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Quality wines from  
the heart of Europe

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

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TASTE THE DIFFERENCE

# Quality wines from the heart of Europe



Case

Discovering

探索加泰罗尼亚PDO-传统区域的新尝试

Master class 15th  
Dec 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，



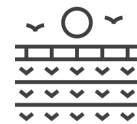
Winegrowers

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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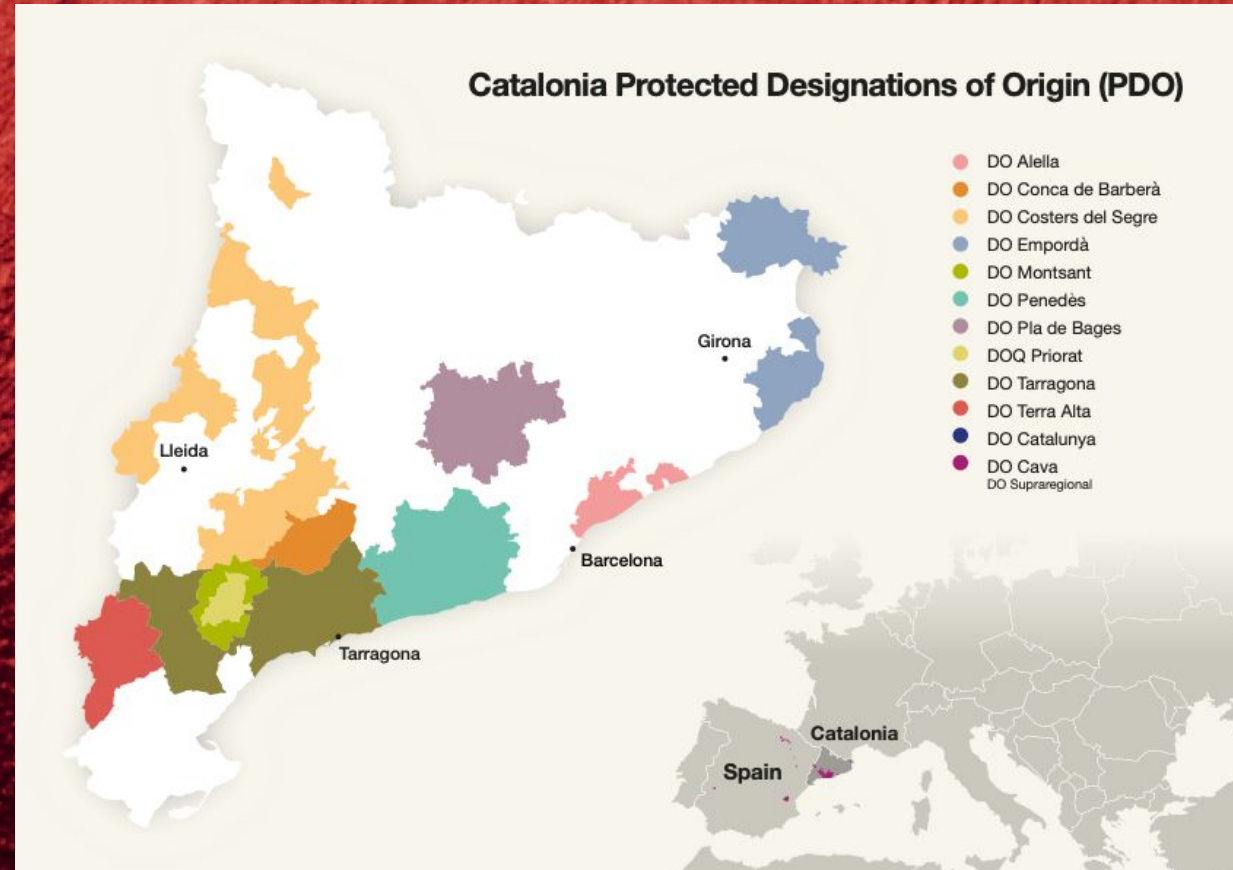


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# Discovering the Spanish PDOs

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 and 国际品质标准

共有10 DOs  
24 家酒庄参与  
TTD. EU 项目







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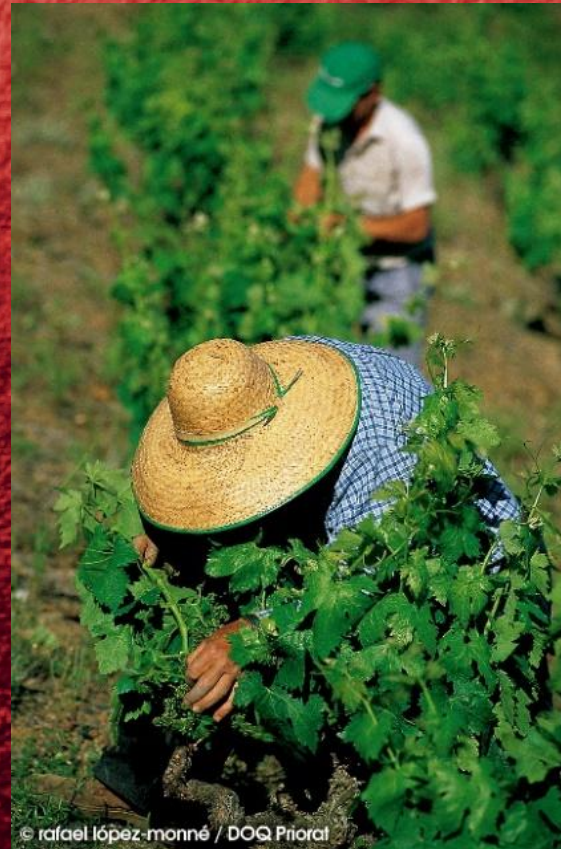
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## Tradition

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。



© rafael lópez-monné / DOQ Priorat

## 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*

**D.O.  
CAVA**



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

**T**   
DENOMINACIÓ D'ORIGEN  
**TERRA ALTA**



**Pla de BAGES**  
DENOMINACIÓ D'ORIGEN



**Conca de Barberà**  
DENOMINACIÓ D'ORIGEN  
*Caràcter únic*



**ALELLA**  
DENOMINACIÓ D'ORIGEN

**mon + sant**  
DENOMINACIÓ D'ORIGEN



**EMPORDÀ**  
DENOMINACIÓ D'ORIGEN





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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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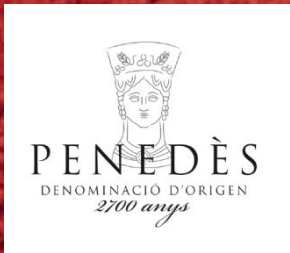
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# PDO Penedès

## 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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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  
DENOMINACIÓ D'ORIGEN

*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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## EMPORDÀ

DENOMINACIÓ D'ORIGEN





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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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THE EUROPEAN UNION SUPPORTS CAMPAIGNS  
THAT PROMOTE RESPECT FOR THE  
ENVIRONMENT.



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