



**ECONOMIC
FIGURES
2016**

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DE ORIGEN
DENOMINACIÓ
CAVA

DO CAVA

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1. OVERALL ANALYSIS OF CAVA 2016

Cava has shown itself to be a very strong sector during the complicated economic situation of the last decade, maintaining both jobs and purchases in terms of kilos of grapes. Thanks to the hard work of companies and their strategic commitment to positioning Premium products in international markets, Cava has established itself, in export terms, as the 1st Spanish Designation of Origin (DO) and the 1st DO in the world using the traditional method.

In the last 10 years, on average the production of Cava has used

302
MILIONS
KG OF GRAPES



*TOTAL
PRODUCTION
2016*
245,155,988



The trend for Cava over the last decade has been positive with an average growth of

▲9%

*Total
Traditional Cava
2016*
215,676,968



*Total
Premium Cava
2016*
29,479,020



*Total
Organic Cava
2016*
4,021,853



The average ageing for Traditional Cava shipped in 2016 was

13.6
MONTHS

In the last 3 years, more Premium Cava has been shipped to international markets, accounting for

11.6%
OF THE TOTAL

The Cava sector is devoting a lot of effort and energy to

**ORGANIC
PRODUCTION**

235
CAVA
PRODUCERS IN
2016

62%

62% of Cava producers are present in international markets.

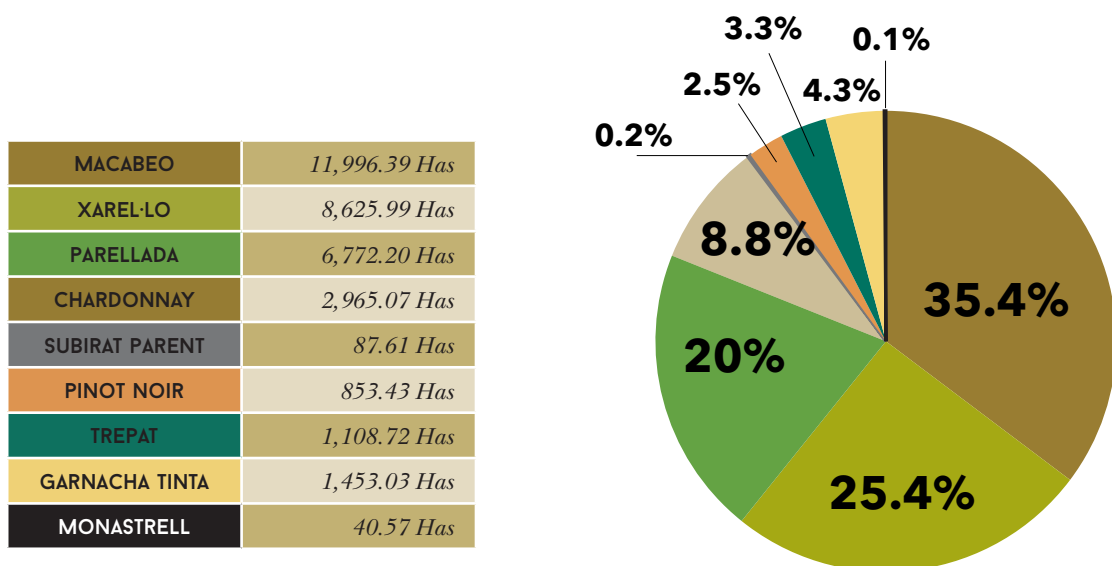


2. REGISTRATIONS

2.1 Winegrowing operations



2.2 Area registered by variety



2. REGISTRATIONS

2.3 Base wine producers

<i>YEAR</i>	<i>COMPANY</i>
<i>2010</i>	<i>164</i>
<i>2011</i>	<i>165</i>
<i>2012</i>	<i>163</i>
<i>2013</i>	<i>162</i>
<i>2014</i>	<i>159</i>
<i>2015</i>	<i>158</i>
2016	162

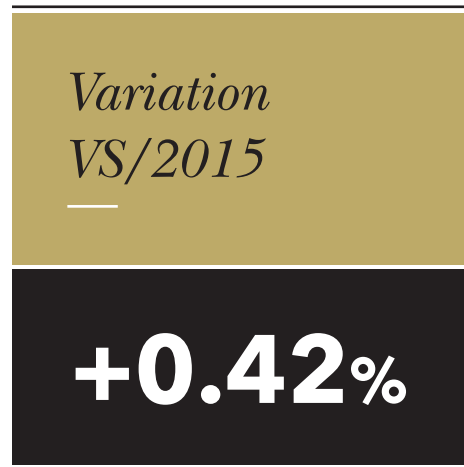


2.4 Cava producers

<i>YEAR</i>	<i>COMPANY</i>
<i>1980</i>	<i>82</i>
<i>1990</i>	<i>235</i>
<i>2000</i>	<i>269</i>
<i>2010</i>	<i>256</i>
<i>2011</i>	<i>254</i>
<i>2012</i>	<i>253</i>
<i>2013</i>	<i>247</i>
<i>2014</i>	<i>244</i>
<i>2015</i>	<i>241</i>
2016	235



3. SHIPMENTS



3.1 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

* in thousands of bottles



4. CAVA IN THE WORLD

4.1 Foreign Market

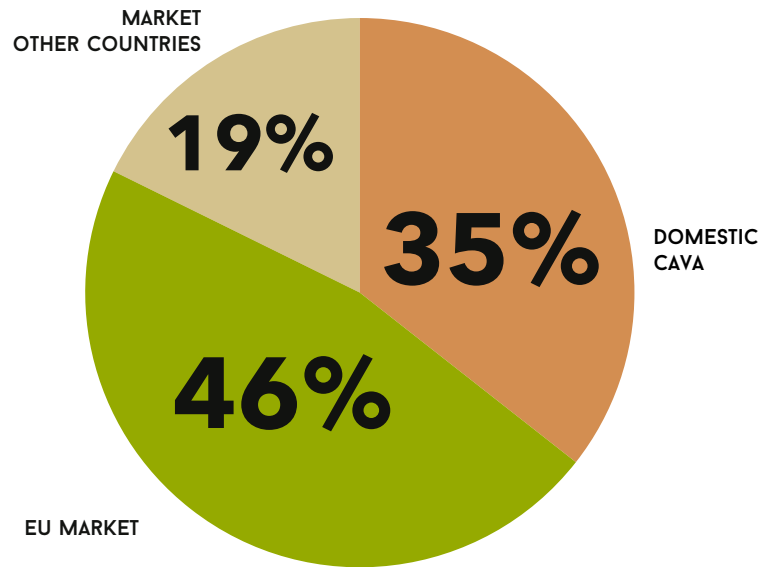
<i>Total Foreign Market 2016</i> 	<i>Variation VS/2015</i>
158,973,256 BOTTLES	1.10%
<i>EU</i>	<i>VS/2015</i>
111,796,128 BOTTLES	-1.94%
<i>Other countries</i>	<i>VS/2015</i>
47,177,128 BOTTLES	9.11%

4.2 Domestic Market

<i>Total Domestic Market 2016</i> 	<i>Variation VS/2015</i>
86,182,732 BOTTLES	-0.80%

4. CAVA IN THE WORLD

4.3 Cava sales in 2016

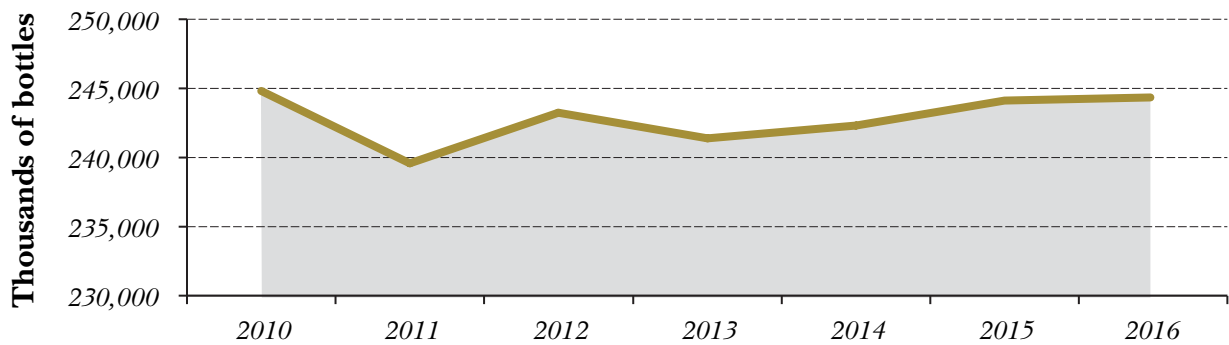


4. CAVA IN THE WORLD

4.4 Trend in shipments

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
VS/ TOTAL				35.15		45.6		19.25

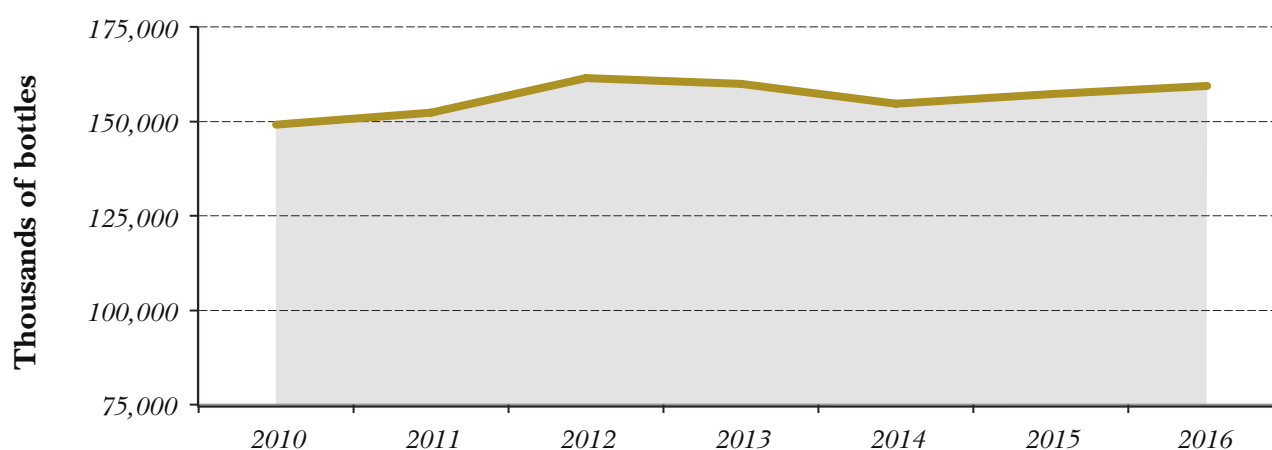
* in thousand of bottles



5. FOREIGN MARKET

5.1 Statistics 1980-2016

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



5. FOREIGN MARKET

5.2 Ranking by country

COUNTRY	75 CL BOT.	% DIFF. 2015
BELGIUM	29,616,892	-1.74
GERMANY	28,416,935	-14.1
UNITED KINGDOM	26,821,915	-3.87
USA	21,304,164	7.65
FRANCE	8,972,133	20.75
JAPAN	8,505,084	8.67
NETHERLANDS	3,484,383	11.53
SWEDEN	3,439,599	14.04
FINLAND	3,139,525	8.69
SWITZERLAND	2,920,632	8.7
CANADA	2,447,900	2.87
DENMARK	1,914,487	21.75
NORWAY	1,616,335	8.9
ESTONIA	1,127,492	32.42
RUSSIA	1,121,443	91.69
AUSTRIA	1,101,423	39.51
BRAZIL	1,089,411	-2.16
ISRAEL	871,633	-1.23
POLAND	769,709	23.85
LITHUANIA	740,763	46.7
URUGUAY	739,372	147.12
AUSTRALIA	734,596	6.18
DOMINICAN REP.	584,588	36.86
CHINA	525,387	1.85
MEXICO	454,867	-5.96
LUXEMBOURG	398,945	8.07
PORTUGAL	379,637	-5.7
ITALY	374,715	16.43
SOUTH KOREA	330,460	52.35
SPAIN (FREE TRADE ZONES)	308,557	-29.89
LATVIA	295,515	49.99
PARAGUAY	284,811	274.9
ANDORRA	249,796	8.13
PERU	232,440	-1.79
IRELAND	228,067	41.44
UKRAINE	188,743	94.23

COUNTRY	75 CL BOT.	% DIFF. 2015
CZECH REP.	187,252	-21.3
PANAMA	183,668	-20.52
COLOMBIA	167,420	38.45
ARGENTINA	158,568	-59.31
SLOVENIA	136,477	-24.25
HONG KONG	132,825	-21.13
NEW ZEALAND	123,556	36
CHILE	112,619	0.56
CUBA	106,780	49.9
BELARUS	106,533	303.07
CROATIA	104,432	13.42
ICELAND	102,756	-5.88
SINGAPORE	85,457	27.73
NIGERIA	82,463	-37.97
TAIWAN	80,364	37.24
COSTA RICA	80,325	22.7
PUERTO RICO	69,289	22.92
NETHERLANDS ANTILLES	68,879	37.84
MOROCCO	63,855	60.89
GREECE	60,853	-0.27
VENEZUELA	59,285	-51.71
MALDIVES (Islands)	57,787	-4.9
ARAB EMIRATES	55,283	-5.35
GUATEMALA	53,503	42.33
HUNGARY	52,500	24.6
QATAR	50,357	-16.32
TURKEY	46,565	107.06
BULGARIA	42,697	96.52
SLOVAKIA	42,389	20.56
THAILAND	40,597	179.96
KOREA	40,084	-21.61
CYPRUS	31,512	59.4
BAHAMAS	26,069	-16.89
BOLIVIA	23,736	2.75
VIRGIN ISLANDS	21,908	-19.22
PHILIPPINES	21,117	19.5
SANTA LUCIA	19,200	39.13
REP. SOUTH AFRICA	19,068	119.31
GEORGIA	18,720	
EL SALVADOR	18,709	19.02
JAMAICA	17,437	78.52
ANGOLA	14,460	25.97
GHANA	13,148	29.44
ROMANIA	13,005	-57.3
INDONESIA	12,331	23.57
MARTINIQUE	11,444	-44.13
UGANDA	10,788	139.1

<i>COUNTRY</i>	<i>75 CL. BOT.</i>	<i>% DIFF. 2015</i>
<i>REUNIÓN</i>	<i>10,749</i>	<i>-41.08</i>
<i>TANZANIA</i>	<i>10,215</i>	<i>55.93</i>
<i>MALAYSIA</i>	<i>9,579</i>	<i>-39.98</i>
<i>SRI LANKA</i>	<i>9,557</i>	<i>113.72</i>
<i>GIBRALTAR</i>	<i>8,672</i>	<i>18.38</i>
<i>KENYA</i>	<i>8,667</i>	<i>298.77</i>
<i>CAYMAN ISLANDS</i>	<i>8,667</i>	<i>-17.27</i>
<i>VIETNAM</i>	<i>8,637</i>	<i>-57.79</i>
<i>IVORY COAST</i>	<i>8,400</i>	<i>42.05</i>
<i>GUADALUPE</i>	<i>8,251</i>	
<i>MALTA</i>	<i>7,820</i>	<i>-6.85</i>
<i>CAMBODIA (Kampuchea)</i>	<i>7,044</i>	<i>51.68</i>
<i>EQUATORIAL GUINEA</i>	<i>6,848</i>	<i>-61.24</i>
<i>HONDURAS</i>	<i>6,744</i>	<i>34.95</i>
<i>SERBIA & MONTENEGRO</i>	<i>6,583</i>	<i>-49.56</i>
<i>ZIMBABWE</i>	<i>6,240</i>	
<i>ECUADOR</i>	<i>5,736</i>	<i>-68.28</i>
<i>BARBADOS</i>	<i>5,616</i>	<i>-67.32</i>
<i>ALGERIA</i>	<i>5,380</i>	<i>-52.81</i>
<i>HAITI</i>	<i>5,012</i>	<i>-34.85</i>
<i>KAZAKHSTAN</i>	<i>4,324</i>	<i>-65.88</i>
<i>TOGO</i>	<i>4,080</i>	
<i>LAOS</i>	<i>4,068</i>	
<i>NICARAGUA</i>	<i>3,633</i>	<i>180.35</i>
<i>MONGOLIA</i>	<i>2,935</i>	<i>36.96</i>
<i>REP. OF CABO VERDE</i>	<i>2,892</i>	<i>12.33</i>
<i>LEBANON</i>	<i>2,879</i>	<i>139.89</i>
<i>CONGO</i>	<i>2,317</i>	<i>1000</i>
<i>BELIZE</i>	<i>2,068</i>	<i>-49.25</i>
<i>SURINAM</i>	<i>1,836</i>	
<i>TRINIDAD & TOBAGO</i>	<i>1,260</i>	<i>-61.96</i>
<i>JORDAN</i>	<i>1,200</i>	<i>300</i>
<i>NEW CALEDONIA</i>	<i>852</i>	<i>18.33</i>
<i>BAHRAIN</i>	<i>840</i>	<i>-85.57</i>
<i>BURMA</i>	<i>792</i>	<i>88.57</i>
<i>BERMUDA</i>	<i>744</i>	<i>-75.97</i>
<i>SAN VICENTE</i>	<i>703</i>	
<i>INDIA</i>	<i>540</i>	<i>-95.4</i>
<i>GABON</i>	<i>180</i>	
<i>GAMBIA</i>	<i>151</i>	<i>-74.89</i>
<i>CAMEROON</i>	<i>121</i>	
<i>TOTAL</i>	<i>158,973,256</i>	<i>1.10</i>

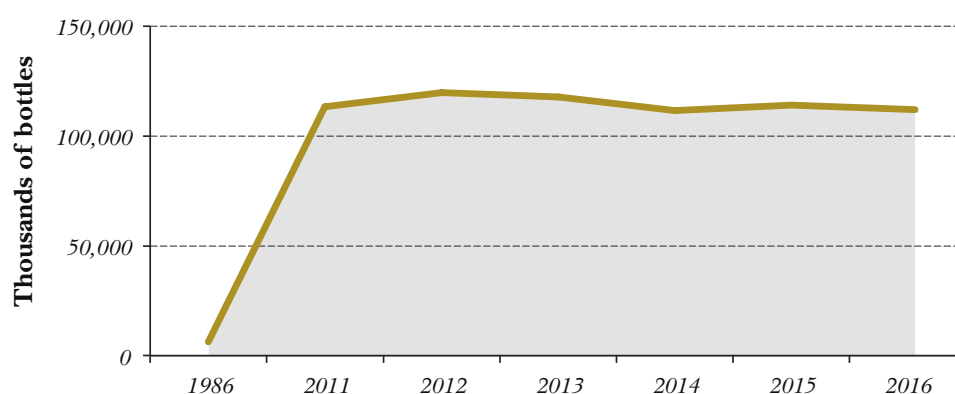


6. CAVA IN THE EUROPEAN UNION

6.1 Trend by country

COUNTRY	1986	2011	2012	2013	2014	2015	2016
Germany	2,161	40,365	39,461	40,289	30,546	33,079	28,417
United Kingdom	1,225	31,956	35,926	29,904	28,833	27,902	26,822
Benelux	401	23,570	25,269	27,644	30,405	30,510	30,016
France	38	4,221	4,961	5,444	6,364	7,430	8,972
Netherlands	218	2,776	2,673	2,593	2,558	3,124	3,484
Finland	28	2,722	2,912	2,750	2,918	2,888	3,140
Sweden	1,000	2,225	2,443	2,592	2,789	3,016	3,440
Austria	90	1,354	1,533	1,482	1,203	789	1,101
Denmark	367	1,081	1,054	1,294	1,424	1,572	1,914
Poland		495	523	756	715	621	769
Portugal	218	490	484	469	480	402	380
Latvia		340	586	564	359	197	295
Ireland	42	322	231	183	116	161	228
Estonia		292	398	475	618	851	1,127
Italy	500	289	355	365	432	321	375
Lithuania		241	285	505	855	504	741
Czech Rep.		136	224	195	257	237	187
Hungary		100	52	38	53	42	52
Slovenia		92	140	157	159	180	137
Greece	5	61	45	52	88	61	61
Slovakia		41	43	32	41	35	42
Romania		25	26	31	89	30	13
Cyprus		21	31	29	22	19	32
Bulgaria		14	26	16	21	21	43
Malta		11	12	7	11	8	8
TOTAL	6,293	113,240	119,693	117,865	111,620	114,000	111,796
DIFF. (%±)			5.7	-1.53	-5.3	2.15	-1.94
% EU OUT OF TOTAL	16%	74%	74%	74%	72%	73%	70%

* in thousands of 75 cl bottles

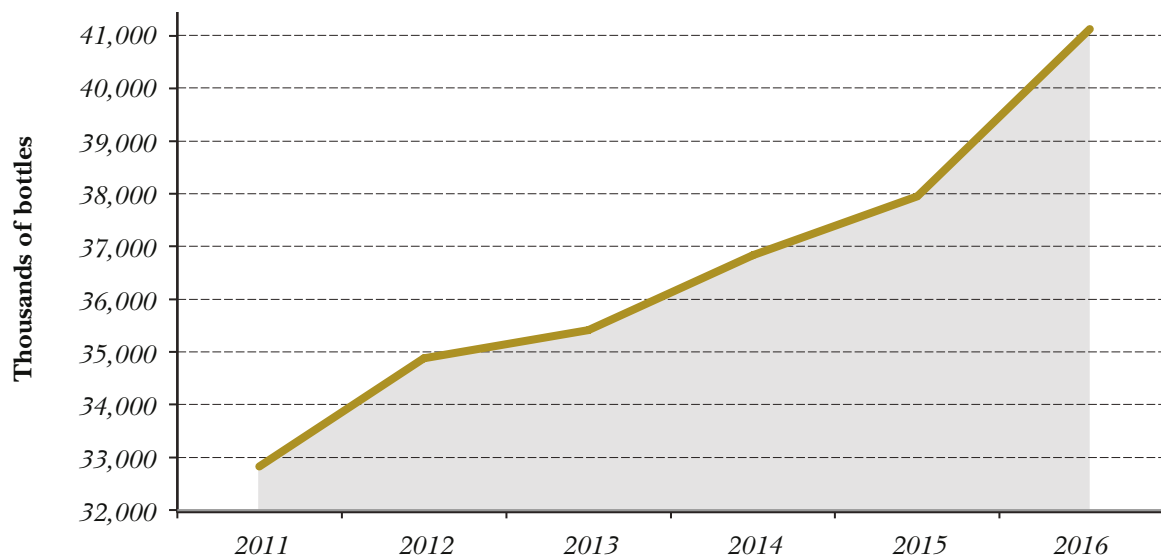


7. CAVA IN OTHER COUNTRIES

7.1 Trend by country

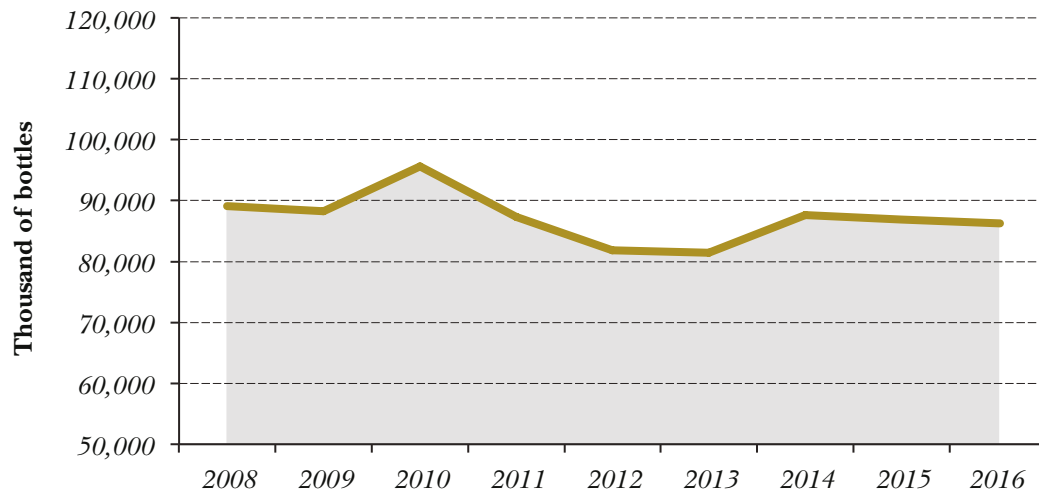
COUNTRY	2011	2012	2013	2014	2015	2016
United States	17,366	17,224	17,845	18,224	19,790	21,304
Japan	5,511	7,326	7,727	7,662	7,826	8,505
Switzerland	3,235	3,133	2,870	2,895	2,686	2,921
Canada	2,028	2,132	2,079	2,160	2,380	2,448
Norway	1,531	1,566	1,523	1,605	1,484	1,616
Russia	971	1,057	988	1,285	1,113	1,121
Brazil	1,058	858	917	931	882	1,089
Israel	376	390	592	735	691	872
Australia	505	829	561	699	585	735
China	246	370	310	636	515	525
TOTAL	32,827	34,885	35,412	36,832	37,952	41,136

* in thousands of 75 cl bottles



8. DOMESTIC MARKET

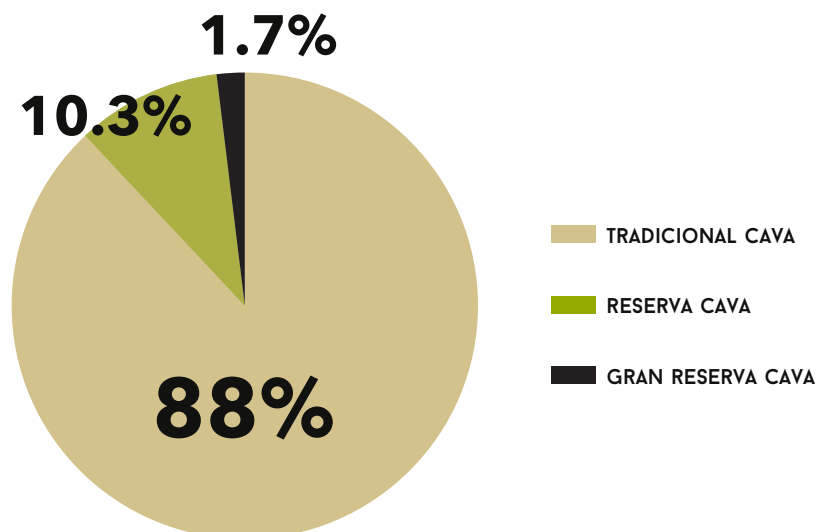
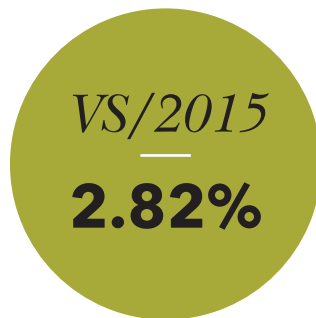
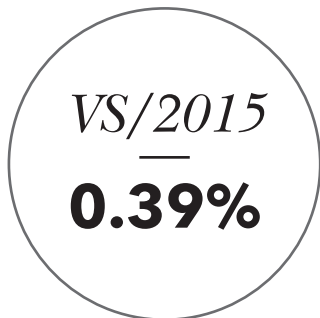
8.1 Trend in shipments in the Domestic Market



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

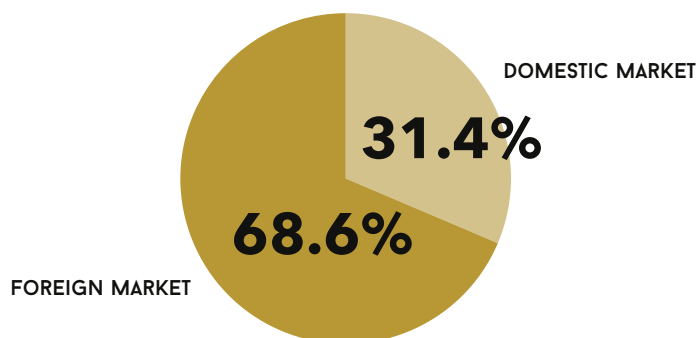
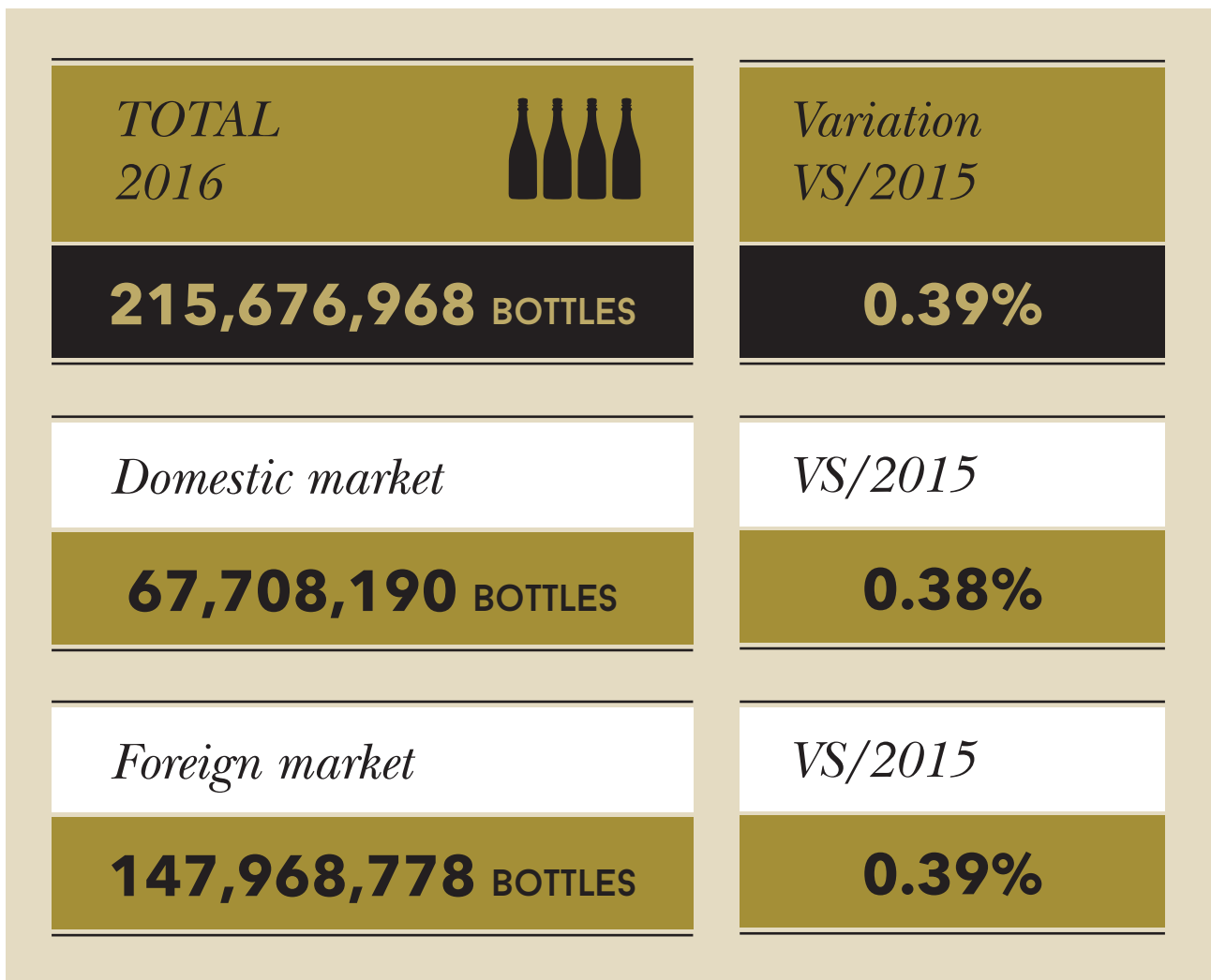


9. SALES BY CATEGORY



9. SALES BY CATEGORY

9.1 Traditional Cava (Min. 9 months)



9. SALES BY CATEGORY

9.2 Reserva Cava (Min. 15 months)



TOTAL
2016



25,241,846 BOTTLES

Variation
VS/2015

2.82%

Domestic market

14,870,539 BOTTLES

VS/2015

-2.62%

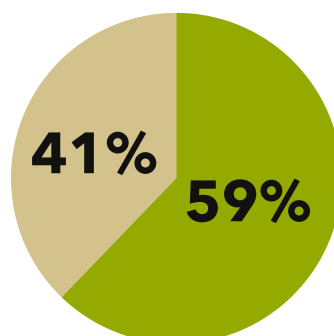
Foreign market

10,371,307 BOTTLES

VS/2015

11.77%

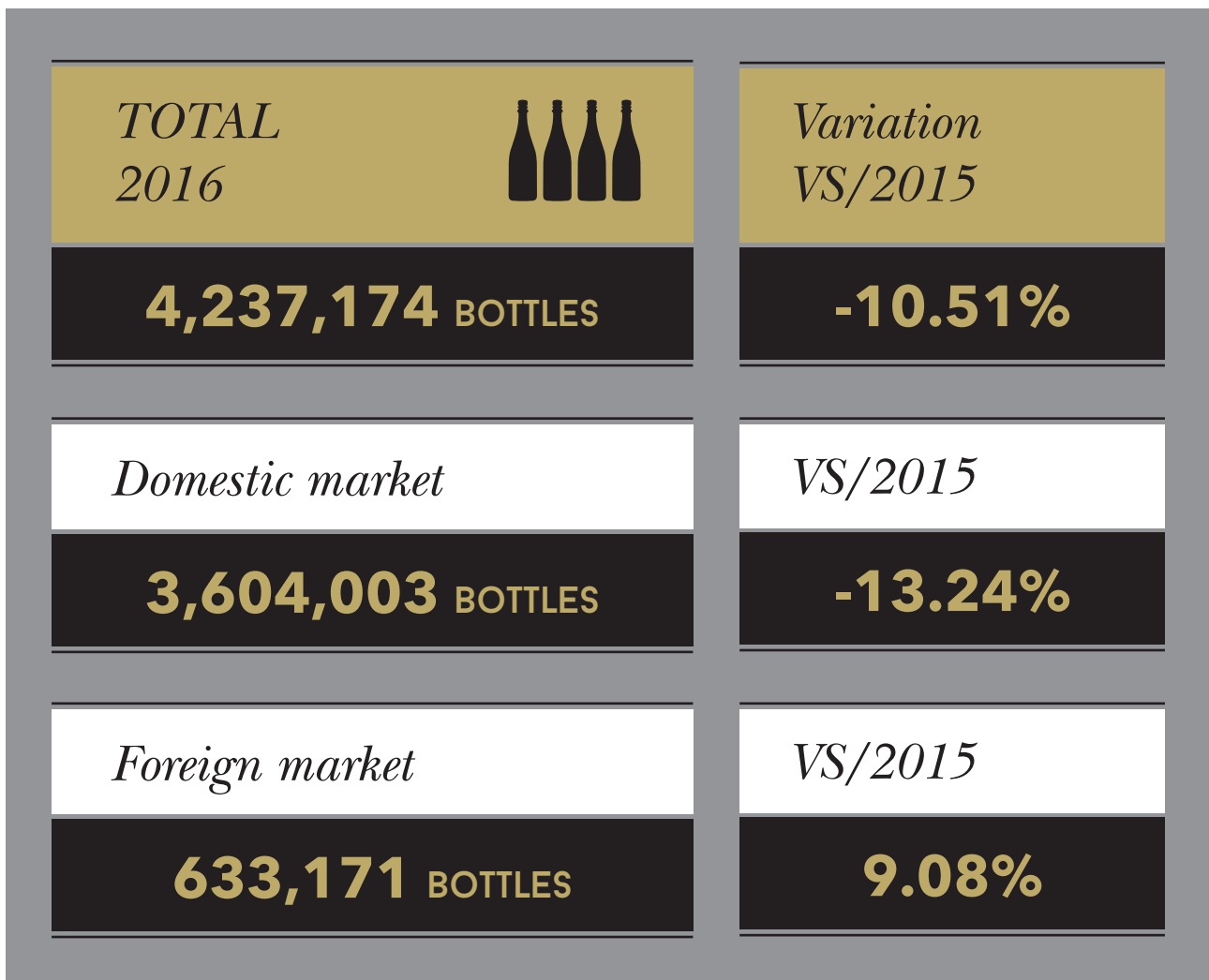
FOREIGN MARKET



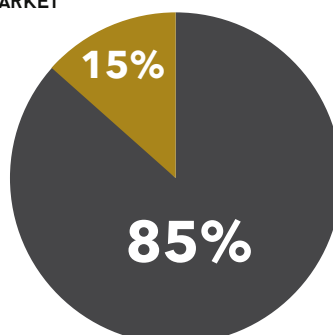
DOMESTIC MARKET

9. SALES BY CATEGORY

9.3 Gran Reserva Cava (Min. 30 months)



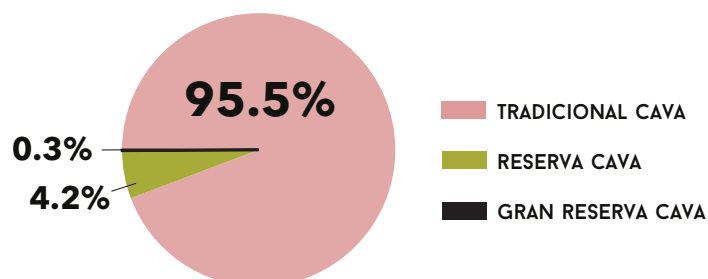
FOREIGN MARKET



DOMESTIC MARKET

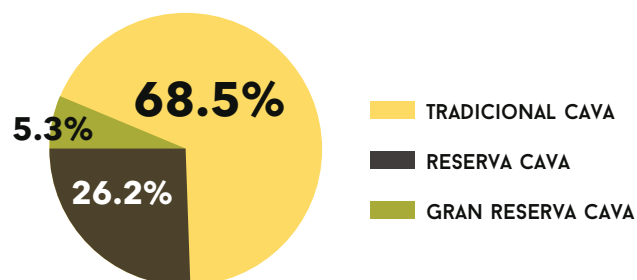
9. SALES BY CATEGORY

9.4 Rosé Cava



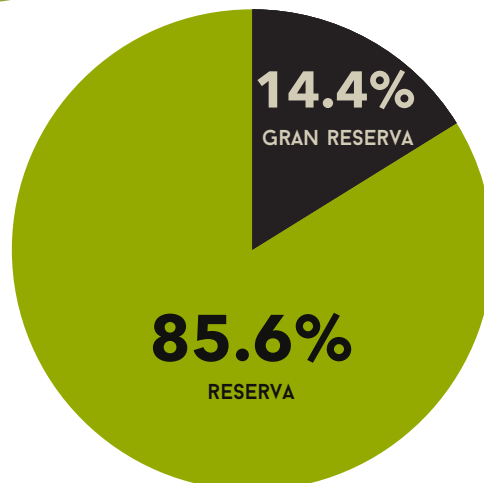
9. SALES BY CATEGORY

9.5 Organic Cava



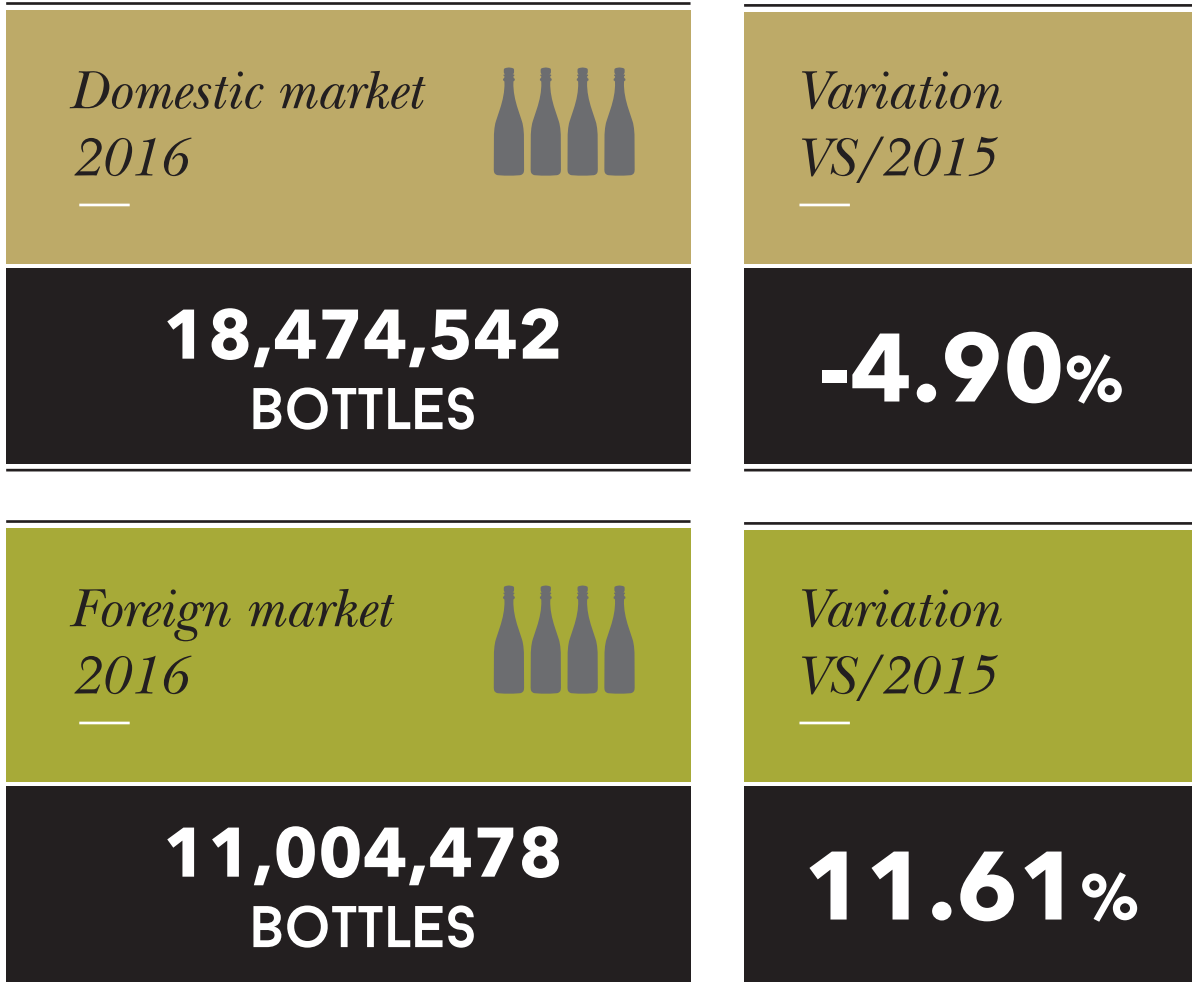
10. PREMIUM CAVA IN THE WORLD

10.1 Total shipments

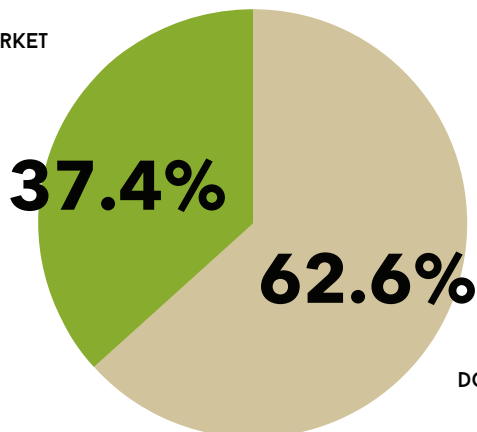


10. PREMIUM CAVA IN THE WORLD

10.2 Premium Cava by market



FOREIGN MARKET



DOMESTIC MARKET



10. PREMIUM CAVA IN THE WORLD

10.3 Premium Cava ranking

First 20 countries

<i>COUNTRY</i>	<i>PREMIUM CAVA 2016</i>	<i>% DIFF. 2015</i>
<i>Spain</i>	<i>18,474,542</i>	<i>-4.90%</i>
<i>Belgium</i>	<i>3,144,173</i>	<i>15.42</i>
<i>USA</i>	<i>1,287,272</i>	<i>4.97</i>
<i>Japan</i>	<i>1,073,212</i>	<i>11.88</i>
<i>Canada</i>	<i>748,921</i>	<i>4.57</i>
<i>Germany</i>	<i>680,927</i>	<i>31.08</i>
<i>United Kingdom</i>	<i>591,287</i>	<i>-18.26</i>
<i>Sweden</i>	<i>543,132</i>	<i>33.49</i>
<i>Netherlands</i>	<i>400,371</i>	<i>11.71</i>
<i>Norway</i>	<i>341,587</i>	<i>30.78</i>
<i>Denmark</i>	<i>321,661</i>	<i>40.55</i>
<i>Finland</i>	<i>237,254</i>	<i>4.59</i>
<i>Switzerland</i>	<i>145,881</i>	<i>8.66</i>
<i>Dominican Rep.</i>	<i>129,972</i>	<i>28.03</i>
<i>Peru</i>	<i>80,609</i>	<i>-26.44</i>
<i>Australia</i>	<i>69,282</i>	<i>-28.86</i>
<i>Mexico</i>	<i>65,830</i>	<i>34.43</i>
<i>France</i>	<i>62,133</i>	<i>-25.72</i>
<i>Poland</i>	<i>60,079</i>	<i>22.69</i>
<i>South Korea</i>	<i>56,270</i>	<i>98.32</i>
<i>Other countries</i>	<i>964,625</i>	<i>14.82</i>
<i>TOTAL</i>	<i>11,004,478</i>	<i>11.61%</i>

11. MAIN PROJECTS TO PROMOTE CAVA IN 2016



INTERNATIONAL PRESENTATION OF SINGLE ESTATE CAVA (CAVA DE PARAJE CALIFICADO)

Event to present the new “Single Estate Cava” classification at the Palau de la Música Catalana (Barcelona).

Attended by the international press from Germany, England, Belgium and the Netherlands.

Companies, winegrowers and other organisations from the industry were also present.

Presentation of the communication campaign: Corporate image, video and promotional brochure.

Round table with international experts: Pedro Ballesteros MW, Lenka Sedlackova MW, Yvonne Heistermann and Guillermo Cruz.

Press conference for general and specialist media.

Programme of activities for international participants (company visits, tastings).



Publicity campaign for Single Estate Cava in the main trade magazines:



Nueva Categoría del Cava
Cava de Paraje Calificado
EL GUSTO POR LA SINGULARIDAD

Es el cava obtenido de un vino producido con uvas de un paraje determinado, cuyas condiciones edáficas y microclimáticas propias, junto con unos criterios de calidad en su producción y elaboración, han propiciado un cava de características singulares

Del Paraje a la Copa
Más información
www.docava.es

11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

DECANTER CAVA ENCOUNTER

Event to promote premium Cava in the United Kingdom, organised in collaboration with the prestigious magazine Decanter.

Masterclass on Premium Cava given by Pedro Ballesteros MW.

Showroom for companies and tastings.

Brochure presenting the DOP Cava.

Publication of articles related to the event on Decanter.com.

Campaign via Decanter's social media
Participants: Morning seminar for professionals and, in the afternoon, subscribers to the Decanter magazine.

Participation of 20 companies.



**+400
PEOPLE**

Decanter



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

DRINK BUSINESS CAVA ROAD SHOW

Events to promote Premium Cava in different cities in the UK (Manchester, Exeter and Edinburgh), organised in collaboration with the prestigious Drink Business magazine.

Each event consisted of a Masterclass with a tasting of Premium Cava, given by a prestigious prescriber. The participants, subscribers of the Drink Business magazine, were prescribers, sommeliers, MW and educators.

Participation of 30 companies.

**+300
PEOPLE**



drinks business



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

CAVA EXPERIENCE

Events to promote Premium Cava for the trade press and prescribers in the gastronomy and wine sectors in the main European cities.

The aim was to present premium products and show their perfect harmony with the local cuisine.

Presentation of the menu by the resident chef. A renowned sommelier from the country was responsible for presenting the pairings with Premium Cavas.

Production of an exclusive personalised brochure for each event.
Tracking of the articles published.

Material sent to the participating companies with information on the event and the participants .



HAMBURG
35
PRESCRIBERS



BRUSSELS
30
PRESCRIBERS

11. MAIN PROJECTS TO PROMOTE CAVA IN 2016



CAVA MASTERCLASS

Specialised Cava training at university and professional training centres, sommelier associations and for prescribers from the wine industry.

Given by renowned professionals from each country and by the technical services of the DOP Cava.

DÜSSELDORF - PROWEIN
KOBLENZ
GHENT
BERLIN
COLOGNE
WARSAW
UTRECHT
BRUSSELS (KBC)
FORUM VINI
ROTTERDAM
LONDON WINE FAIR
LONDON - FIZZ
RUST (Austria)

+500
PROFESSIONAL
PRESCRIBERS



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

TRAINING

Advanced Cava training at university and professional training centres nationally. Given by the Technical Services of the DOP Cava, as well as other organisations.

ESHOB (2)
CETT (2)
BASQUE CULINARY CENTER (3)
AULA DEL VINO – UNIV. SAN PABLO CEU

VINOSELECCIÓN
ESC. INTERNACIONAL VALLADOLID
ROVIRA I VIRGILI UNIVERSITY
MADRID CHAMBER OF COMMERCE
BURGOS UNIVERSITY
BURGOS CHAMBER OF COMMERCE
EL CORTE INGLÉS – Cellar staff
IC TRAINERS' COURSE



+450
PROFESSIONALS

PREMIUM CAVA FAIR

Action to promote Premium Cava for the trade press, restaurants, specialist stores and other prescribers from the gastronomy and wine sectors.

Round table on “The harmonies of Cava” with the participation of local professionals from the industry.

Harmonies cocktail.

Premium Cava showroom with the participation of cava producers.

Location: Malaga
Participation of 26 companies.



+400
PEOPLE



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

"BEST INTERNATIONAL SOMMELIER FOR CAVA" COMPETITION

Second "Best Sommelier for Cava" competition, this time in its international version.

Semi-finals in 11 towns and cities covering the different areas in Spain:

- CATALONIA AND ANDORRA
- BALEARIC ISLANDS
- CENTRE 1 (MADRID & CASTILE-LA MANCHA)
- CENTRE 2 (CASTILE-LEON)
- NORTH 1 (BASQUE COUNTRY & CANTABRIA)
- NORTH 2 (ASTURIAS & GALICIA)
- EBRO VALLEY (ARAGON & NAVARRE)
- CANARY ISLANDS
- ANDALUSIA 1 (SOUTH-EAST)
- ANDALUSIA 2 (SOUTH-WEST)

International semi-finals in BELGIUM and MEXICO.



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

FAM TRIPS

INTERNATIONAL

Visits to the main DOP Cava region organised for the trade press and Masters of Wine from all over the world.

Masterclass given by our technical services.

Visits to different cava producers.

CANADA – Daenna Van Mulligan

NETHERLANDS – Frank Smulders MW

UNITED KINGDOM – Andrew Jefford - Richard Hemming MW

SWEDEN – Eric Stein

BELGIUM – Pedro Ballesteros

POLAND – Group of journalists

50 GREAT CAVAS – Group of journalists

USA - Group of Oenologists Washington

NATIONAL

Basque Culinary Center – Students of the Sommelier Master
Journalists Trade Magazines

TASTINGS

TOM STEVENSON
GUÍA PEÑÍN

+180
SAMPLES



+700
SAMPLES



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

CAVA MIXOLOGY

TRAINING

Specialised training in making cocktails with Cava to show its versatility as a mixer.

Production of three cocktails from the DOP Cava: Pink&Mint Cava, Cavatropic and Cava Loves Tea.

Aim: To promote Cava among young consumers and professionals of the world of cocktails and bartenders.

BARCELONA - CETT
SAN SEBASTIÁN – BCC



COMPETITION – CLASS CAVA CUP

International bartender competition in the United Kingdom.

The aim was to present them with Cava as a mixer and encourage its use to get us closer to young consumers.

Event organised in collaboration with the trade magazine *Class Cup Magazine*.

LONDON – RED BAR



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016



FINANCIAL PRESS CUTTINGS

Annual presentation of Cava industry statistics to the national press.



SPECIAL RNE PROGRAMME

New edition of the special programme “Cava and Christmas” by RNE. Broadcast live from the CaixaForum Madrid, in front of more than 400 people.

Interviews and sections related to Cava.

**+400
PEOPLE**



MICRO-STORY COMPETITION

#RELATOCAVA

Social media competition to raise awareness and promote the use of the word Cava among Facebook and Twitter users.

The aim is to raise awareness and visibility of the DO Cava, as well as encourage interaction on our social media sites.



CONCURSO
MICRORRELATOS

CAVA

**Tweet Ganador
#relatocava**

TeioG2012 " Les botibolles m'sen per un glap d'aire. Anuñit!
Una copa de #cava: un reflex d'aurat; la tarda es més bella.
Fem #vacances: #relatocava"

11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

LLIBRE VERD DE LA VINYA DEL CAVA (GREEN BOOK OF CAVA VINEYARDS)

Book written and published by the DOP Cava. A homage to the land, showing the hard work of winegrowers and the importance of good practices in viticulture.

Available in Catalan, Spanish and English.

Can be downloaded in PDF from www.docava.es

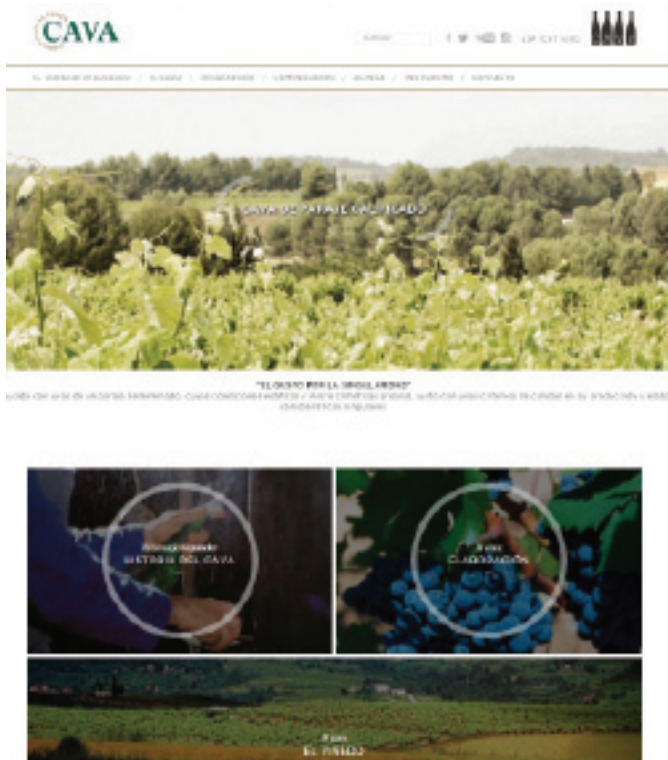


NEW WEBSITE

New website for the Cava Regulatory Board www.docava.es

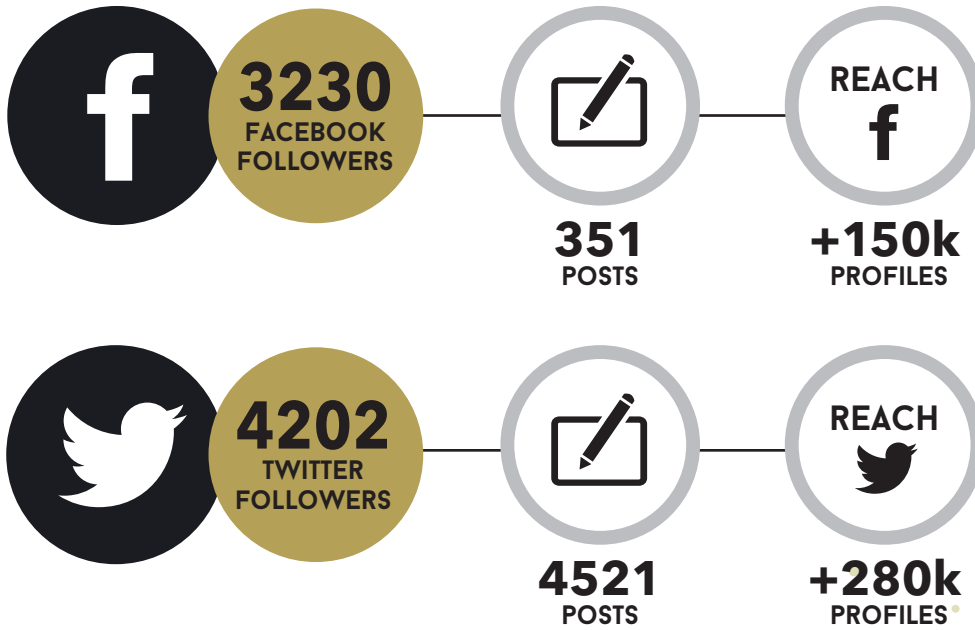
Updating of content and new sections.

More dynamic, user-friendly and with a responsive format.



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016

SOCIAL MEDIA



SPONSORSHIPS

FESTIVAL MOST
DECANTA
FIVIN
SETMANA DEL CAVA

CAVATAST
CONGRESO HOST – BCC
PREMIS VINARI
FUND. DIETA MEDITERRANEA



11. MAIN PROJECTS TO PROMOTE CAVA IN 2016



OTHER EVENTS

FUN FEST

Educational Cava tastings for end consumers. Pairing of Reserva Cava with pâtés and Rosé Cava with strawberries.
Organised by Atrápalo.com at the Poble Espanyol in Barcelona.
Participation of 12 companies.



VIJAZZ

Espai Cava in the Cloister of Saint Francesc in Vilafranca during the Vijazz festival. Two concerts performed exclusively by women.
Pairing of rosé cava with strawberries.
Tickets supporting the fight against breast cancer.
Participation of 35 companies.



APM - EM DIC MANEL

Sponsorship with product placement in the digital transmedia series #Emdicmanel by TV3. Episode written by the DO Cava about cava and gastronomy with the chef Nandu Jubany and bloggers and influencers from the world of gastronomy as actors.
Big impact on digital platforms and social media.
Action #pelisambcava on Twitter



ALIMENTÀRIA

Collaboration at the event to celebrate the 40th anniversary of Alimentària.
Celebratory cake made by Oriol Balaguer and 40 bottles of cava opened.



DE NOMBRE DE ORIGEN
CAVA
DENOMINACIÓN

www.docava.es