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**TASTE THE
DIFFERENCE**

Quality wines from the heart of Europe

THE EUROPEAN UNION SUPPORTS
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QUALITY AGRICULTURAL PRODUCTS.

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Case History:

Discovering the Cava PDO



Corkbuzz
Union Square
New York
November 30, 2021





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What is TTD.EU about?

European Quality Wines: Taste The Difference+ is a three-year project financed by the European Union and managed by Unione Italiana Vini and Prodeca for the promotion of PDO and PGI European wines abroad in China and US.

Objectives

- Increase the awareness among industry members, media and consumers of European Quality Schemes (PDO and PGI) and the related logos.
- Enhance the competitiveness of European quality wines with PDO and PGI designations.
- Growth market share of European quality wines with PDO and PGI designations.



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Beneficiaries



PRODECA, Promotora de las Exportaciones Catalanes

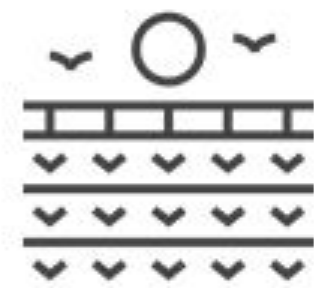
It's a public company established in 1986 and part of the "Ministry of Climate Action, Food and Rural Agenda of the Government of Catalonia".



Winegrowers
8,359



Wineries
626



Hectares
42,822



DO Wine bottles
110 millions



Net sales
344 M€

It supports the agri-food sector and its companies with the knowledge, tools and experience to increase their products in Catalonia and worldwide.



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How to recognize EU Quality Schemes?

PDO – Protected Designation of Origin

PGI – Protected Geographical Indication

PDO and PGI designated wines are considered to be high-quality product, produced in accordance with national and European regulations.

The EU Geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory.



QUALITY AND WARRANTY STAMPS



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What does a PDO / PGI guarantee?

Any food, beverage or agricultural products displaying PDO and PGI logos on their labels gives consumers an indication that the quality of such products is guaranteed.

They are a guarantee that products have undergone strict quality controls, enforced by the EU.

The quality controls ensure food safety, traceability, authenticity, animal wellbeing, labelling accuracy and nutrition protection, preserving product characteristics of quality, taste, tradition and diversity.

Quality assurance

Food safety

Traceability

Authenticity

Animal protection

Respect the environment

Sustainability

Origin

Terroir



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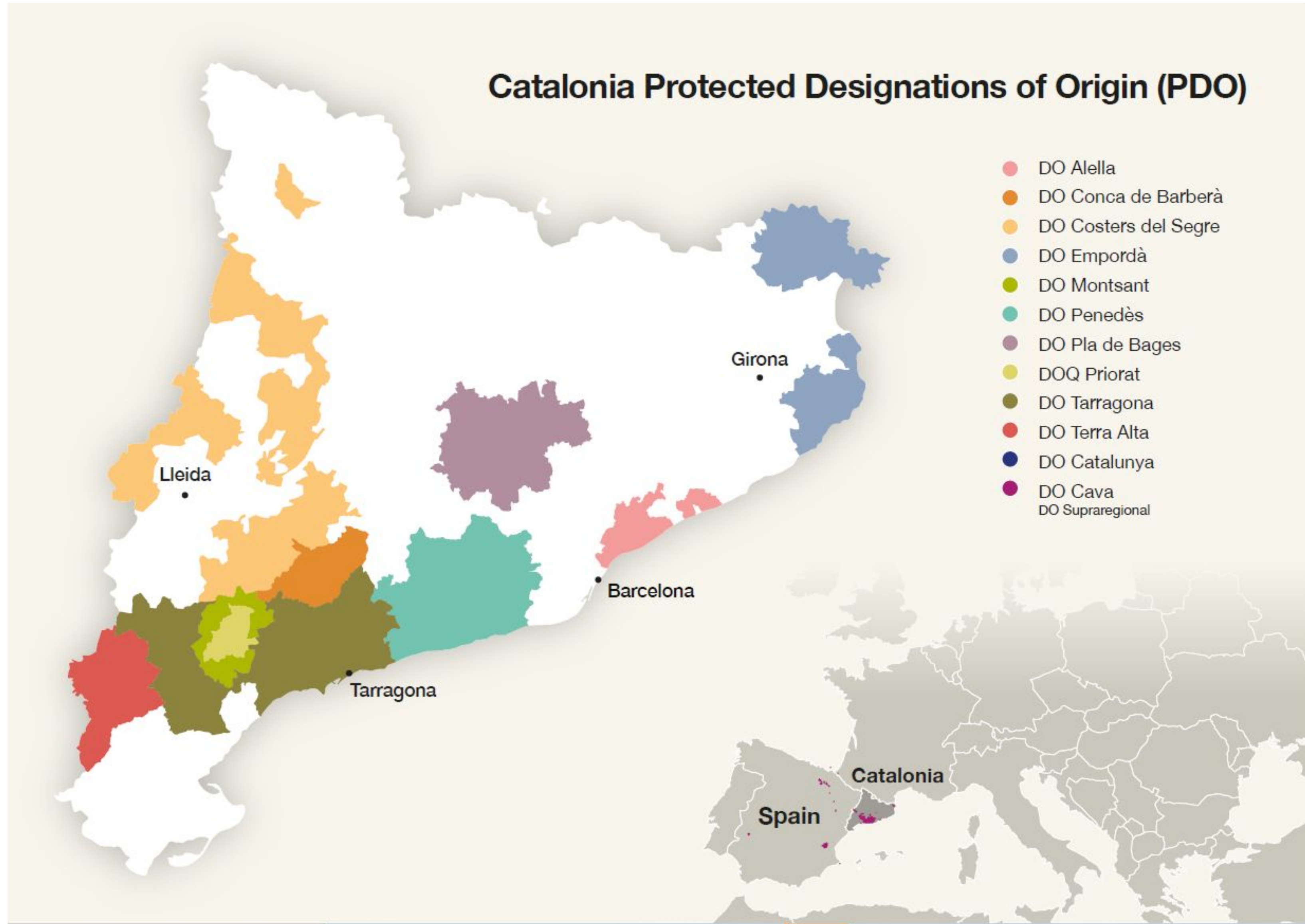
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Map





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History

- 1851:** Institut Agrícola Català de Sant Isidre is founded
- 1872:** Josep Raventós makes the first bottles of sparkling wine using the Traditional Method in Sant Sadurní d'Anoia.
Known colloquially as “Champán” or “Xampany”
- 1880:** Phylloxera arrives in Spain; Ravaged vineyards are then replanted with Xarel-lo, Macabeo, and Parellada.
- 1959:** The name “Cava” appears for the first time in a regulatory document.
- 1970:** The name “Champán” is discontinued, and “Cava” is adopted.
- 1986:** “Región del Cava” area is defined.
- 1991:** DOP Cava Regulatory Council is established.



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PDO Cava

- **Traditional Method sparkling region**
- **Specific technical conditions for production**
- **Geographically demarcated areas of production**
- **9 months minimum aging on the lees**
- **May be White or Rosé**
- **Quality must be verified by Cava DO Regulatory Board**



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Base Wine

- Fruit can be harvested by either hand or machine.
- Grapes must be destemmed in the winery.
- Extraction yields are restricted to 0.666 liters of wine for every 1 kg of grapes.
- Chilled must is racked off from any solids and then transferred to stainless steel tanks.
- Primary Fermentation is carried out with selected yeasts at controlled temperatures.
- Blending of the base wines occurs after primary fermentation.
- Base wine is cooled to encourage precipitation of tartaric acid in the form of crystals.



Tirage

- Addition of Licor de Tiraje (Liqueur de Tirage) to start the secondary fermentation in the bottle
- Licor de Tiraje can be made up of a mix or single component:
 - Dry yeasts or yeasts in vinous suspension
 - Sucrose
 - Concentrated grape must
 - Rectified concentrated grape must
 - Partially fermented grape must
 - Base wine
- The addition of Licor de Tiraje must not increase the level of ABV in the base wine by more than 1.5% in total
- Bottles are then closed with a stopper and a steel cap or a cork stopper and a staple.



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Cava Age Classifications

Cava de Guarda:

Traditional Cava (87.1% of PDO total production): 9 months minimum on lees

Cava de Guarda Superior:

Cava Reserva (10.9% of PDO total production): 18 months minimum on lees

Cava Gran Reserva (1.9% of PDO total production): 30 months minimum on lees

Cava de Paraje Calificado (0.1% of PDO total production): 36 months minimum on lees



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Grape Varieties

Macabeo

- An indigenous variety with large, compact bunches of grapes
- Thin delicate skins
- Resistant to frost despite delicate structure
- Late-budding variety
- Creates wines with balanced acidity and delicate aromas. Very elegant
- Adds structure and mouthfeel in blends
- Relatively high in antioxidants, therefore it is less susceptible to oxidation.





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Grape Varieties

Xarello

- An indigenous variety producing medium-sized, loose bunches.
- Grapes are thick skinned and relatively disease resistant.
- Challenging to grow in the vineyard; Not conducive to plantings at high altitude.
- Tends to grow best at altitudes of less than 400m above sea level.
- Buds quite early, yet ripens late; Long growing season
- Prone to irregular flowering; Has naturally lower yields
- Major structure and power; High acid variety
- Used to give Cava fuller body
- Notable earthy and herbal/fennel aromas and flavors.
- Best suited to long aging.





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Grape Varieties

Parellada

- Good-sized bunches with large berries
- Typically, the last “classic” variety to be harvested
- Does well when planted in high altitudes
- Best fruit often comes from vineyards with altitudes between 500 - 800m above sea level.
- Grapes are sensitive to heat however
- Lower acidity and more moderate alcohol than other “classic” varieties
- Adds subtle floral aromas, as well as fruit aromas of apples/quince
- Because of its more delicate nature and expression, very useful for blending
- Often used to bring alcohol levels down, and to bring a bit of freshness to more powerful Xarello-dominant blends.





Grape Varieties

Chardonnay

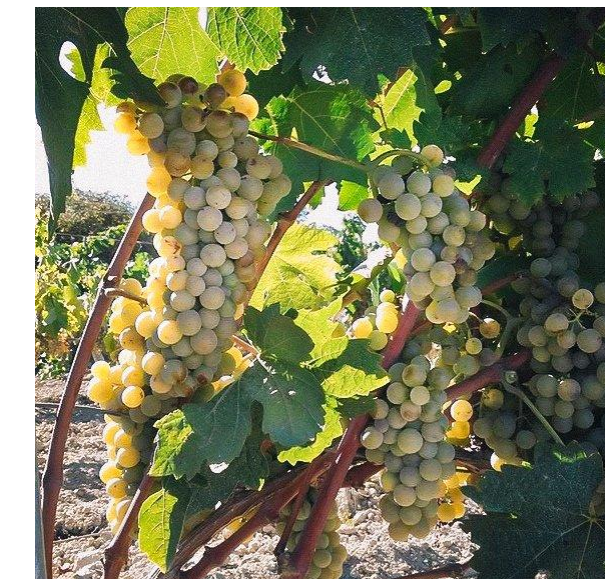
- First variety to be harvested - mid August.
- Difficult to grow; early budburst and sensitive to frost.
- Very aromatic; Gives body and high acidity.

Malvasía (Subirat Parent)

- Medium-sized bunches with small, yellow berries.
- Creates well-structured and fresh wines with beautiful aromatics.

Pinot Noir

- Delicate variety susceptible to disease; Early budburst means sensitive to frost.
- Grows better in cooler climates and at higher altitudes.
- Creates aromatically expressive wines with elegance and body.





Grape Varieties

Trepat

- Vigorous grower in the vineyards, producing large, thick-skinned berries.
- Budburst is early in the season; however the variety is late ripening.
- Used in the production of Rosé wines; Moderate alcohol and acidity



Garnacha Tinta

- Grows in compact, medium-sized bunches; Has thin skins
- Hardy variety fairly resistant to most major vine diseases and able to withstand prolonged periods of drought
- Produces balanced and aromatic wines with average acidity.



Monastrell

- Small, compact bunches with a deep blue color
- Used to add weight to blends; tends to have moderately high alcohol levels





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Zones of Cava

Comtats de Barcelona

- Comtats de Barcelona is the area where more than 95% of Cava production is concentrated.
- Located along the Mediterranean coast close to the iconic and cosmopolitan city of Barcelona.
- In general, the climate is Mediterranean, with some variations between the areas closest to the coast and those inland.
- These inland areas tend to have a more continental Mediterranean climate.
- In geographical terms, the Comtats mainly consist of beautiful valleys or depressions between mountain ranges of medium elevation, with different orientations, thereby allowing the cultivation of vines at different altitudes.





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Sub-zones of Comtats de Barcelona

Serra de Mar

- Close to the Mediterranean Sea, barely 15 kilometres north of the city of Barcelona
- a unique natural landscape in the middle of these mountains, with views both of the sea and of the city of Barcelona.
- Mediterranean climate.
- Vineyard altitudes around 90 meters above sea level.
- The Xarel-lo grape variety is predominant in this sub-zone.
 - Known locally as “Pansa Blanca”.
- Vine cultivation is generally based on a *sauló*-based soil, characteristic of the sub-zone.
 - a sandy, permeable, intensely drained soil that is easy to work with, not very calcareous.
 - gives the grapes a natural acidity that is ideal for aging in cellars for many months.



Sub-zones of Comtats de Barcelona

Valls d'Anoia-Foix

- formed by a broad valley located between two mountain ranges: the coastal Massís del Garraf, and the pre-coastal mountain range
- It is situated between the historic cities of Barcelona and Tarragona.
- Open valley slopes gently down from Montserrat mountains to the sea.
- It is formed by a multitude of mounds and small hills shaped by the drainage basins of the rivers Anoia and Foix
- The stabilizing influence of the sea, along with the imposing protective wall against the north winds that is formed by the Montserrat massif, give this region a temperate climate
 - mild winters and summers with some rainfall.
- Within this natural framework, the grapes for Cava come from plots that enjoy a diversity of microclimates, as a result of the proximity to the coast and the altitude of some vineyards
 - as high as 750m above sea level.
- This diversity allows Cava's three main native grape varieties to fit into the region's different landscapes according to their needs
 - Xarel-lo predominating in the coastal area,
 - Macabeo in the valley
 - Parellada in the higher areas.



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Sub-zones of Comtats de Barcelona

Conca del Gaià

- crosses the regions of Tarragonès and Alt Camp.
 - an emblematic area where the vineyards of Roman Hispania were established.
- name refers to the river Gaià that crosses this sub-zone
- Vineyard altitudes are between 100 - 400 meters above sea level.
- typical Mediterranean climate of mild winters and hot summers, tempered by the sea breeze.
- sub-zone consists of a plain open to the sea, which slopes gently upwards from the Mediterranean, culminating in the peaks of the coastal mountain range.
- Predominant varieties are Xarel-lo Macabeo Parellada



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Sub-zones of Comtats de Barcelona

Serra de Prades

- North of Tarragona province and bordering the region of Lleida.
- Named after the Prades mountains, an outstanding morpho-structural part of the Catalan pre-coastal mountain range.
- Sub-zone stands out for its geological formation: a river basin or valley surrounded by mountains, on whose southern slope the Serra de Prades stands out, shaped by the erosive action of the Francolí river and its tributaries.
- Altitudes range from 350 to 600 meters above sea level.
- Serra de Prades enjoys a very particular microclimate
 - The influence of the Mediterranean blends with winds from the interior, of a continental nature, in what could be described as a transitional Mediterranean climate with greater thermal contrasts
 - This allows characteristics that are more typically found in white grapes from cold climate zones.
- This microclimate favors the cultivation of the native Trepat variety, although Macabeo and Parellada are also grown.



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Sub-zones of Comtats de Barcelona

Pla de Ponent

- Innermost sub-zone of the Comtats of Barcelona area
 - Also known as "Terres de Ponent".
- The inland climate, which is more continental being further from maritime influence, is dry and has long hours of sunshine
- A high level of thermal contrast between day and night.
- Scarce rainfall, which mainly occurs in spring.
- Winters with frost and fog.
- Vineyards are located at an altitude of between 200 and 400 metres
- Essentially a flat landscape with gentle undulations.
- Characterised by well-drained soils with scant fertility.
- Predominant varieties are Chardonnay, Pinot Noir, and Xarel-lo.



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Anna de Codorniu Blanc de Blancs Brut Reserva NV

70% Chardonnay
15% Parellada
7.5% Macabeo
7.5% Xarello

15 months on lees

11.5% ABV

Dosage: 8g/L





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Anna de Codorniu Brut Rosé NV

70% Pinot Noir
30% Chardonnay

12 months on lees

12% ABV

Dosage: 6 - 8g/L





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Maset L'avi Pau Gran Reserva Brut Nature 2017

30% Xarello

25% Macabeo

25% Parellada

20% Chardonnay

36 Months on the lees

11.5% ABV





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Parés Balta Blancá Cusiné 2012

81% Xarello

9% Chardonnay

10% Pinot Noir

80 months on the lees

12% ABV

No Dosage





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