



CAMPAIGN FINANCED
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THE EUROPEAN UNION



**TASTE THE
DIFFERENCE**

Quality wines from the heart of Europe

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

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Deep Dive into Spain's Native Grapes

Hosted by Alexander LaPratt, MS
December 9, 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".



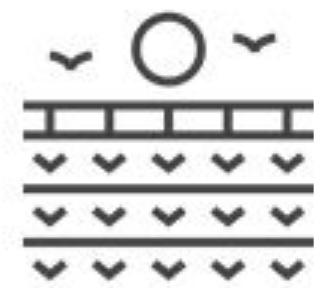
Winegrowers

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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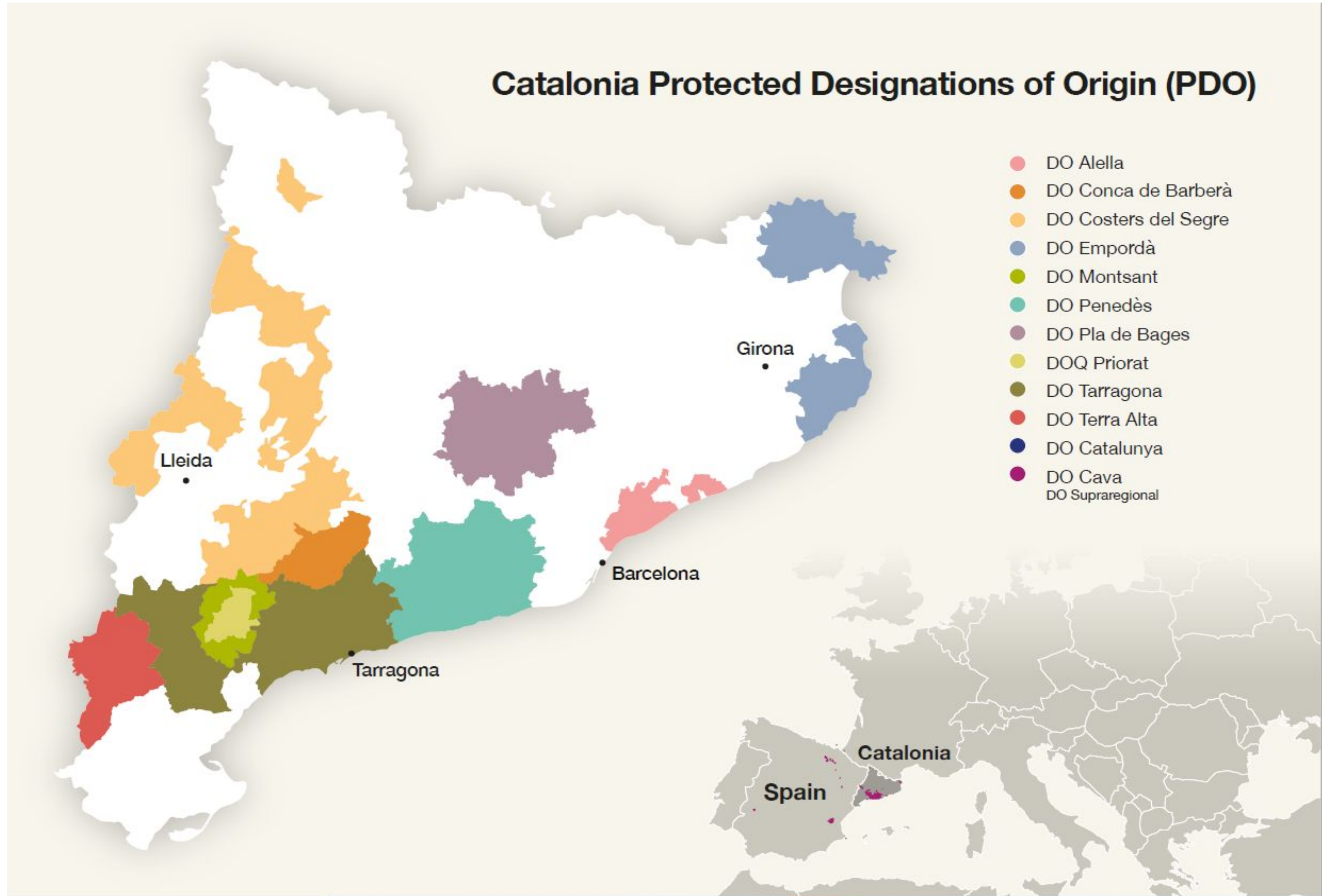
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Catalonia Map





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Espelt, Pla De Tudela 2019

D.O. Empordà

Varietal: 100% Picapolla

Aging: 6 months in concrete eggs

13% ABV





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Clos Pachem, Licos 2019

D.O. Terra Alta

Varietal: 100% Grenache Blanc

Aging: 8 months in stainless steel

14% ABV





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Herència Altés, Benufet 2020

D.O. Terra Alta

Varietal: 100% Garnatxa Blanca

Aging: Wooden vats

14% ABV





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Terra Remota, Clos Amae 2018

D.O. Empordà

Varietal: 50% Tempranillo, 40% Red Grenache,
10% Syrah

Aging: 12 months in wooden vats and 12 months
in bottle

14% ABV





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Les Acàcies, Desbordant 2019

D.O. Pla de Bages

Varietal: 60% Garnatxa Negra, 40% Sumoll

Aging: Stainless steel tanks. Non barrel aging.

14% ABV





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Gratavinum, Silvestris 2019

D.O.Q Priorat

Varietal: 85% Carignan, 15% Syrah

Aging: 40% aged in new French oak barrels for 7 months, 40% aged in clay amphoras for 7 months
20% aged in DemiJohns of glass for 7 months.

14.5% ABV





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Capçanes, La Nit De Les Garnatxas Slate 2020

D.O. Monstant

Varietal: 100% Garnacha negra

Aging: 3 months in new French oak barrels (300l).
Light and medium toasted

14.5% ABV





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Clos Montblanc, Origen 2016

Conca de Barberà

Varietal: Garnacha, Carignan and Cabernet
Sauvignon

Aging: French and American oak barrels for 16
months.

14.5% ABV





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