

D.O. CAVA

PRESS RELEASE

The CAVA D.O. has good reason to be optimistic about the Christmas campaign

- Sales grew by more than 3% during the first 9 months of 2022, and are expected to close the year above 2021's record figures.**
- The main focus continues to be encouraging growth by creating greater value, and promoting Cavas with longer ageing and higher prestige, as well as suggesting new consumption occasions and consumer profiles.**

Vilafranca del Penedés, Wednesday 14 December 2022. The CAVA D.O. is optimistic about this year's Christmas campaign, despite the geopolitical and economic turbulence generated by the war in Ukraine. This optimism has been instilled by the excellent sales performance during the first 9 months of the year, showing growth of more than 3% compared to the same period of 2021.

After the full post-pandemic recovery of last year, the further increase in sales during 2022, pending the release of important figures for the final quarter in the CAVA D.O, could exceed the numbers for 2021, which reached record highs. The recovery of tourism in Spain, along with a strong export performance, has stimulated optimism, despite rising costs and inflation. According to the president of the D.O. CAVA, Javier Pagés, the sector "has continued to grow, showing remarkable resilience in the face of adversity. This leads us to expect a very successful Christmas campaign, with figures even higher than before the pandemic".

As Javier Pagés states, for some years now the CAVA Regulatory Council has been working to extend consumption beyond the mere seasonal - for more than just Christmas and celebrations. The aim is to suggest other occasions for enjoying Cava, whether as the perfect match to accompany any meal, or positioning it as an ideal aperitif or after-work drink. Established events have proved its versatility, such as CAVA Discovery Week in the US, the UK and Japan; the Passeig de Gourmets in Barcelona; the productive collaboration with Paradores de Turismo de España; and the acclaimed CAVA Academy training platform. In addition, the D.O. has supported initiatives such as social media campaigns, in collaboration with leading influencers and gastronomic ambassadors.

The D.O. CAVA's commitment to ecology, sustainability, and high-value Cavas with long ageing processes, has led to unprecedented growth. Organic Cavas grew by a spectacular 65.43% in 2021, while 2022 was a key year with the launch of the first quality labels, under the ambitious new regulations regarding the indication of origin and product category. Cavas de Guarda Superior (Reserva, Gran Reserva and Paraje Calificado) grew by 20.41% in the first three quarters of 2022. The category of the most prestigious Cavas, therefore, continues to advance and, according to the president of the D.O. CAVA, "the scarcity of other quality international sparkling wines on the market opens up the perfect opportunity for the best Cavas to continue their penetration into more competitive channels and markets".

Javier Pagés also said that new elaborations are being promoted to attract new consumers, with the aim of creating greater value. He added that "consumers are opting for more authentic, higher quality, and longer-aged products".

Evidence for this can be seen in the remarkable 20.41% growth of Cavas de Guarda Superior - the longest-aged Cavas - during the first three quarters of 2022, both in the domestic market (+22.98%) and in international markets (+17.79%), which are increasingly opting for premium Cavas. The Cavas de Guarda Superior include the categories of Cava Reserva, Cava Gran Reserva and Cava de Paraje Calificado, whose new quality standards, vineyard specialisation, and organic production place them at the forefront of quality sparkling wine worldwide.

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 6,200 winegrowers, and its 349 associated wineries are present in more than 100 countries. CAVA, which pairs harmoniously with every type of gastronomy, is made using the traditional method, with a strict commitment to origin, land and sustainability.

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