

D.O. CAVA

PRESS RELEASE

Javier Pagés is unanimously re-elected as president of the Cava D.O.

"Excellence and quality" will be the main focus of his new mandate.



Vilafranca del Penedès, Friday 29 July.

Today Javier Pagés was unanimously re-elected as president of the D.O. Cava Regulatory Council. The 12 members of the council met at the D.O's headquarters in Vilafranca del Penedès, where the production and wine-making sectors enjoy equal status. The members gave their unanimous endorsement to continue with Cava's ambitious Strategic Plan, committed to raising the prestige of the product by investing in the sector's entire value chain. In turn, the plenary has also elected Adrià Rabadà (CEVIPE) as vice-president of the Cava D.O.

Javier Pagés expressed his profound satisfaction and gratitude for the trust placed in his presidency: "Unity is fundamental at such decisive times for the future of the sector. With it, the

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sector can achieve all the challenges we have set for ourselves and be a leading global designation of origin for some of the world`s highest quality sparkling wines."

Pagés pledged to continue striving to increase Cava's prestige, and to develop the new segmentation. This Strategic Plan has highlighted the Cavas de Guarda Superior (Reserva, Gran Reserva and Paraje Calificado), and zoning, emphasising the singularity of the vineyards and territories, and identifying the different origins of the world's most exported quality sparkling wine. In this sense, the re-elected president of the Regulatory Board sees the continuity of "a plan of the utmost importance for all Cava producers". He added that "excellence and quality" would be the main focus of the new mandate of the Cava Designation of Origin.

The unanimous election of the president demonstrates the cohesion and determination present in the world of Cava regarding the model of qualitative excellence and the strategic plan to follow. As Javier Pagés assumes this mandate, he is also more committed than ever to the sector, which he intends to lead to even greater success, focusing on the richness of long aging and resulting complexity of taste.

Pagés is also conscious of the roadmap set out in the new Strategic Plan, where sustainability and conserving our environment, traceability and quality certification, communication and brand protection, as well as active collaboration and transparency, take on special relevance. All this activity is aimed at revaluing an excellent, world-class product. In short, Javier Pagés states that: "We want to continue with the work we have started to enhance Cava's value among the best sparkling wines in the world, for the delectation of our consumers."

Javier Pagés will preside over a plenary that will be officially proclaimed today with the following members representing the winegrowers Joan Marcé Casas, Enric Ferré Ginovart, Antoni Borràs Bes, Jaume Domènech Ferré, Fernando Medina (Dominio de la Vega); the spokesperson of the base wine wineries, Adrià Rabadà (CEVIPE); and the members representing the Cava wineries, Pere Ferrer Noguer (Freixenet), Pere Escolar (Jaume Serra), Pere Ventura Vendrell (Pere Ventura i Família), Josep Palau Casellas (Segura Viudas), Damià Deàs (González Byass) and Carles Andreu de Domingo (Celler Carles Andreu).

D.O. CAVA. Commitment to origin, land and sustainability

With more than 70% of international sales, Cava is the Spanish D.O. that exports the most. The Cava industry has over 38,000 hectares of vineyards and more than 6,800 winegrowers, and its 370 associated wineries are present in more than 100 countries. Cava, which pairs harmoniously

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with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land and sustainability.

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