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DIFFERENCE

THE EUROPEAN UNION SUPPORTS  
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QUALITY AGRICULTURAL PRODUCTS.



TASTE THE DIFFERENCE

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# Quality wines from the heart of Europe

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Case History:

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Discovering Catalonia PDOs

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## Chicago

November 17th, 2021



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# Taste the Difference Quality wines from the heart of Europe



QUALITY AND WARRANTY STAMPS

[www.tastethedifference.wine](http://www.tastethedifference.wine)



@Tastethedifferenceeu



@Tastethedifference\_eu



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# What is TTD.EU about?

- European Quality Wines: Taste The Difference is a program funded by the European Union and implemented by Unione Italiana Vini Servizi Soc. Coop. (UIV) and Promotora de Exportaciones Catalanas (PRODECA)
- It is a 3 years promotion campaign that aims to increase trades' and influencers' awareness about European Quality wines (PDO or PGI) in China and the US.

## Objectives

- Increase the awareness of trade actors, influencers and consumers about European Quality Schemes (PDO and PGI) and the related logos.
- Increase the competitiveness of Italian and Spanish quality wines (PDO and PGI), through the enhance of awareness and perceived-quality of trade and consumers.
- Increase the market share of Italian and Spanish quality wines (PDO and PGI).



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# Beneficiaries



UNIONE ITALIANA VINI

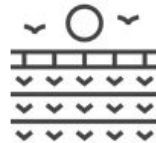
**Unione Italiana Vini** is the oldest and most trusted organization in Italian wine. The association includes members such as cooperatives, private wineries, agricultural organizations, bottlers, consortia, brewing machines, and laboratories.



Winegrowers  
150,000



Members  
assoc  
660



Hectares  
695



PDO/PGI Wine  
production  
+ 25.000  
millions

- Its members account for more than 50% of the total turnover of the Italian wine industry and 85% of the Italian export market
- With 408 PDOs



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# Beneficiaries



## PRODECA, Promotora de Exportaciones Catalanas

It's a public company established in 1986 and added to the Department of Agriculture, Livestock, Fisheries and Food of the Government of the "Generalitat de Catalunya".



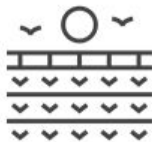
Winegrowers

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?

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**PDO – Protected Designation of Origin**

**PGI – Protected Geographical Indication**

PDO and PGI 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



# Which does a PDO / PGI guarantee?

If you see PDO and PGI labels on any food, beverage or agricultural products, it means that you can be at ease with the quality of their products.

It means that the product you buy is subject to strict European production quality control, and it means that the product is an excellent quality guarantee.

And it has safety, traceability, authenticity, animal-friendliness, label and nutrition protection, and has its 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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# Part I

- Overview
- Empordà
- Alella
- Pla de Bages





# History

- **9<sup>th</sup> century:** Charlemagne established county of Barcelona
- **12<sup>th</sup> century:** Catalonia joins with Aragon through the marriage of Ramon Berenguer IV to Queen Petronilla
- **1469:** Ferdinand I and Queen Isabella of Castille wed, leading to a more unified Kingdom of Spain
- **1640-1652:** Catalonia protests taxes of King Philip IV; briefly a republic recognized and protected by France during Reapers' War
- **1812-1813:** Napoleon annexes Catalonia to France
- **1979:** Spanish government recognizes Catalonian “autonomy;” especially relevant given Catalonia’s distinct cultural identity



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# European Wine Law

- The EU has 27 member countries, all of which produce wine
- 70% of world's wine produced within the EU
- In order to ensure consistency and quality of wine produced, the EU outlines production regulations and quality tiers:
  - PGI (Protected Geographical Indication)
  - PDO (Protected Designation of Origin (PDO))
- PGI and PDO are the basis for individual countries' wine classifications:
  - For example: Spain's DO system is equivalent to Italy's DOC system and France's AOC system; all three fall under the EU PDO category



QUALITY AND WARRANTY STAMPS



# Spanish Wine Law

- Vino de Mesa (VdM)
- Vino de la Tierra (VdIT)
- Vino de Calidad con Indicación Geográfica (VC/VCIG)
- Denominación de Origen (DO) Denominació d'Origen
- Denominación de Origen Calificada (DOCa)/Denominació d'Origen Qualificada (DOQ)
- (Vino de Pago)

Protected Geographical Indication (PGI)

Protected Designation of Origin (PDO)





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# Catalonia Wine Industry

- 8,000+ registered winegrowers
- 600+ registered wineries
- 55,000+ ha of vineyard
  - 40,000+ ha of DO vineyard
  - 5.77% of Spain's vineyard area
- ~110 million bottles of DO wine annually
  - 3.1 million hectoliters
  - 73% white, 22% red, 5% rosé
- 11 DOs
- 1 DOQ





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# Geography & Climate

- 580 km of Mediterranean coastline
- Borders Roussillon, France and Andorra to the north
- Two major mountain ranges
  - Pyrenees
  - Coastal Range
- More humid at lower elevation
- Ebro River (mouth in Tarragona)
- Tramontana wind
- More than one-third of landscape devoted to agriculture





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# Major Grapes

- Garnatxa Blanca
- Macabeu
- Xarel·lo
- Parellada
- Picapoll
- Moscatell
- Chardonnay
- Sauvignon Blanc
- Gewürztraminer





# Major Grapes

- Garnatxa Negra
  - Garnatxa Peluda
- Carinyena (Samsó)
- Ull de Llebre (Tempranillo)
- Picapoll Negre
- Trepat
- Sumoll
- Mandó
- Pinot Noir
- Cabernet Sauvignon
- Cabernet Franc
- Merlot
- Syrah



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# Cuisine

- Molecular gastronomy
  - El Bulli
  - El Celler de Can Roca
- Olive oil
- Seafood and pork
- Fresh produce
- Romesco sauce
- Escalivada
- Arròs Negre
- Crema catalana







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# Empordà

- Northeastern corner of Catalonia
- Cultural mixing with Roussillon
- Nestled between the Pyrenees and the Mediterranean
- Two distinct subareas
  - Alt Empordà
  - Baix Empordà
- Intensely effected by Tramontana wind
- Vi de licor (vi dolç natural)
- Garnatxa Blanca, Macabeu, Moscatell d'Alexandria
- Carinyena, Garnatxa Negra



EMPORDÀ  
DENOMINACIÓ D'ORIGEN





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# Espelt Pla de Gates Empordà 2020

- 80% Garnatxa Blanca, 20% Garnatxa Gris
- Certified organic farming
- Winery lead by Anna Espelt
- Ambient fermentation
- Aged 9 months in large, neutral French oak vessels
- 13% abv





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# Mas Llunes Butarós Empordà 2015

- 60% Carinyena, 40% Garnatxa Negre
- 700-year family history of local winegrowing
- Exclusively estate vineyards
- Aged one year in oak
- 14.5% abv





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# Alella

- Catalonia's smallest DO
- Close proximity to Barcelona
- Three major subareas:
  - Coastal sector
  - A transitional zone
  - Vallés
- Sauló soils
  - Sandy granite
- Historic producer of off-dry whites
- Xarel·lo, Garnatxa Blanca
- Garnatxa Negre





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# Pla de Bages

- Llobregat River
- Hotspot for indigenous varieties  
Picapoll Blanco and Sumoll
- Transitional climate
- 200 to 500 meters in elevation
- Ruta de les Tines
- Picapoll, Chardonnay, Macabeu,  
Parellada
- Garnatxa Negra, Sumoll, Ull de  
Llebre, Merlot, Cabernet  
Sauvignon





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# Abadal Mandó Pla de Bages 2018

- 100% Mandó
- Aged 12 months, 40% in barrel, 60% in amphorae
- 12.5% abv
- Abadal provided critical research into resuscitating Mandó
- Owned by Roqueta family (also owns LaFou in Terra Alta)





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## Part II

- Penedès
- Priorat
- Montsant



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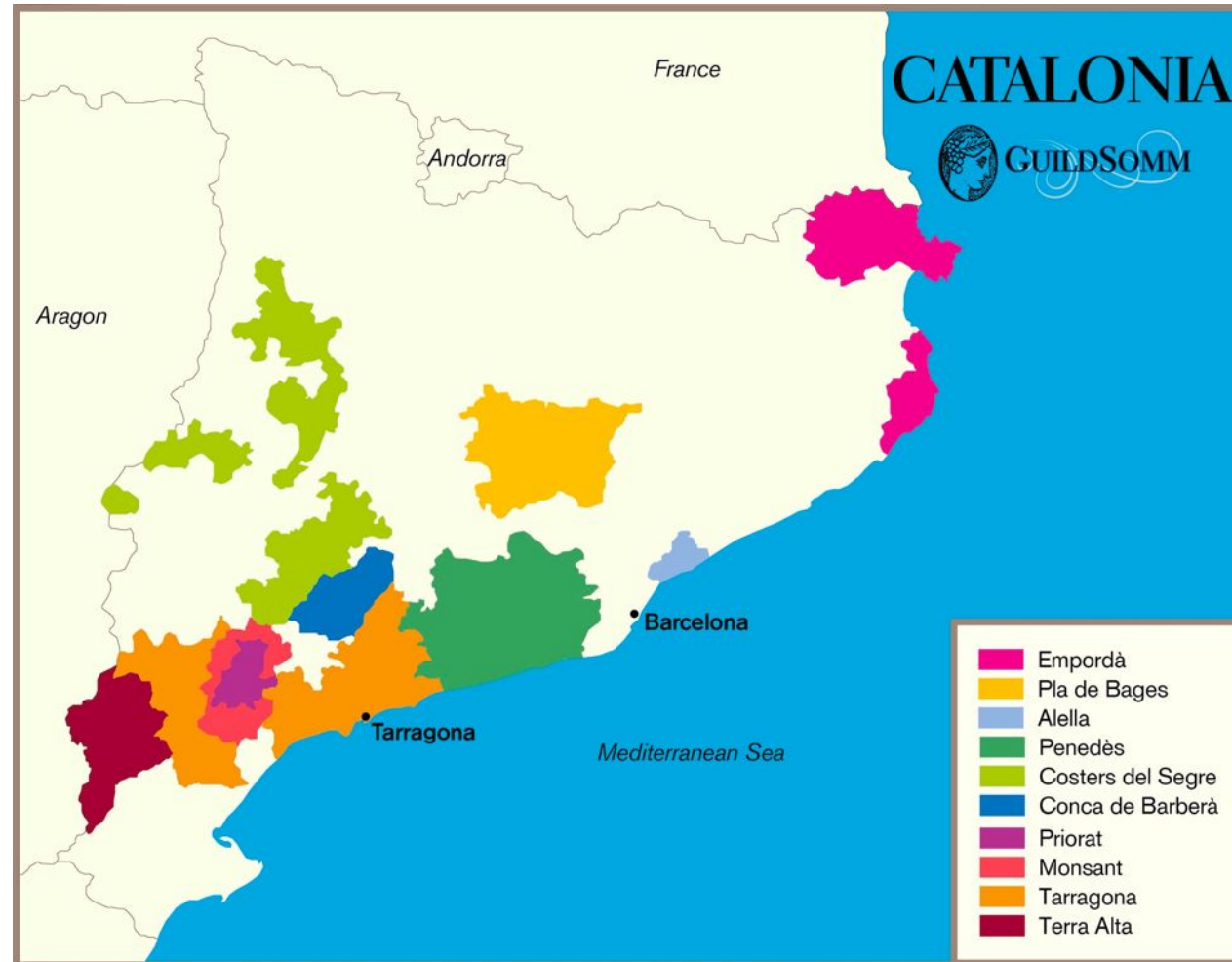
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# Catalonia







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# Penedès

- Southwest of Barcelona
- Shares much of the landscape with Cava production
  - Large hub at Sant Sadurní d'Anoia
- Both still *and* sparkling wine
- Three distinct subzones:
  - Penedès Marítim (Baix Penedès)
  - Penedès Central (Mitja Penedès)
  - Penedès Superior (Alt Penedès)
- Sea level to 850 meters in elevation





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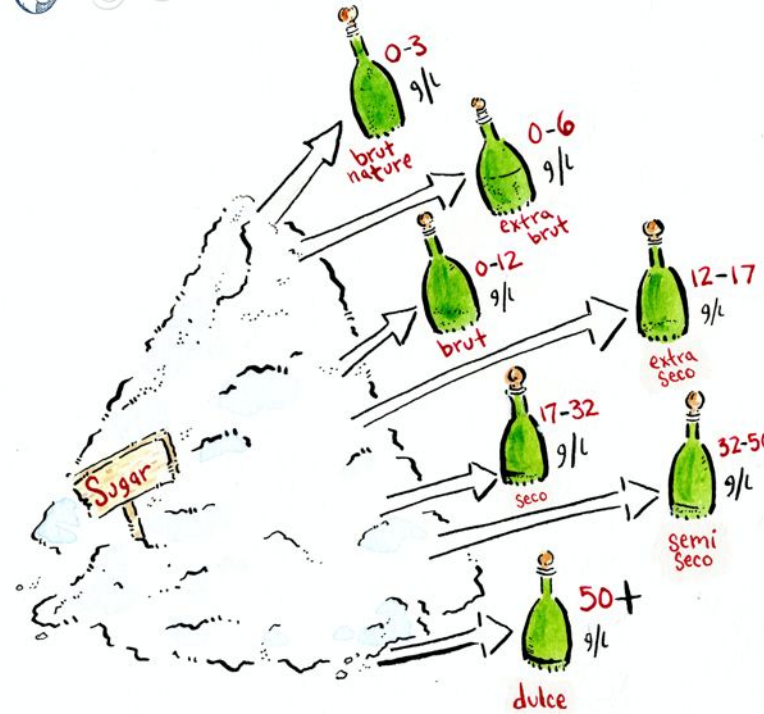
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# Spanish Sparkling Wine

- Cava
- Clàssic Penedès
- Corpinnat
- Conca del Riu Anoia



grams of Sugar  
per  
liter

1 gram of Sugar = 1/4 tsp



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# Gramona Gessami Penedès 2021

- 35% Muscat Blanc à Petits Grains, 15% Muscat of Alexandria, 35% Sauvignon Blanc, 15% Gewürztraminer
- Fermentation in stainless steel and brief maturation before bottling
- 11% abv
- One of the most esteemed producers of Cava
- Fifth-generation family winery
- Biodyvin and Demeter-certified biodynamic





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# Jean Leon Vinya La Scala Penedès 2013

- 100% Cabernet Sauvignon
- Single 8-ha vineyard
- Aged 24+ months in French oak barrels, and 3+ years in bottle
- 14.5% abv
- Founded by 1960s Hollywood restaurateur
- Owned by Torres family today





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# Priorat History



- Derives its name from a local priory
  - Provençal Carthusian monks traveled to region in pursuit of a local shepherd with a vision of a stairway to heaven in 12<sup>th</sup> century
  - Monastery built at Scala Dei
- 10,000 hectares planted before phylloxera, 500 by 1970
- **1989**: Group of five Priorat vintners share a facility in Gratallops and work to revive the region
  - René Barbier (Clos Mogador), Álvaro Palacios (Finca Dofí), Daphne Glorian (Clos Erasmus), José Luis Pérez (Mas Martinet), and Carlos Pastrana and Mariona Jarque (Clos de l'Obac)
- **2000**: Priorat awarded Spain's second DOQ
- **2009**: Priorat initiates Vi de Vila category



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# Priorat

- Steep, terraced slopes
- *Llicorella* soils
- Terra de Montsant to the North
- Siurana and Ebro Rivers
- Various *clos*
- Garnatxa and Carinyena





# Priorat Classification

- Priorat
- Vi de Vila (12)
  - La Morera de Montsant, Gratallops, Bellmunt del Priorat, Escaladei, Porrera, Poboleda, La Vilella Baixa, La Vilella Alta, El Lloar, Masos del Terme de Falset, Solanes del Terme de El Molar, Torroja del Priorat
- Vi de Finca
  - Single vineyards and specific winegrowing zones
  - Introduced in 2002
- Vi de Partage (459)
  - Similar to Burgundy's *lieux-dits*
  - Introduced in 2019





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# Gratavinum GV5 Priorat 2015

- 85% Carinyena, 15% Garnatxa Negre
- Grown on *Ilicorella*
- Certified organic farming
- Aged 14 months in French and Hungarian oak barrels
- 15% abv
- Gratavinum a portmanteau of Gratallops and *vinum*





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# Maset Mas Viló Priorat 2019

- 60% Garnatxa Negra, 40% Carinyena
- Grown on *llicorella*
- Short barrel maturation
- 14.5% abv
- Owned by Massana family, who has worked at the original Bodegas Maset for ten generations





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# Montsant

- Donut-shaped region surrounding Priorat
- Often seen as a value satellite to Priorat, but merits its own consideration
- A ring of mountain ranges (including its namesake)
- Formerly known as the Falset subzone of Tarragona DO
- North of Ebro River
- 50 to 700 meters in elevation
- *Llicorella* in the southern area
- Most recognized for Garnatxa and Carinyena (65% of vineyard area)

monsant  
DENOMINACIÓ D'ORIGEN



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# Laurona Pythagora Montsant 2015

- 100% Garnatxa Negre
- Aged 18 months in French oak barrels
- 15% abv
- Founded in 1999 by Clos Mogador's René Barbier





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# Part III

- Conca de Barberà
- Terra Alta
- Costers del Segre



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# Conca de Barberà

- Historic contributor to Cava production
- Two-thirds planted to white varieties
  - Xarel·lo, Parellada
- Notable pocket for Trepat
- Protected by mountains
  - *Conca* refers to the conch-shaped amphitheater
- Francolí River and Anguera tributary
  - Calcareous, alluvial soils
- 350 to 900 meters in elevation
- Macabeu, Chardonnay, Garnatxa Blanca, Chenin Blanc, Moscatel de Gra Petit, Parellada, Sauvignon Blanc
- Cabernet Franc, Cabernet Sauvignon, Garnatxa Negra, Monastrell, Pinot Noir, Merlot, Syrah, Trepat, Ull de Llebre, Carinyena



**Conca de Barberà**  
DENOMINACIÓ D'ORIGEN

*Caràcter únic*



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# Clos Montblanc Origen Conca de Barberà 2016

- Garnatxa Negre, Carinyena, and Cabernet Sauvignon
- 20- to 30-year-old vines between 400 and 500 meters in elevation
- Aged 16 months in foudres
- 14.5% abv
- Founded in 1988 by the Carbonell Figueras family
- Also produces many Cavas





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# Domenio Ànima Nua Cor Viu Conca de Barberà 2019

- 85% Ull de Llebre, 15% Trepat
- 20- to 35-year-old vines at 450 m elevation
- Certified organic vineyards
- A brand from Cellers Domenys, a collective of cooperative wineries
- 13.5% abv







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# Terra Alta

- Adjacent to Aragon border
- Best recognized for Garnatxa Blanca
  - Historic *rancios* and *mistelas*
  - Approximately one-third of global Grenache Blanc production
- 350 to 800 meters in elevation
- Intense slopes with terracing
- Garnatxa Blanca, Macabeu, Parellada
- Garnatxa Negre, Garnatxa Peluda, Carinyena





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# Herència Altés Trementinaire Terra Alta 2019

- 100% Garnatxa Blanca
- Certified organic farming
- Five-week skin contact in concrete tanks
- 30 months aging in neutral 300L oak barrels
- 13% abv
- Led by Nuria Altés





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# Costers del Segre

**COSTERS  
DEL  
SEGRE**  
Denominació  
d'Origen

- Non-contiguous interior region
- Surrounding town of Lleida
- Seven subzones:
  - Urgell, Garrigues, Pallars Jussà, Raimat, Artesa de Segre, Segrià, and Vall del Riucorb
- Raimat
  - Manuel Raventós purchases a 2,245 estate in 1914
  - Near Segre River
  - Famous for technological advancements and international varieties
- Sandy limestone soils
- 200 to 1,100 meters in elevation





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# Castell del Remei Gotim Bru Costers del Segre 2019

- 35% Garnatxa Negra, 35% Ull de Llebre, 15% Syrah, 15% Cabernet Sauvignon
- Aged 8 months in French and American barriques
- 14% abv
- Oldest winery in Catalonia
- Wine production on site since 1780
- Built on the Bordeaux model





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# Taste the Difference Quality wines from the heart of Europe



QUALITY AND WARRANTY STAMPS

[www.tastethedifference.wine](http://www.tastethedifference.wine)



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 **Prodeca**  
Promoting Catalan food



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION



**TASTE THE  
DIFFERENCE**

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE HIGH  
QUALITY AGRICULTURAL PRODUCTS.

**ENJOY  
IT'S FROM  
EUROPE**



# Thanks!

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