



CAMPAIGN FINANCED WITH AID
FROM THE EUROPEAN UNION



Quality wines from the heart of Europe

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

ENJOY
IT'S FROM
EUROPE



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TASTE THE DIFFERENCE

Quality wines from the heart of Europe



Case

Discovering

Master class 10th
Nov 2021



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What is TTD.EU about?

European Quality Wines: Taste the Difference 为欧盟主导之推广活动，并由
Unione Italiana Vini Servizi Soc. Coop.(UIV) 及
Promotora de Exportaciones Catalanas (PRODECA) 执行。

將於中国市场为期 **3年** 的推广项目，旨在提升中国酒类进口商及酒业相关人士对
欧洲优质葡萄酒 (PDO 或 PGI) 的认识





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What is TTDEU about?

目标

- 提升酒类进口商、酒业专业人士、爱好者和消费者对**欧洲品质标准(PDO 和 PGI)**及相关标志的认识。
- 以提升酒业专业人士及消费者对**欧洲优质葡萄酒**的质量认同以及相关标志的认知, 提升意大利和西班牙优质葡萄酒(PDO和PGI)于中国市场的竞争力,
- 促进并且提高意大利和西班牙**优质葡萄酒(PDO 和 PGI)**的市场份额。





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Beneficiaries



PRODECA, Promotora de Exportaciones Catalanas 为一家成立于 1986 年的上市公司，隶属于“加泰罗尼亚政府”的农业、畜牧业、渔业和食品部的推广部门。

关于西班牙加泰罗尼亚葡萄酒行业



Winegrowers

8,359



Wineries

626



Hectares

42,822



DO Wine bottles

110 millions



Net sales

344 M€

加泰罗尼亚大区共有 12 个原产地名称 (DO)，具有多样性的葡萄酒特质。并以DO控管并保证葡萄酒生产的可追溯性、确保每瓶葡萄酒皆符合国家和国际品质标准。





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Beneficiaries



UNIONE ITALIANA VINI

Unione Italiana Vini 是意大利葡萄酒历史最悠久、最受信任的组织。协会底下包含了合作社、私人酒庄、农业组织、装瓶商、财团、和酿酒机器、及实验室等成员组成，



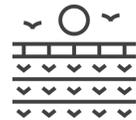
Winegrowers

150,000



Members
assoc

660



Hectares

695



PDO/PGI Wine
production

+ 25.000
millions

- 其成员占意大利葡萄酒行业总营业额的 50% 以上, 为意大利出口市场的 85%
- 涵盖意大利408 PDO





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How to recognize EU Quality Schemes?

PDO – Protected Designation of Origin (food and wine)

PGI – Protected Geographical Indication (food and wine)

PDO 和 PGI 葡萄酒为最高品质认证的葡萄酒，依照国家和欧洲法规生产。**原产地名称保护制度(PDO)** 及 **地理标示保护制度(PGI)** 代表着产品来自欧盟特定地区，并具有特定品质或生产地特色。



QUALITY AND WARRANTY STAMPS





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Which does a PDO wine guarantee?

质量保证
食品安全
可追溯性
真实性
动物保护
尊重环境
可持续性
产地
风土





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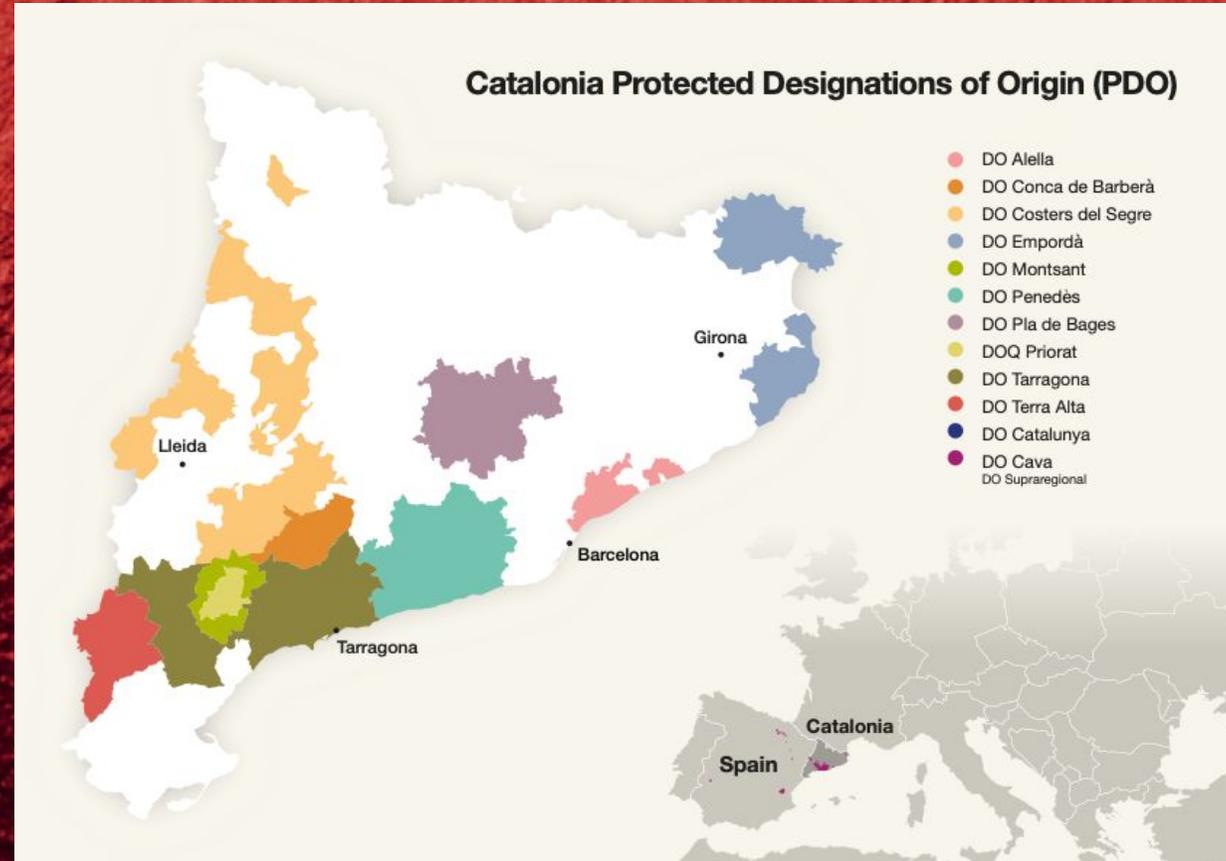


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Discovering the Spanish PDOs

加泰罗尼亚共有**12**个原产地名称 (DO), 这确保了极大的多样性。DO 标准, 保证可追溯性、符合国家和国际品质标准

共有**10** DOs
24 家酒庄参与
TTD. EU 项目





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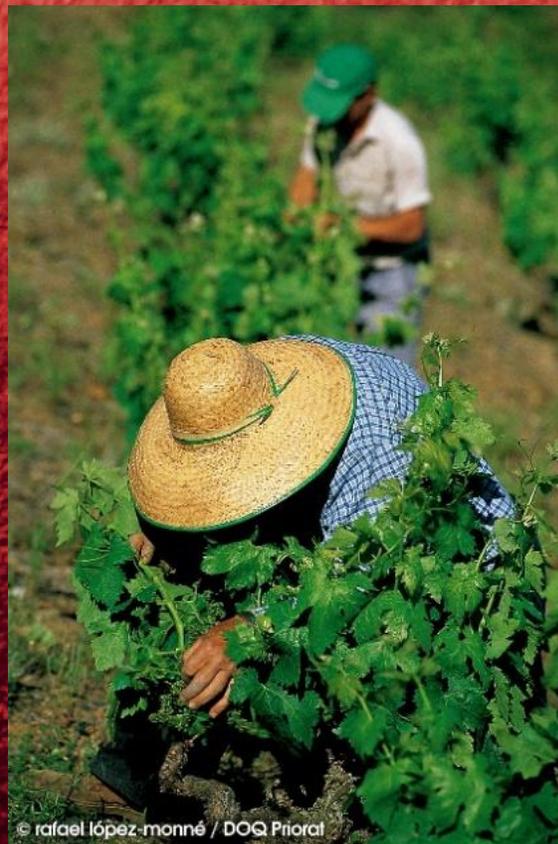
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Tradition

加泰罗尼亚葡萄酒产业具有高度竞争力。拥有最好的**技术**和人力、设施和**酿酒师**。

加泰罗尼亚拥有生产葡萄酒的**理想气候和****风土环境**，为加泰罗尼亚重要产业，同时也是推广加泰罗尼亚的主要农产品之一。

每一瓶葡萄酒都蕴含着**传统、文化、风景、****研发、创新和激情**。这些特点使其成为最优质的葡萄酒产区，并希望带给世界各地红酒爱好者精致的饮酒体验。



Origin

葡萄酒文化、传统和风土是加泰罗尼亚历史的固有组成部分，已成为我们国家的象征。希腊和罗马文明将葡萄种植带到了地中海。从那时起，葡萄藤、葡萄园、酿酒和葡萄酒就成为了我们历史的一部分。





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Wine tasting: Spanish PDOs

COS7ERS DEL SEGRE
Denominació d'Origen



PENEDÈS
DENOMINACIÓ D'ORIGEN
2700 anys



EMPORDÀ
DENOMINACIÓ D'ORIGEN

mon†sant
DENOMINACIÓ D'ORIGEN

T 
DENOMINACIÓ D'ORIGEN
TERRA ALTA

 **ALELLA**
DENOMINACIÓ D'ORIGEN

QU. PRIORAT. C.R. DE LA DENOMINACIÓ D'ORIGEN


D.O. CAVA



Pla de BAGES
DENOMINACIÓ D'ORIGEN



Conca de Barberà
DENOMINACIÓ D'ORIGEN
Caràcter únic





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D.O.
CAVA

PDO Cava

卡瓦原产地名称保护

具体特征:

一个具有悠久和辉煌历史的极高质量的产品。

1986年, "卡瓦"这个名字被确定为在特定的卡瓦地区用传统方法酿造的优质起泡酒。

卡瓦地理范围内的土壤变化很大, 尽管在大多数情况下, 它们是石灰质的, 不含有太多沙质, 相对于粘土, 有机物含量低。

卡瓦是西班牙PDO最广泛出口的起泡酒。

主要葡萄品种:

马卡贝奥, 沙雷洛, 帕内亚达。除了一系列本土品种外, 它还拥有总共9个不同的葡萄品种, 形成了丰富多样的葡萄酒特征。





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D.O. CAVA





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PDO Pla de Bages

巴赫斯平原原产地名称保护

具体特征:

- 在19世纪, 是加泰罗尼亚拥有最多葡萄园的地区。
- 目前, 有14家酒庄隶属于该产区, 在半山区的地中海大陆性气候中, 巴赫斯平原拥有种植葡萄酒的理想条件: 特殊的微气候、低降雨量和强烈的热气流, 以及粘土和石灰质土壤。

主要葡萄品种:

- 白葡萄品种: 马卡贝奥, 帕内亚达, 白皮卡波尔, 霞多丽
- 红葡萄品种: 苏莫尔, 歌海娜, 丹魄, 梅洛和赤霞珠





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Pla de BAGES
DENOMINACIÓ D'ORIGEN





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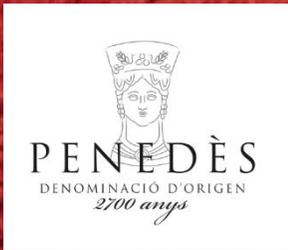
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PDO Penedès

佩内德斯原产地名称保护

具体特征:

- 该地区种植有2.500公顷的葡萄藤，是加泰罗尼亚地区具有最悠久酿酒传统的PDO。
- 该地区覆盖了地中海和内陆丘陵之间的大片土地。在PDO之内根据土壤和气候的变化，可以区分出10个具有明显特征的区域，这些区域从海边一直延伸到海拔800米的葡萄园。
- 佩内德斯的石灰质和粘土土壤赋予了葡萄园独特的特性，再与地中海气候相结合，使这里成为了理想的酿酒环境。
- 有机葡萄酒和有机葡萄园的先行者与带领者。

主要葡萄品种:

- 沙雷洛, 马卡贝奥, 丹魄





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**COSTERS
DEL
SEGRE**
Denominació
d'Origen

PDO Costers del Segre

塞格雷河岸原产地名称保护

具体特征:

- 葡萄酒的酿造历史可以追溯到伊比利亚时期。
- 由分布在塞格雷河流域和莱里达比利牛斯山脉的七个地区组成的马赛克地形。
- 优越的地理位置加上钙质土壤，山区中葡萄的生长受大陆性及地中海气候的影响。塞格雷河岸产区的葡萄藤种植在海拔200至1100米的地方，在七个分区中的四个分区(海拔500米以上)需要在山区进行葡萄种植。
- 唯一拥有自己可持续发展计划的原产地名称保护产区，作用于评估葡萄园和葡萄种植者对环境和可持续葡萄酒种植的致力程度。

主要葡萄品种:

- 霞多丽, 马卡贝奥, 丹魄, 赤霞珠





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COSTERS DEL SEGRE

Denominació
d'Origen





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PDO Montsant

蒙桑特原产地名称保护

具体特征：

- 这片土地与葡萄园之间的关系可以追溯到很久以前。在罗马帝国时期就有了葡萄酒的出现。2001年，PDO蒙桑特被批准通过，这一悠久的葡萄酒遗产得以重视。
- 该PDO的兴起，是因为历史性的合作社与新型家庭酒庄和私人酒庄的结合，致力于典型性的呈现，以及对风土的尊重。
- 尽管这里是地中海气候，但仍然受到一些大陆性气候的影响。
- 另一方面，鉴于该地区的地形，你可以找到无数的微气候，使每个葡萄地块都着独一无二的特点。

主要的葡萄品种：

- 红葡萄：红歌海娜，佳丽酿
- 白葡萄：白歌海娜，马卡贝奥





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mon **+** sant
DENOMINACIÓ D'ORIGEN





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Conca de Barberà
DENOMINACIÓ D'ORIGEN

Caràcter únic

PDO Conca de Barberà

巴尔贝拉河谷原产地名称保护

具体特征:

- 这是一个与历史和传统农业有着紧密联系的葡萄酒产区。
- 景观、历史、具有前瞻性的生产者和独特的葡萄品种特雷帕，定义了这个葡萄酒产区的独树一帜。这里的过去塑造了现在，也铺平了通往未来的道路。
- **葡萄园在山脉和河流之中**；位于海拔350至900米的高度之间。由于地理位置的因素，这里的气候为地中海气候，同时也受到大陆性气候的影响。
- 该地区因为地形和海拔高度的结合，形成了对比鲜明的微气候。

主要葡萄品种:

- 特雷帕, 马卡贝奥, 帕内亚达





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Conca de Barberà
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Caràcter únic





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EMPORDÀ
DENOMINACIÓ D'ORIGEN

PDO Emporda

恩波尔达原产地名称保护

具体特征：

- 产区位于加泰罗尼亚的最东边，有着截然不同的景观。
- 它也同样拥有伟大的文化和历史遗产。
- 令人叹为观止的Brava海岸连接着海岸和山脉，使其成为一个真正独特的地方，这里也受到著名的北风Tramontane的影响。
- 非常有差异性的土地。该地区的大部分地区都是沙质结构，有机物含量低。土壤大部分是酸性的，该地区的高度从海平面到260米不等。
- 这里是一个被自然公园环绕着，具有很高自然价值的地区。强劲而干燥的北风促进了葡萄园的生态工艺。

主要的葡萄品种：

- 歌海娜和佳丽酿
- 这里出产不同类型的红葡萄酒和白葡萄酒，与加泰罗尼亚和西班牙的其他产区相比有一些酒非常出类拔萃。





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PDO Priorat

普里奥拉托优质原产地名称保护

具体特征:

- 普里奥拉托的名字从远古时期就一直与葡萄酒联系起来。
- 该区域的土壤，气候，地势和那些使用传统方式辛勤酿造葡萄酒的人，在如今现新技术的帮助下，造就了独特且唯一的产品：普里奥拉托葡萄酒。
- 普里奥拉托的村落位于圣山的山脚下，构成地势的土壤非常丰富，Licorella 是最为主要的组成部分，不同形态的土壤决定了葡萄酒和葡萄藤的特性。
- 葡萄酒的独特之处在于能反映出与众不同的风土，当土壤贫瘠的时候，葡萄会发展出高集中度并富含矿物质，这些特性在普里奥拉托的每一瓶葡萄酒中都能传达出来。

主要葡萄品种:

- 佳丽酿，歌海娜





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PDO Terra Alta

特拉阿尔塔原产地名称保护

具体特征:

- 该地区丰富的景观遗产被联合国教科文组织颁订为生物圈保护。
- 在加泰罗尼亚地区最南端的葡萄酒产区。
- 这是一个获得健康、成熟、有特色的葡萄的优质地区，葡萄种植尊重环境，生产的葡萄有自己独一无二的特性。
- 葡萄酒在石灰质土壤中扎根，在地中海的阳光下生长，在精心细致中酿造而成。

主要葡萄品种:

- 白歌海娜, 黑歌海娜, 佳丽酿
- 白歌海娜是特拉阿尔塔产区的灵魂所在。如今, 世界上33%的白歌海娜种植在特拉阿尔塔地区。





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PDO Alella

阿雷亚原产地名称保护

具体特征:

- 这是加泰罗尼亚最小(230公顷)以及最靠近巴塞罗那的产区。
- 它的典型土壤是“sauló”，因为它的高排水量，可以使葡萄藤的根部扎得很深，从而获得许多的矿物质，为葡萄酒带来了特殊的风味。

主要葡萄品种:

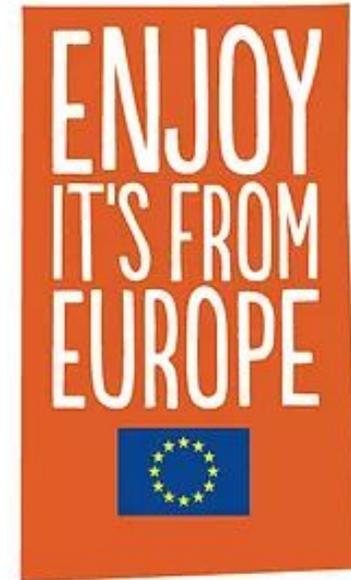
- 白班萨
- 它可以酿造出浓郁芳香感的葡萄酒，并带有绿色杏仁的气息。它拥有坚实的酒体和结构，使葡萄酒具有非常与众不同的特性。





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