



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

探索加泰罗尼亚PDO 传统产区的不同凡响

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，



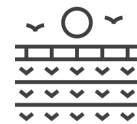
Winegrowers

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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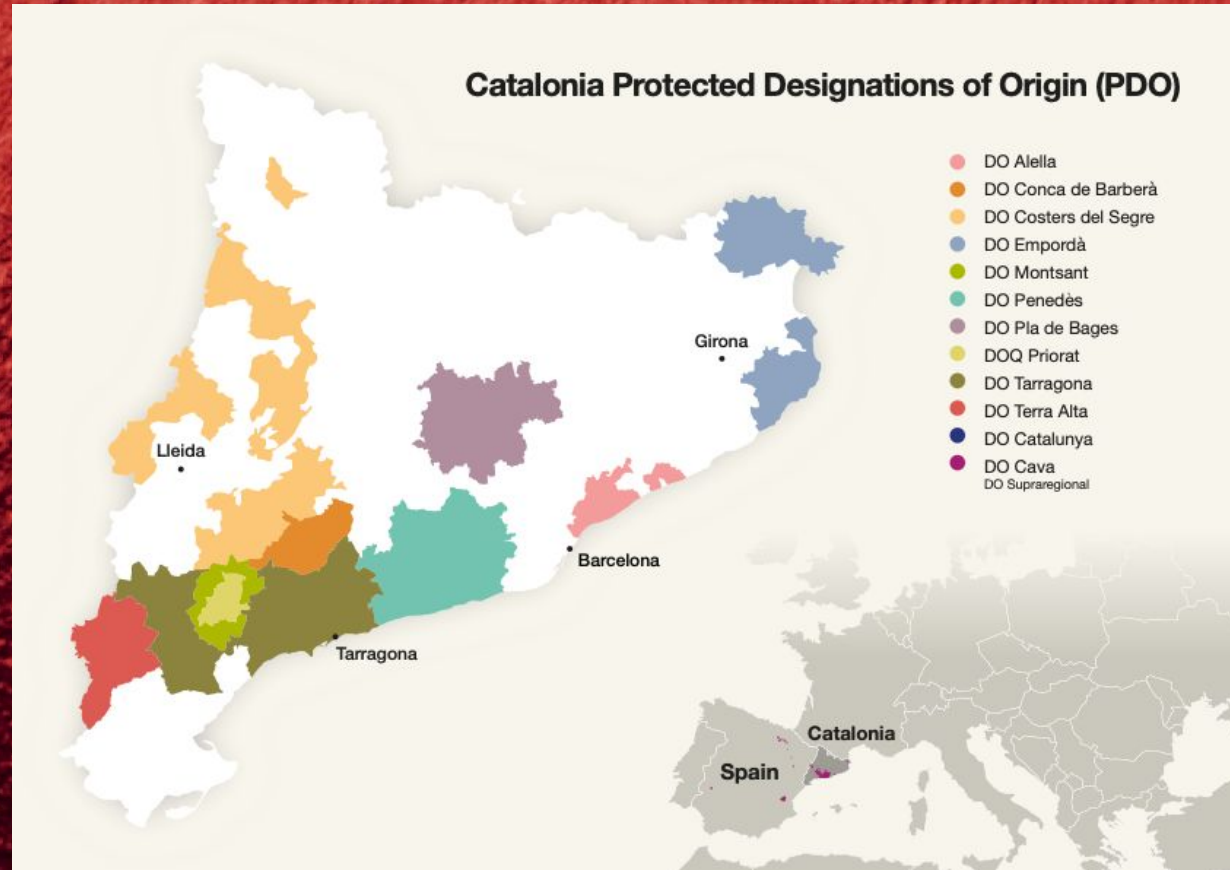


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Discovering the Spanish PDOs

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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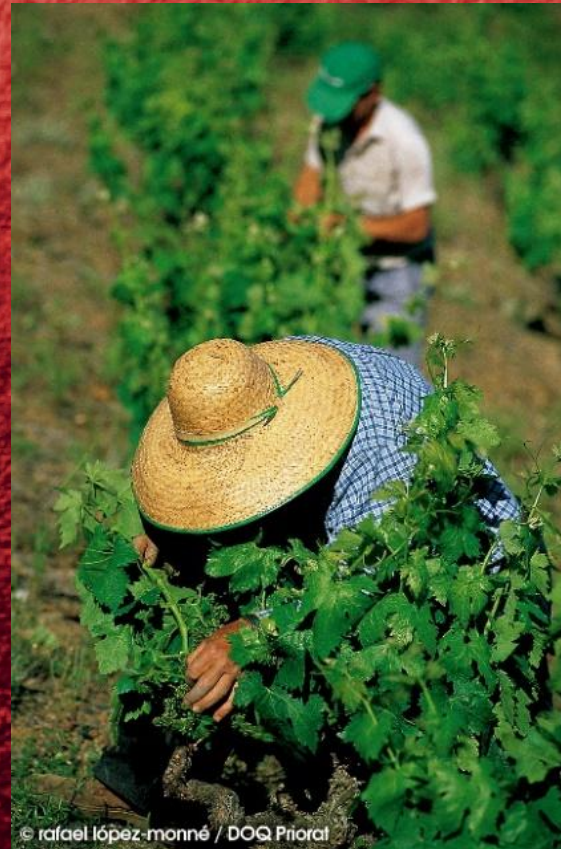
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Tradition

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。



© 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

COSTERS DEL SEGRE
Denominació d'Origen



PENEDÈS
DENOMINACIÓ D'ORIGEN
2700 anys

D.O. CAVA



PRIORAT
DENOMINACIÓ D'ORIGEN

TERRA ALTA
DENOMINACIÓ D'ORIGEN



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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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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mon + sant
DENOMINACIÓ D'ORIGEN

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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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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DENOMINACIÓ D'ORIGEN
TERRA ALTA





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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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**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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THE EUROPEAN UNION SUPPORTS CAMPAIGNS
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