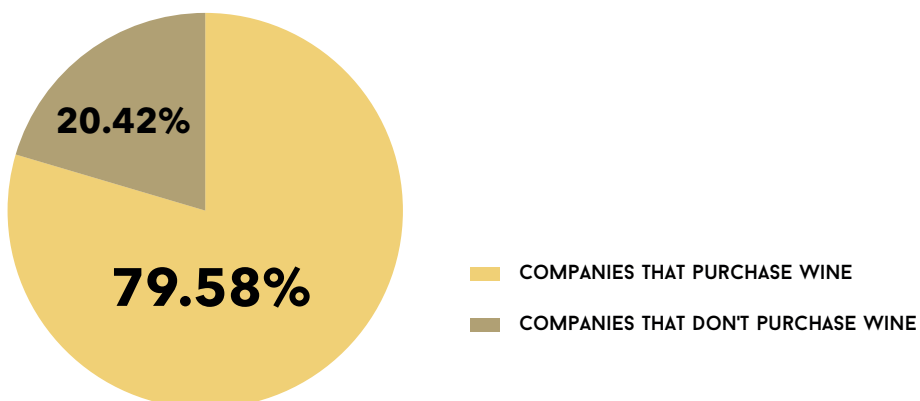
4.1 Cava's commercialization (100%)



4.2 Premium cava's commercialization (12% vs/total)



4.3 Organic cava's commercialization



5. SHIPMENTS



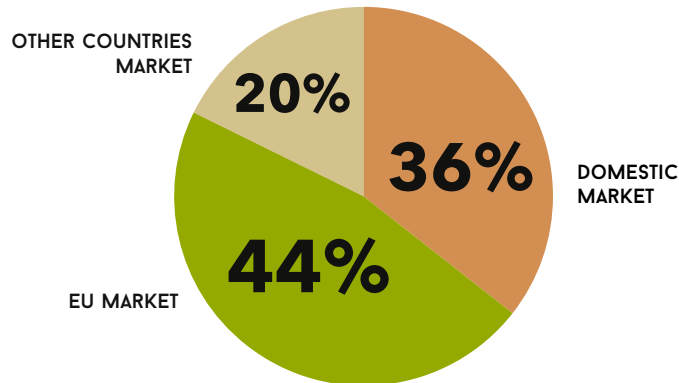
5.1 History of the trend in cava shipments

YEAR	TOTAL	DOMESTIC MARKET	FOREIGN MARKET
1900	200		
1910	400		
1920	1,000		
1930	2,400		
1940	2,400		
1950	5,700		
1960	10,500		
1970	47,000		
1980	82,048	72,000	10,048
1990	139,726	92,500	47,226
2000	196,751	99,732	97,019
2010	244,801	95,641	149,160
2015	244,123	86,876	157,247
2016	245,156	86,183	158,973
2017	252,512	90,289	162,223


* in thousands of bottles

6. CAVA IN THE WORLD

6.1 Cava sales in 2017



6.1.1 Foreign Market

<i>Total Foreign Market 2017</i> 	<i>Variation VS/2016</i>
162,222,924 BOTTLES	2%
<i>UE</i>	<i>S/2016</i>
112,597,128 BOTTLES	0.7%
<i>Other countries</i>	<i>S/2016</i>
49,625,417 BOTTLES	5.2%

6.1.2 Domestic Market

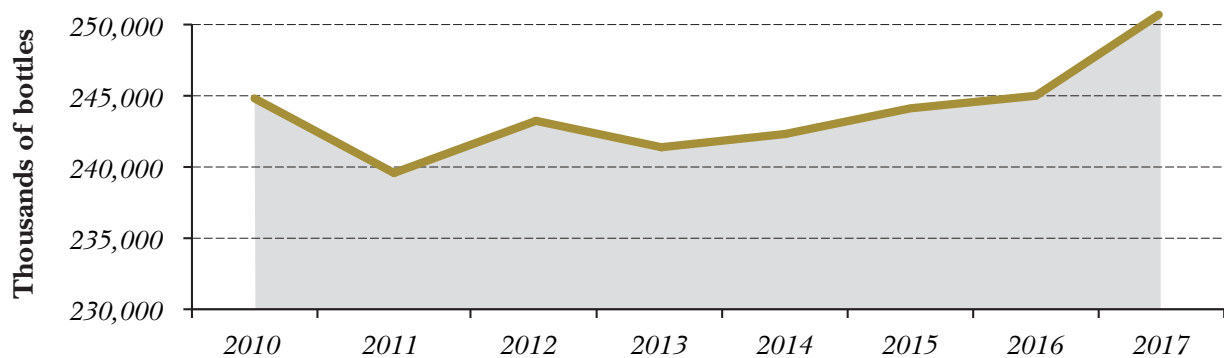
<i>Total Domestic Market 2017</i> 	<i>Variation S/2016</i>
90,289,412 BOTTLES	4.7%

6. CAVA IN THE WORLD

6.2 Historical shipments trends

YEAR	TOTAL	%	DOMESTIC MARKET	%	EU MARKET	%	MARKET OTHER COUNTRIES	%
2008	228,050	1.38	89,130	-9.21	106,540	12.15	32,380	1.88
2009	219,463	-3.77	88,253	-0.98	99,041	-7.04	32,383	0.01
2010	244,801	11.55	95,641	8.37	110,649	11.72	38,511	18.92
2011	239,555	-2.14	87,309	-8.71	113,219	2.32	39,027	1.34
2012	243,232	1.53	81,825	-6.28	119,666	5.69	41,741	6.95
2013	241,365	-0.77	81,438	-0.47	117,836	-1.53	42,091	0.84
2014	242,288	0.38	87,580	7.54	111,620	-5.3	43,088	2.36
2015	244,123	0.76	86,876	-0.80	114,000	2.15	43,236	0.33
2016	245,156	0.42	86,183	-0.80	111,796	-1.94	47,177	9.11
2017	252,512	3	90,289	4.76	112,597	0.7	49,625	5.2
VS/TOTAL				35.75		44.6		19.65

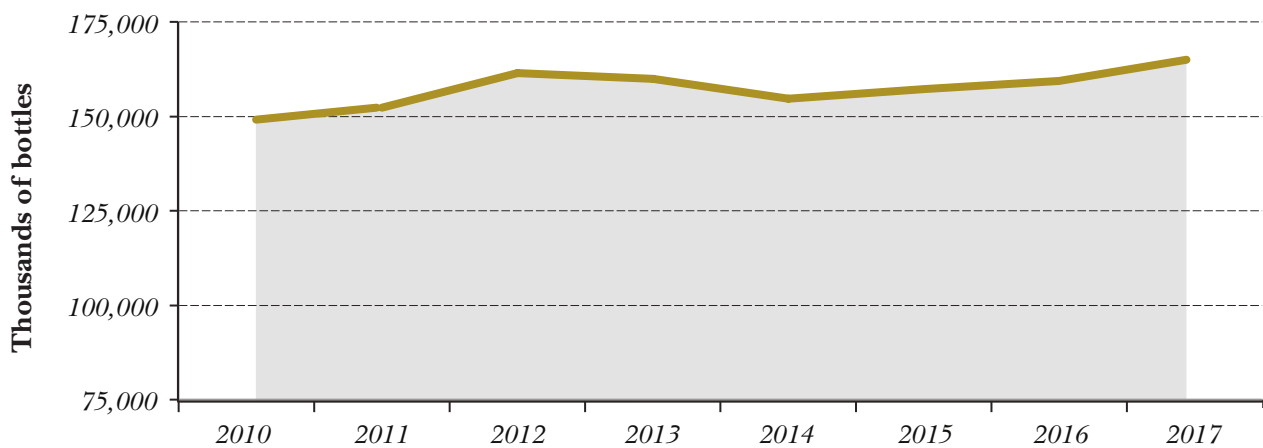
* in thousands of bottles



7. FOREIGN MARKET

7.1 Statistics 1980-2017

YEAR	75 CL BOTTLES	% DIFF. PREV. YEAR
1980	10,048,230	
1985	28,852,069	
1990	47,226,159	
1995	60,729,132	
2000	97,018,660	
2010	149,160,023	13.68
2011	152,246,793	2.07
2012	161,406,721	6.02
2013	159,927,191	-0.92
2014	154,708,279	-3.26
2015	157,247,036	1.64
2016	158,973,256	1.10
2017	162,222,924	2.04



7. FOREIGN MARKET

6.2 Ranking by country

COUNTRY	75 CL BOT.	% DIFF. 2016
GERMANY	31,419,132	10.57
BELGIUM	28,590,764	-3.47
UNITED KINGDOM	23,167,208	-13.63
USA	21,039,005	-1.25
FRANCE	9,462,820	5.47
JAPAN	9,121,779	7.25
NETHERLANDS	4,338,407	24.51
SWEDEN	4,197,911	22.05
FINLAND	3,077,331	-1.98
SWITZERLAND	2,879,711	-1.4
CANADA	2,762,671	12.86
RUSSIA	2,018,243	79.97
DENMARK	1,846,636	-3.54
NORWAY	1,686,581	4.35
BRAZIL	1,495,825	37.31
ESTONIA	1,112,919	-1.29
AUSTRIA	1,060,916	-3.68
POLAND	1,055,657	37.15
ISRAEL	888,552	1.94
URUGUAY	848,889	14.81
LITHUANIA	751,341	1.43
AUSTRALIA	629,191	-14.35
DOMINICAN REP.	598,579	2.39
CHINA	556,267	5.88
LUXEMBOURG	508,044	27.35
SOUTH KOREA	462,536	39.97
LATVIA	396,353	34.12
UKRAINE	385,123	104.05
PORTUGAL	343,957	-9.40
PARAGUAY	333,335	17.04
MEXICO	331,196	-27.19
ITALY	305,736	-18.41
PERU	299,403	28.81
SPAIN (FREE TRADE ZONES)	293,628	-4.84
CZECH REP.	284,117	51.73
IRELAND	242,077	6.14
ANDORRA	235,489	-5.73

COUNTRY	75 CL BOT.	% DIFF. 2016
PANAMA	213,672	16.34
ECUADOR	197,016	3334.73
HONG-KONG	188,915	42.23
CHILE	156,576	39.03
SLOVENIA	154,377	13.12
BELARUS	150,780	41.53
CUBA	149,113	39.65
ISLAND	116,580	13.45
COLOMBIA	112,071	-33.06
NEW ZELAND	106,792	-13.57
CROATIA	94,865	-9.16
NIGERIA	94,299	14.35
TAIWAN	91,928	14.39
ARGENTINA	89,227	-43.73
MALDIVES (Islands)	73,391	27
NETHERLANDS ANTILLES	72,973	5.95
GREECE	69,544	14.28
SINGAPORE	69,493	-18.68
COSTA RICA	57,596	-28.3
MOROCCO	49,248	-22.88
BULGARIA	48,936	14.61
ARAB EMIRATES	47,105	-14.79
HUNGARY	46,995	-10.49
QATAR	43,872	-12.88
CYPRUS	41,292	31.04
GUATEMALA	37,691	-29.55
VENEZUELA	37,500	-36.75
SLOVAKIA	34,792	-17.92
NORTH KOREA	31,433	-21.58
PUERTO RICO	31,151	-55.04
ROMANIA	30,449	134.13
GHANA	29,488	124.28
VIETNAM	26,957	212.1
PHILIPPINES	22,457	6.35
EL SALVADOR	20,831	11.34
THAILAND	20,645	-49.15
VIRGIN ISLANDS	19,791	-9.67
REP. SOUTH AFRICA	18,796	-1.43
SANTA LUCIA	18,000	-6.25
JAMAICA	15,147	-13.14
MALAYSIA	14,976	56.35
BAHAMAS	14,857	-43.01
INDONESIA	14,129	14.59
TANZANIA	12,393	21.33
HONDURAS	12,299	82.37
TOGO	10,944	168.24
CAYMAN ISLANDS	10,668	23.09
INDIA	10,567	1856.79

<i>COUNTRY</i>	<i>75 CL. BOT.</i>	<i>% DIFF. 2016</i>
<i>BARBADOS</i>	<i>10,537</i>	<i>87.63</i>
<i>EQUATORIAL GUINEA</i>	<i>10,288</i>	<i>50.23</i>
<i>GIBRALTAR</i>	<i>10,029</i>	<i>15.65</i>
<i>SERBIA & MONTENEGRO</i>	<i>9,823</i>	<i>49.22</i>
<i>MALTA</i>	<i>9,795</i>	<i>25.25</i>
<i>HAITI</i>	<i>8,335</i>	<i>66.29</i>
<i>BAHRAIN</i>	<i>6,540</i>	<i>678.57</i>
<i>BELIZE</i>	<i>6,335</i>	<i>206.32</i>
<i>MARTINIQUE</i>	<i>6,319</i>	<i>-44.79</i>
<i>SENEGAL</i>	<i>5,773</i>	
<i>REUNION</i>	<i>5,767</i>	<i>-46.35</i>
<i>NICARAGUA</i>	<i>5,765</i>	<i>58.68</i>
<i>LEBANON</i>	<i>5,760</i>	<i>100.09</i>
<i>CAMBODIA</i>	<i>5,212</i>	<i>-26</i>
<i>UGANDA</i>	<i>5,112</i>	<i>-52.61</i>
<i>GUADALUPE</i>	<i>4,567</i>	<i>-44.65</i>
<i>KENYA</i>	<i>4,200</i>	<i>-51.54</i>
<i>SRI LANKA</i>	<i>4,200</i>	<i>-56.06</i>
<i>KAZAJASTAN</i>	<i>4,116</i>	<i>-4.81</i>
<i>BURMA</i>	<i>3,480</i>	<i>339.39</i>
<i>MONGOLIA</i>	<i>3,420</i>	<i>16.54</i>
<i>IVORY COAST</i>	<i>3,360</i>	<i>-60</i>
<i>MACAO</i>	<i>3,097</i>	
<i>REP. OF CABO VERDE</i>	<i>2,935</i>	<i>1.48</i>
<i>CAMEROON</i>	<i>2,340</i>	<i>1807.61</i>
<i>CONGO</i>	<i>2,040</i>	<i>-11.97</i>
<i>TRINIDAD & TOBAGO</i>	<i>1,800</i>	<i>42.86</i>
<i>BENIN</i>	<i>1,560</i>	
<i>BERMUDAS</i>	<i>1,123</i>	<i>50.9</i>
<i>BOURKINA-FASO</i>	<i>1,099</i>	
<i>TURKEY</i>	<i>1,073</i>	<i>-97.7</i>
<i>ARMENY</i>	<i>1,020</i>	
<i>SURINAM</i>	<i>1,008</i>	<i>-45.1</i>
<i>BOLIVIA</i>	<i>689</i>	<i>-97.1</i>
<i>GAMBIA</i>	<i>661</i>	<i>338.94</i>
<i>ANGOLA</i>	<i>628</i>	<i>-95.66</i>
<i>JORDAN</i>	<i>600</i>	<i>-50</i>
<i>NEW CALEDONIA</i>	<i>600</i>	<i>-29.58</i>
<i>EGYPT</i>	<i>552</i>	
<i>AZERBAIJAN</i>	<i>480</i>	
<i>LAOS</i>	<i>480</i>	<i>-88.2</i>
<i>DOMINICA</i>	<i>353</i>	
<i>GABÓN</i>	<i>103</i>	<i>-42.96</i>
<i>MACEDONIA</i>	<i>4</i>	
<i>TOTAL</i>	<i>162,222,924</i>	<i>2.04</i>

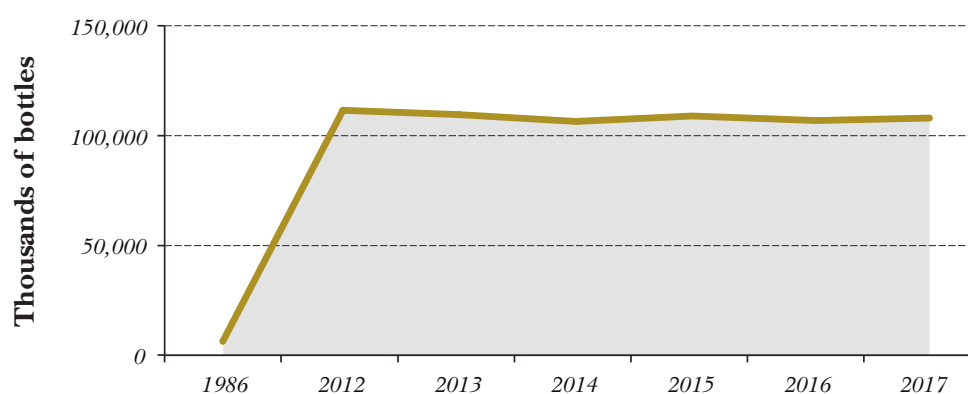


8. CAVA IN THE EUROPEAN UNION

8.1 Trend by country

COUNTRY	1986	2012	2013	2014	2015	2016	2017
Germany	2,161	39,461	40,289	30,546	33,079	28,417	31,419
Benelux	401	25,269	27,644	30,405	30,510	30,016	29,099
United Kingdom	1,225	35,926	29,904	28,833	27,902	26,822	23,167
France	38	4,961	5,444	6,364	7,430	8,972	9,463
Netherlands	218	2,673	2,593	2,558	3,124	3,484	4,338
Sweden	1,000	2,443	2,592	2,789	3,016	3,440	4,198
Finland	28	2,912	2,750	2,918	2,888	3,140	3,077
Denmark	367	1,054	1,294	1,424	1,572	1,914	1,847
Estonia		398	475	618	851	1,127	1,113
Austria	90	1,533	1,482	1,203	789	1,101	1,061
Poland		523	756	715	621	769	1,056
Lithuania		285	505	855	504	741	751
Latvia		586	564	359	197	295	396
Portugal	218	484	469	480	402	380	344
Italy	500	355	365	432	321	375	306
Czech Republic		224	195	257	237	187	284
Ireland	42	231	183	116	161	228	242
Slovenia		140	157	159	180	137	154
Greece	5	45	52	88	61	61	70
Bulgaria		26	16	21	21	43	49
Hungary		52	38	53	42	52	47
Cyprus		31	29	22	19	32	41
Slovakia		43	32	41	35	42	35
Rumania		26	31	89	30	13	30
Malta		12	7	11	8	8	10
TOTAL	6,293	119,693	117,865	111,620	114,000	111,796	112,597
DIFF. (%±)		5.7	-1.53	-5.3	2.15	-1.94	0.72
% EU OUT OF TOTAL	16%	74%	74%	72%	73%	70%	69%

* in thousands of 75 cl. bottles

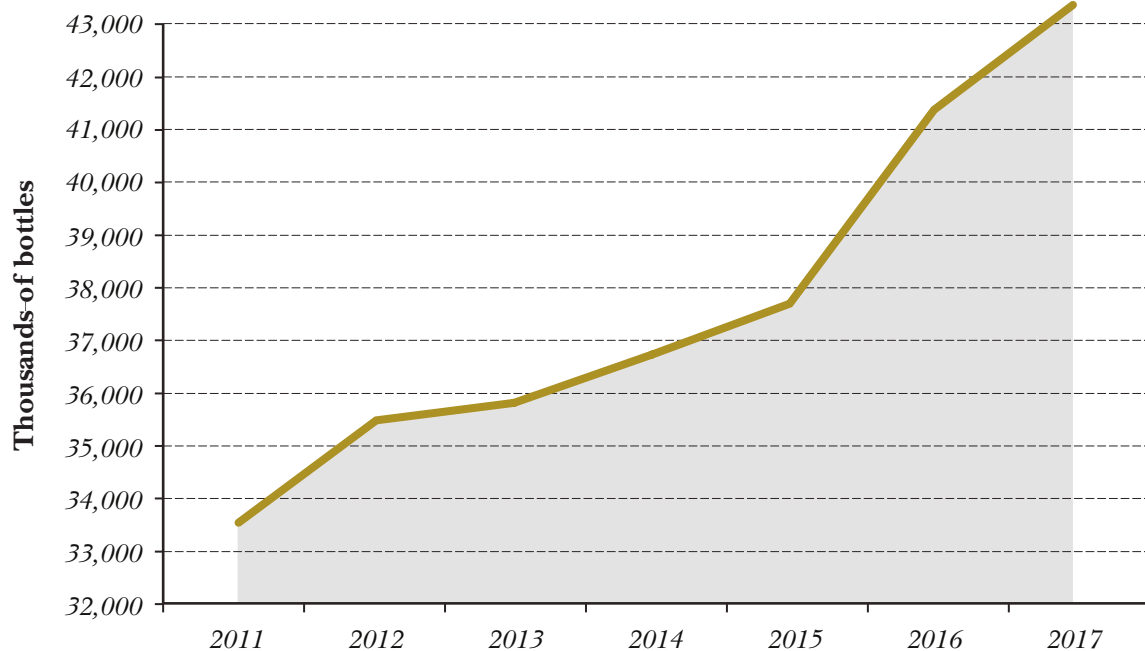


9. CAVA IN OTHER COUNTRIES

9.1 Trend by country

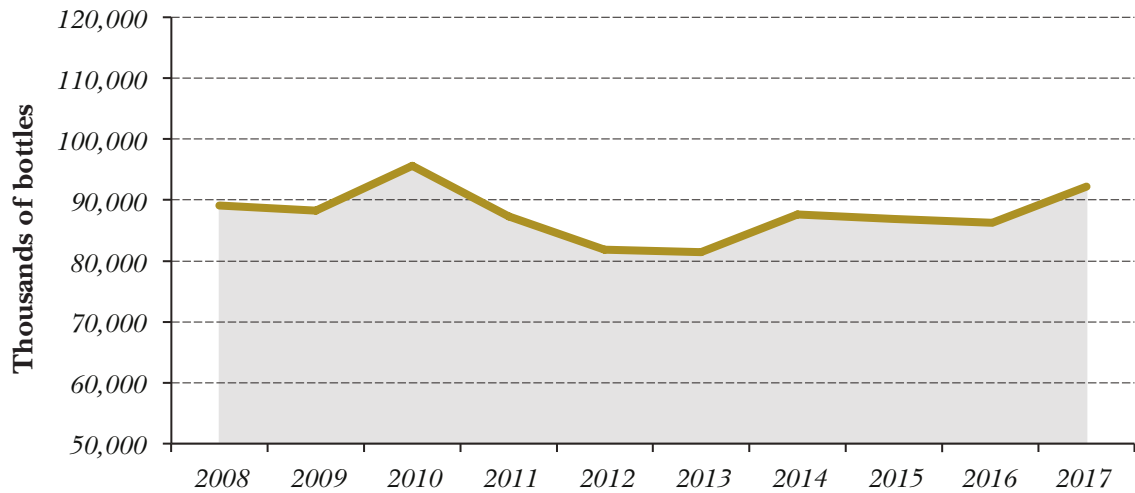
COUNTRY	2011	2012	2013	2014	2015	2016	2017
United States	17,366	17,224	17,845	18,224	19,790	21,304	21,039
Japan	5,511	7,326	7,727	7,662	7,826	8,505	9,122
Switzerland	3,235	3,133	2,870	2,895	2,686	2,921	2,880
Canada	2,028	2,132	2,079	2,160	2,380	2,448	2,763
Russia	971	1,057	988	1,285	1,113	1,121	2,018
Norway	1,531	1,566	1,523	1,605	1,484	1,616	1,687
Brazil	1,058	858	917	931	882	1,089	1,496
Israel	376	390	592	735	691	872	889
Uruguay	989	1,128	856	653	299	739	849
Australia	505	829	561	699	585	735	629
TOTAL	33,570	35,643	35,958	36,849	37,736	41,350	43,372

* in thousands of 75 cl. bottles



10. DOMESTIC MARKET

10.1 Trend in shipments in the domestic market

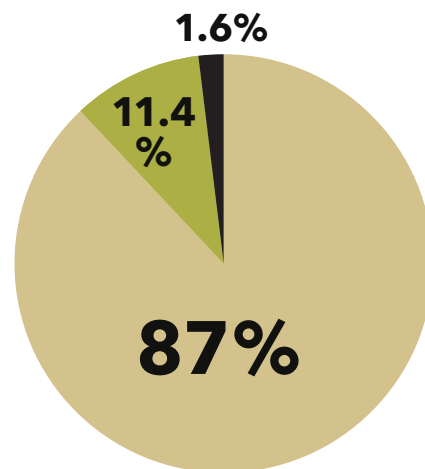


YEAR	DOMESTIC MARKET
2008	89,130
2009	88,253
2010	95,641
2011	87,309
2012	81,825
2013	81,438
2014	87,580
2015	86,876
2016	86,183
2017	90,289





11. SALES BY CATEGORY



- TRADITIONAL CAVA
- RESERVA CAVA
- GRAN RESERVA CAVA

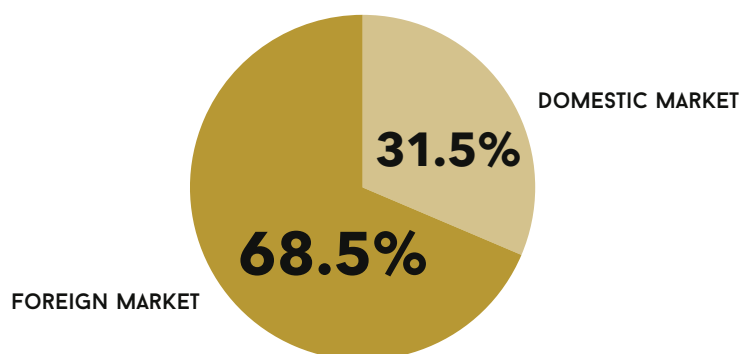
*Data referring to period November - December 2017.

11. SALES BY CATEGORY

11.1 Traditional Cava (Min. 9 months)




<i>TOTAL</i> <i>2017</i>		<i>Variation</i> <i>VS/2016</i>
219,864,872 BOTTLES		1.95%
<i>Domestic market</i>		<i>VS/2016</i>
69,219,019 BOTTLES		2.24%
<i>Foreign market</i>		<i>VS/2016</i>
150,645,853 BOTTLES		1.82%

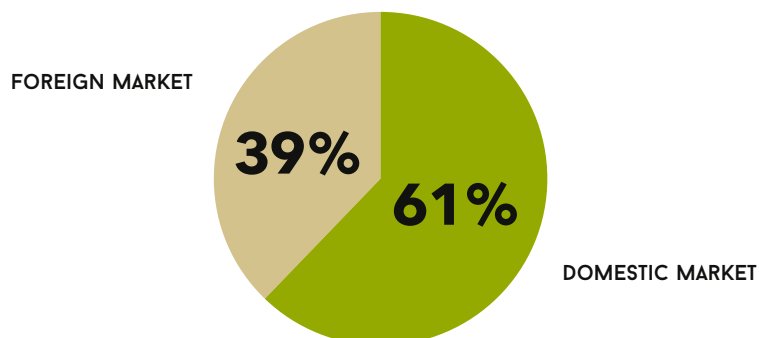


11. SALES BY CATEGORY

11.2 Reserva Cava (Min. 15 months)

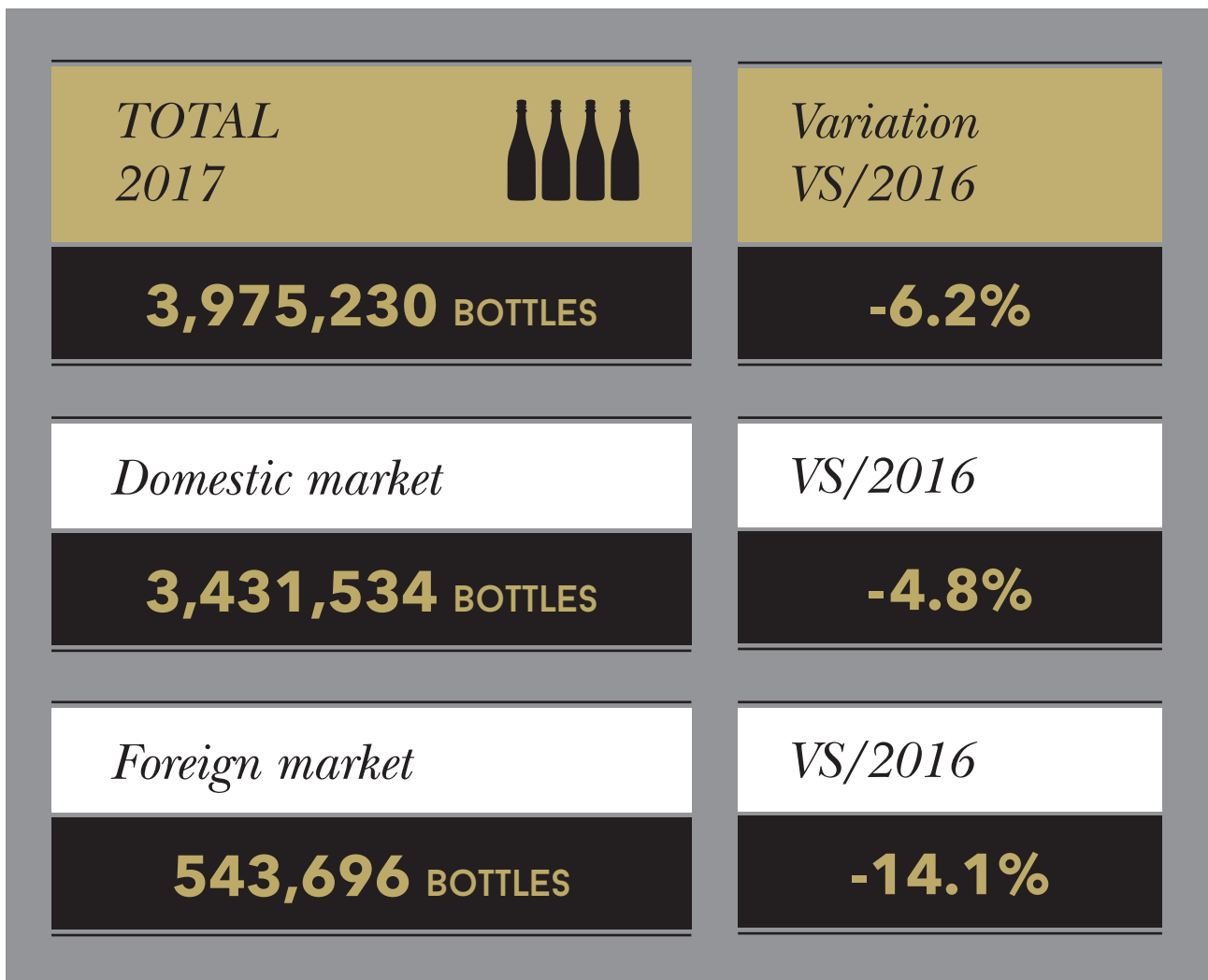


<i>TOTAL</i> 2017		<i>Variation</i> VS/2016
28,631,672 BOTTLES		13.43%
<i>Domestic market</i>		<i>VS/2016</i>
17,599,807 BOTTLES		18.36%
<i>Foreign market</i>		<i>VS/2016</i>
11,031,865 BOTTLES		6.37%

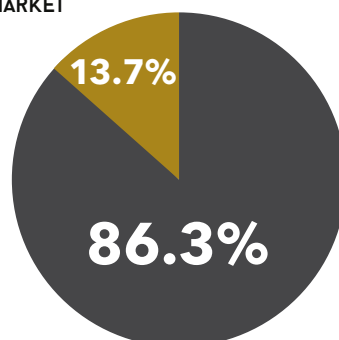


11. SALES BY CATEGORY

11.3 Gran Reserva Cava (Min. 30 months)



FOREIGN MARKET



DOMESTIC MARKET

11. SALES BY CATEGORY

11.4 Cava de Paraje Calificado (Min. 36 months)

**Data referring to period November - Desember 2017.*



TOTAL
2017



40,563 BOTTLES*

Domestic market




39,051 BOTTLES*

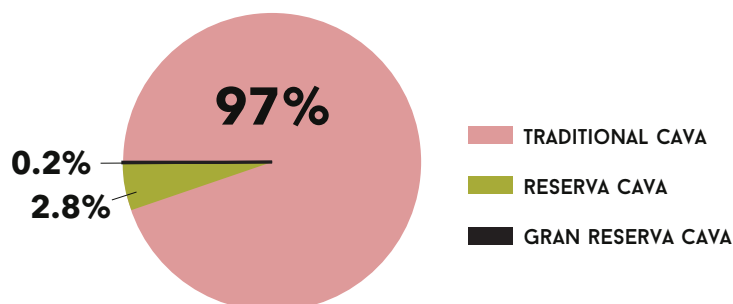
Foreign market

1,512 BOTTLES*



12. ROSÉ CAVA SALES

<p><i>TOTAL</i> 2017</p> 	<p><i>Variation</i> VS/2016</p>
<p>20,956,129 BOTTLES</p>	<p>-2.28%</p>
<p><i>Traditional Cava</i></p> 	<p>VS/2016</p>
<p>20,324,170 BOTTLES</p>	<p>-0.8%</p>
<p><i>Reserva Cava</i></p> 	<p>VS/2016</p>
<p>585,425 BOTTLES</p>	<p>-35%</p>
<p><i>Gran Reserva Cava</i></p> 	<p>VS/2016</p>
<p>46,534 BOTTLES</p>	<p>-16.9%</p>



13. ORGANIC CAVA SALES

TOTAL
2017



5,959,084 BOTTLES

Variation
S/2016

48.17%

Traditional Cava



3,930,595 BOTTLES

S/2016

42.61%

Reserva Cava



1,639,486 BOTTLES

S/2016

55.29%

Gran Reserva Cava



388,438 BOTTLES

S/2016

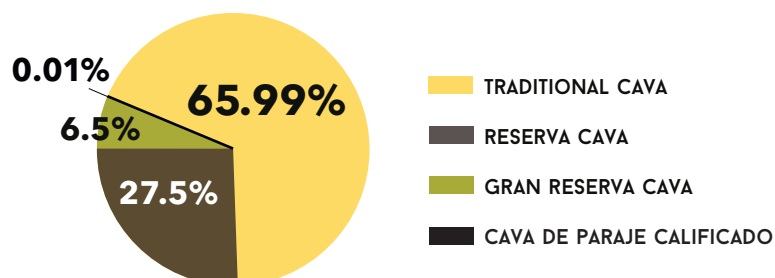
84.93%

Cava Paraje Calif.



520* BOTTLES

**Data referring to period November - December 2017.*



14. THE VALUE OF PREMIUM CAVA

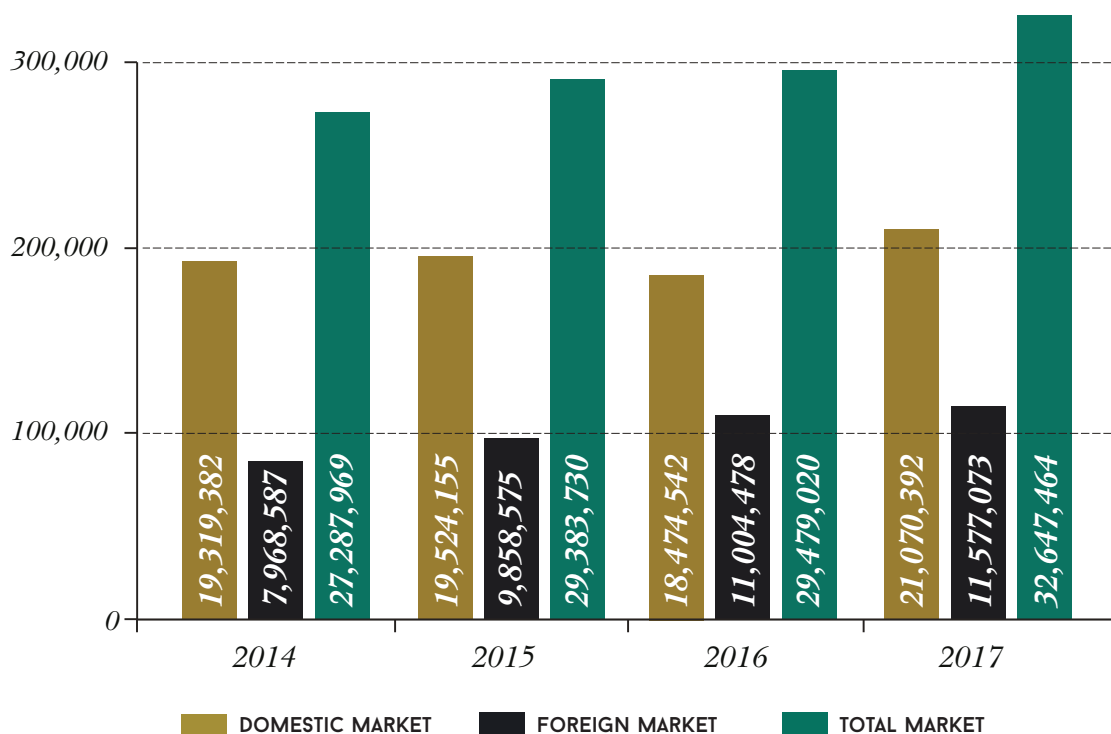
The value of the DO Cava's Premium category (*Reserva, Gran Reserva and Cava de Paraje Calificado*) is positioned at the same level as the world's most renowned denominations of origin: a higher quality classification with greater added value, a reputation for excellence, a global brand recognition and a high end distribution. In short, features that improve the perception and highlight the individuality and prestige of the brand.

Between 2014-2017 the promotion carried out by the DO Cava Regulatory Board has been specially focussed on the Premium category. It is gratifying to see producers working hard to boost this segment, especially focussing on traditional distribution channels. In this period the results have been extremely satisfactory: Premium category volume has increased by 20% and now totals 32.6 million bottles, representing 13% of all cava, a share that few DOs can claim.

However, there is still a long way to go, particularly in foreign markets where Premium cava accounts for just 10% of all cava exports while such markets represent two thirds of all cava produced in 2017.

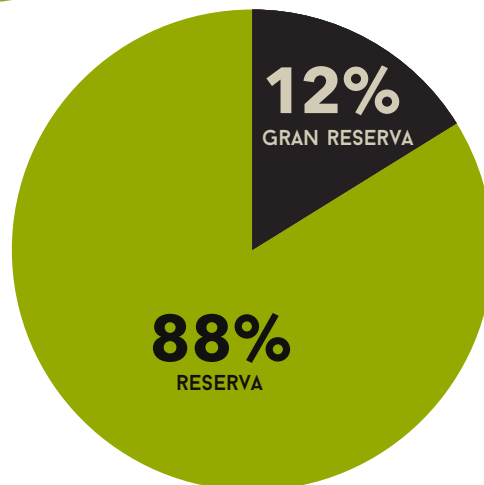
*“The quality of Premium cava is undeniable:
we must value it and improve its presentation even further”*

YEAR	DOMESTIC MARKET	FOREIGN MARKET	TOTAL MARKET
2014	19,319,382	7,968,587	27,287,969
2015	19,524,155	9,858,575	29,383,730
2016	18,474,542	11,004,478	29,479,020
2017	21,070,392	11,577,073	32,647,464
Increase S/2014	9.06%	45.28%	19.24%



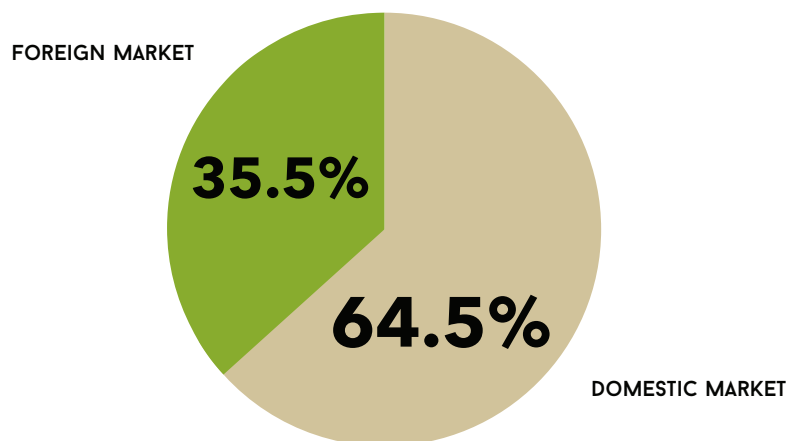
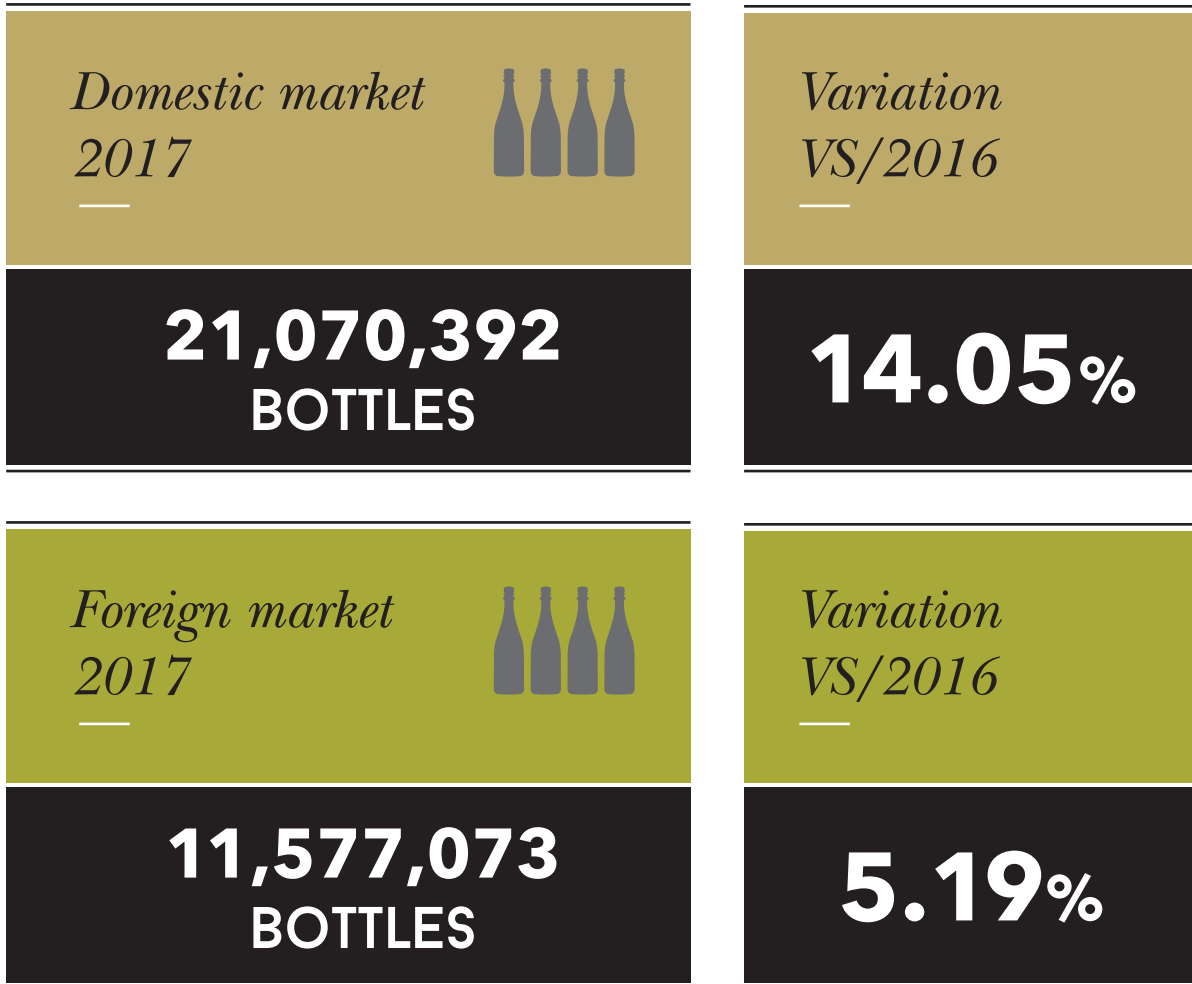
15. PREMIUM CAVA IN THE WORLD

15.1 Total shipments



15. PREMIUM CAVA IN THE WORLD

15.2 Premium Cava by market



15. PREMIUM CAVA IN THE WORLD

15.3 Premium Cava ranking

First 20 countries

<i>COUNTRY</i>	<i>PREMIUM CAVA 2017</i>	<i>% DIFF. 2016</i>
<i>Spain</i>	<i>21,070,392</i>	<i>14.05</i>
<i>Belgium</i>	<i>2,878,893</i>	<i>-8.44</i>
<i>USA</i>	<i>1,422,342</i>	<i>10.49</i>
<i>Japan</i>	<i>1,111,968</i>	<i>3.61</i>
<i>Sweden</i>	<i>887,282</i>	<i>63.36</i>
<i>Canada</i>	<i>802,544</i>	<i>7.16</i>
<i>Netherlands</i>	<i>596,638</i>	<i>49.02</i>
<i>United Kingdom</i>	<i>576,812</i>	<i>-2.50</i>
<i>Germany</i>	<i>563,034</i>	<i>-17.31</i>
<i>Norway</i>	<i>394,859</i>	<i>15.59</i>
<i>Denmark</i>	<i>268,171</i>	<i>-16.62</i>
<i>Finland</i>	<i>239,953</i>	<i>1.14</i>
<i>Dominican Rep.</i>	<i>150,795</i>	<i>16.02</i>
<i>Switzerland</i>	<i>154,398</i>	<i>5.84</i>
<i>Peru</i>	<i>126,300</i>	<i>56.68</i>
<i>Australia</i>	<i>97,409</i>	<i>40.60</i>
<i>South Korea</i>	<i>90,154</i>	<i>60.22</i>
<i>Rusia</i>	<i>87,459</i>	<i>536.62</i>
<i>Brazil</i>	<i>77,143</i>	<i>68.95</i>
<i>Poland</i>	<i>79,900</i>	<i>32.99</i>
<i>Other countries</i>	<i>971,019</i>	<i>0.52</i>
<i>TOTAL</i>	<i>11,577,073</i>	<i>5.20</i>

16. CAVA PROMOTION 2017

2017 saw a redoubling of efforts to promote the DO Cava, aiming to build the promotion of the Premium category. To this end the promotional objectives at the DO Cava are founded on a solid policy to educate and inform the trade whilst reinforcing the exceptional quality of cava. At the same time it has been sought to create noise and impact within the trade media and create demand within the market in order to encourage a receptive attitude toward the Premium cava category.

Thus, over the past four years, the strategy has been to focus on top-level prescribers such as Masters of Wine, or sommeliers, educators, the specialist press and specialist wine retailers.

Our aim was to communicate our message about the **quality, tradition, terroir, versatility and specific personality of our denomination of origin**, starting with the most influential commentators and critics in the wine industry, in order to gradually reach wine-interested consumers, known as *wine lovers*.

In this respect, we have worked to forge **links with top-flight bodies such as the Institute of Masters of Wine, the WSET and university departments providing specialist training** for sommeliers in different countries. This has been intensive work but it has put us in direct contact with more than 110 MW/MS/WSET Diploma holders. Moreover, we have been able to train more than 375 sommeliers from all over the world and dealt with over 125 journalists specialising in the wine sector in different countries.

Projects aimed at new and young consumers have been highly successful, bringing us closer to them via **social networks, with an impact of over 1.5 million impressions**.

In short, we have intensified the most worthwhile projects at the premium end of the market, like Cava Experience and Discovery Cava, and created new projects to engage with young consumers, such as Cava Sound and Cava Mixology Competition.

Direct reach of cava promotion 2017



16. CAVA PROMOTION 2017

CAVA EXPERIENCE

A project aimed at top level prescribers, both in the wine and gastronomy sectors. Mainly Masters of Wine, sommeliers, educators, journalists and retailers.

Events are held at quality restaurants in each city selected and a taster menu is prepared based on the local cuisine to show the perfect harmony between the gastronomy and the different Premium cavas presented.

One person trained by the DO Cava, normally a sommelier or MW, is responsible for selecting both the products and the best pairings. They are also in charge of the technical presentation of each cava.

HOLLAND
JAPAN
NEW YORK
CANADA



Video at DO_Cava channel

16. CAVA PROMOTION 2017

CAVA DISCOVERY

Programme of visits to the main region of the DO Cava with a different format, highly professional and totally tailor-made for the participants, mostly trade press, educators, sommeliers and retailers.

The programme starts with a Master Class, tasting premium products at the offices of the DO Cava and led by our Technical Department. Different visits are then carried out to selected wineries, depending on their importance for each particular group or market.

The aim of these visits, prepared in detail by the firms, is to present a unique DO Cava with great tradition and quality, together with an incredible landscape.

- Sommeliers and press from Germany
- Press from Denmark
- Sommeliers from Poland
- Prescribers from Sweden
- Journalists from Holland
- Prescribers and journalists from Finland
- Journalists and oenologists from the US
- Journalists from Japan
- Wine Retailers from Madrid
- Journalists from the UK
- Journalist and educator from Taiwan
- Educators from Benelux
- Sommeliers from Mexico

CAVA  DISCOVERY



16. CAVA PROMOTION 2017

CAVA MASTERCLASS

Advanced education about cava for university and professional training centres, sommelier associations and prescribers from the wine sector.

Given by our technical department or professionals trained by the DO Cava for this purpose.

The subjects covered include the regulations of the DO Cava, production, types and categories, traceability and quality control, service and pairings. There are also tastings of different categories of generic cava or of brands within the Premium range.

Educational centres: CETT, ESHOB, Basque Culinary Center, URV, Masters of Wine Institute, Aula del Vino – CEU Madrid, International sommelier schools.

Trade Fairs: Prowein (Ger), Forum Vini (Ger), San Sebastian Gastronomika.

Trade events: Wine Clubs and *Salones de Vinos de España* (ICEX) in Germany, Poland, Switzerland, Belgium.



OTHER TRAININGS

In 2017 seminars were held with tastings of Premium cava and *Cava de Paraje Calificado* cava in New York and San Diego, run by the well-known journalist and sommelier specialized in sparkling wines, Marnie Old.

Two seminars were given in New York at the premises of the sommelier Laura Maniac, Corkbuzz, one of the most famous wine bars in Manhattan. Wine journalists, retailers and importers attended, as well as Masters of Wine and sommeliers.

An important Masterclass was held in San Diego as part of the annual congress of the American Sommelier Association. A seminar with a tasting of Premium cava and *Cava de Paraje Calificado*.



16. CAVA PROMOTION 2017

PREMIUM CAVA SHOWROOMS

Events to promote Premium cava for the media, restaurants, trade and other prescribers from the sector of gastronomy and wine at different establishments within the domestic market.

Various talks are given and round tables organised on issues of interest related to Premium cava and gastronomy.

The firms taking part have an exhibition space where they can offer participants tastings of their Premium products.

SAN SEBASTIAN / BARCELONA



 **YouTube**
Video at DO_Cava channel



CAVA STARS

Working meetings aimed at groups of sommeliers from prestigious restaurants in different cities in the domestic market. Lunches devoted to sharing their views of cava and its perfect harmony with haute cuisine. Other issues are also addressed, such as adding and improving the presence of cava on their wine lists.

MALAGA



 **YouTube**
Video at DO_Cava channel



16. CAVA PROMOTION 2017



INTERNATIONAL PRESENTATION OF CAVA DE PARAJE CALIFICADO

Event for the international launch of the first *Cava de Paraje Calificado* cavas for the international press and top class prescribers such as Masters of Wine, Masters of Sommelier, Sommeliers, educators and trade.

Presence of the main representatives of each winery to explain their projects and the resulting *Cava de Paraje Calificado* to the attendees.



Video at [DO_Cava](#) channel

The master of ceremonies was Pedro Ballesteros MW, also on the tasting jury for *Cava de Paraje Calificado*.

The event took place at a remarkable venue, the dome of the emblematic Gherkin in London, and was attended by leading British prescribers.

Likewise, the english version of the “Cava Moments” book, published by the DO Cava, was presented and delivered to all those who were attending the event.



16. CAVA PROMOTION 2017

EXCELENCIA CAVA AWARDS

Prize-giving ceremony for the 2nd *Excelencia Cava* Awards to four people from the sector in different areas: Viticulture, Oenology, Communication and Professional career. The aim of these awards is to recognise those people who, in their different professions, have helped to enhance the reputation and prestige of cava.

On this occasion we were honoured with the presence of the Minister for Agriculture & Fishing, Food and the Environment, Ms. Isabel García-Tejerina, and also the Minister for Health, Social Services and Equality, Ms. Dolors Montserrat.

The award winners were:

Mr. Esteve Raventós - Viticulture

Mr. Josep Buján – Oenology

Mr. Ramón Francàs – Communication

Mr. Joan Juvé – Professional career



Video at DO_Cava channel



16. CAVA PROMOTION 2017

FINANCIAL PRESS CONFERENCE

Annual presentation of the Cava report 2017 to the national media.



SPECIAL RNE PROGRAMME

New edition of the special programme “El Cava y la Navidad” (Cava and Christmas) by the Spanish broadcaster, RNE. Broadcast live from Caixaforum Madrid before more than 400 people. Interviews and features related to cava.



16. CAVA PROMOTION 2017

CAVA MIXOLOGY COMPETITION

A mixology competition aimed at bartenders, both professionals and students.

The aim of this innovative project is to present cava as the perfect mixer, encouraging its use to raise awareness among new and young consumers.

Semi-finals have been held in:

BARCELONA
MADRID
MALAGA
SAN SEBASTIAN
LONDON
NEW YORK

The great final will take place in 2018 in Barcelona.



Video at DO_Cava channel



MIXOLOGY MASTERCLASS

We have given basic training on cava with a tasting of generic products for cocktail students. The aim is for them to get to know cava and use it as a mixer.

These training sessions have been held at different cocktail schools in Barcelona, Madrid and San Sebastian.

16. CAVA PROMOTION 2017

CAVA SOUND AND CAVA NIGHT

Projects aimed at new and young consumers from different cities. The aim is to show them other moments to consume cava and educate them regarding different aspects, such as how it is made, types of cava, categories and other potentially interesting facts.

Cava Night is a party to welcome the summer at the famous rooftops of venues in large cities where cava cocktails are the star of the show. Influencers, lifestyle and fashion magazines and also end consumers are invited via social media.

Cava Sound has an *afterwork* format, is held on the last Thursday of the month and lasts approximately two hours. It's totally free of charge but access is vial the DO Cava social media.

Firms take part by providing their most suitable cava for this target. Simple food is also offered to reinforce the message of new, more contemporary pairings.

The events will also have live music performed by different local groups. The venue, a secret until 24 hours beforehand, is communicated individually. Normally venues are famous outdoor terraces or the premises of companies from the digital industry, art galleries, etc.

Finally, each event is publicised intensively before, during and after the events through the DO Cava social media profiles.



Video at DO_Cava channel

IMPACT
ON SOCIAL
MEDIA
2017

850k*
USERS

*Only Sept - Dec. 2017



16. CAVA PROMOTION 2017

FAIRS AND FESTIVALS

PROWEIN:

As every year, the DO Cava organises several master classes in the ICEX tasting area. On this occasion, a Premium cava tasting was carried out by the sommelier Yvonne Hestermann, an expert in sparkling wines.

FORUM VINI:

The publisher Meininger organises the “Forum Vini” fair in Munich aimed at end consumers and professionals. This year, three tastings were held of *Cava de Paraje Calificado* for prescribers.

THREE WINE MEN:

Three of the UK’s leading wine prescribers organise, every year, a wine fair called “Three Wine Men” aimed at end consumers. On this occasion, we collaborated with a Cava Lounge where several Premium cava tastings were held.

GREAT MATCH:

The New York offices of ICEX organise an annual wine fair in New York and other cities for journalist, trade and retailers. The DO Cava took part with a masterclass and tasting of Premium products and a Cava Bubble bar, all with the collaboration of the prestigious journalist and sommelier Marnie Old.

VIJAZZ:

As part of the Vijazz Festival in Vilafranca del Penedès, for the past three years the DO Cava has organised the “Espacio Cava” where, over three days, the cycle “Ellas y el jazz” (Women and Jazz) takes place. Female voices with tastings of rosé cava paired with red fruits in a charitable project that donates part of the proceeds from the entrance tickets to an organisation that helps women suffering from cancer.



16. CAVA PROMOTION 2017

SPECIAL ARTICLES

DECANTER:

In collaboration with the international magazine Decanter, one of the most prestigious in the wine industry, we have produced a “CAVA GUIDE“ with different articles related to Premium cava.

It has 12 pages with articles on viticulture, oenology, ageing, *Cava de Paraje Calificado* and tasting notes on premium products written by prescribers as important as the journalists Andrew Jefford and Fiona Beckett or the Masters of Wine Pedro Ballesteros MW, Lenka Sedlakova MW and Rebecca Gibb MW.

This special guide can be downloaded from the *Cava de Paraje Calificado* website as well as the Cava section on the Decanter.com website.

MEININGER:

In collaboration with the prestigious German publishing firm, Meininger Verlag, we have prepared a special article on Premium and *Cava de Paraje Calificado* for the magazine “Der Sommelier”.

VINOS VINOS:

A special on *Cava de Paraje Calificado* has also been jointly prepared for the German magazine Vinos Vinos.

OTHERS:



16. CAVA PROMOTION 2017

PAIRING SESSIONS

With the aim of promoting the versatility of cava and how it goes perfectly with gastronomy, we have carried out various proposals with organisations such as the Basque Culinary Center and the company Atrápalo.com to reach different targets, potential cava consumers.

“Cocina de las estrellas“ (Cooking of the stars) and “Cursos para entusiastas“ (Courses for enthusiasts) have been the two cycles of cooking-pairing courses with recipes by Michelin star chefs given at the Basque Culinary Center. Both premium and rosé cavas have been promoted.

Atrápalo Chef & Soul: this was a cycle of three dinners in emblematic venues in Barcelona where a sommelier was in charge of giving participants various tips and advice related to cava. Michelin star menus paired with Premium cava.



16. CAVA PROMOTION 2017

CAVA TALKS



The first event from this pioneering project in the sector which aims to bring together the different people responsible for communication, marketing and exports from different firms in the industry to work on a range of concepts of interest related to cava.

Using various group dynamics, the aim is to address concepts subsequently used as a communicative tool for the whole sector. Various specialists in the field of education, communication and group dynamics take part.

The national and international promotion plan is also presented at this event for the DO Cava for the current year.

1ST EVENT, HOTEL MASTINELL

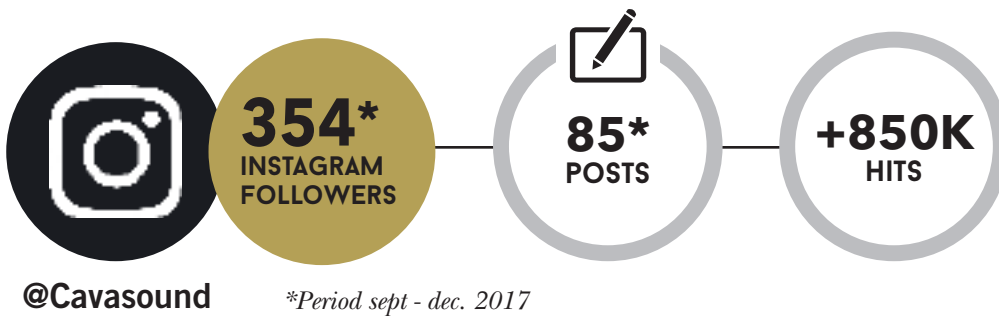
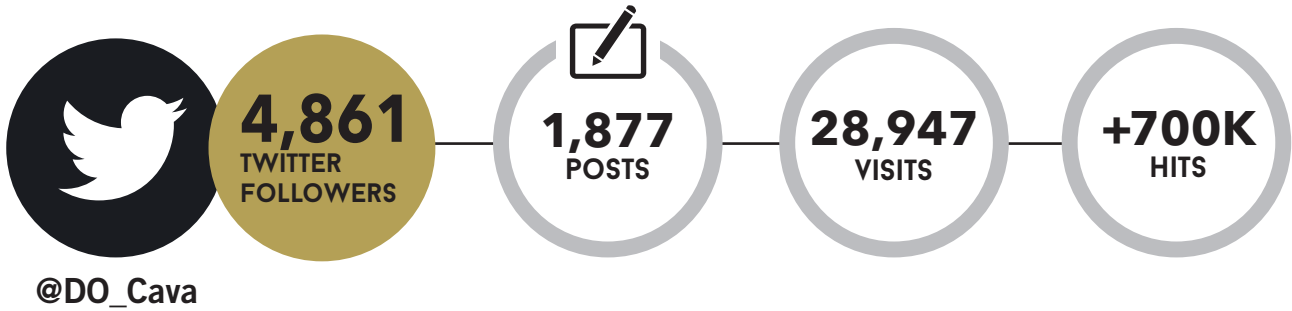
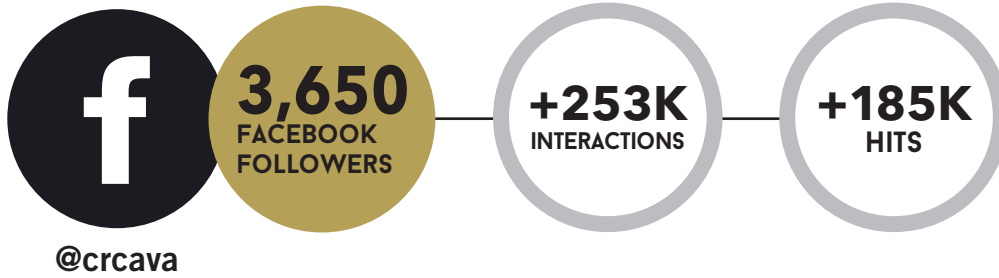
2ND EVENT, DO CAVA REGULATORY BOARD



Video at DO_Cava channel

16. CAVA PROMOTION 2017

SOCIAL MEDIA







DE NOMBRE DE ORIGEN
CAVA
DENOMINACIÓN

www.docava.es