



CAMPAIGN FINANCED WITH AID
FROM THE EUROPEAN UNION



Quality wines from
the heart of Europe

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



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TASTE THE DIFFERENCE

Quality wines from the heart of Europe

European quality wines:
Taste the different
Orientation

July 30th, 2021 – 3.45 pm
Bar the Weekend





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The TTD.EU program begins its journey

European quality wines: taste the difference (TTD.EU) begins its journey and it will run over a three-year period (2021-2023) with the mission goal to succeed in fostering increased awareness of European PDO and PGI wines with a particular focus on Italian and Spanish products

The program will be aimed at wine professionals and enthusiasts and, through the training and educational activities, it will promote the image of Europe, paying particular attention to designations of origin.





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The key players

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Beneficiaries

Unione Italiana Vini (UIV)

Promotora d'exportacion Catalana (PRODECA)





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Unione Italiana Vini

It is the oldest and most commissioned Association of the Italian wine market. It represents cooperative, private and agricultural wine-companies, bottlers, consortia, associations and wine-making machines or wine cellars / laboratory manufacturers, located throughout the Italian territory



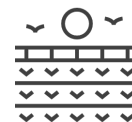
Winegrowers

150,000



Members
assoc

660



Hectares

695



PDO/PGI Wine
production

+ 25.000
millions

- Its members represent more than 50% of the wine sector total turnover and more than 85% of the entire Italian export market
- There are 538 PDO and PGI in Italy





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Promotora de Exportaciones Catalanas

Its 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”.

Spain: Catalanian wine sector figures



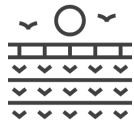
Winegrowers

8,359



Wineries

626



Hectares

42,822



DO Wine bottles

110 millions



Net sales

344 M€

One differentiating factor in Catalonia is that it has **12 Designations of Origin (DO)**, which ensures great diversity. DO status, also provides the added value of guaranteed traceability and compliance with national and international quality standards. -





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The message

QUALITY WINES FROM THE HEART OF EUROPE



one common feature for a large variety of European products. Wines are one of symbols of the EU excellence



The program will focused on Italian and Spanish quality wines, case history from the heart of Europe



The European Union supports the dissemination of knowledge about its products of excellence





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The program objective

- 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).

TIMELINE (from 2021 to 2023)





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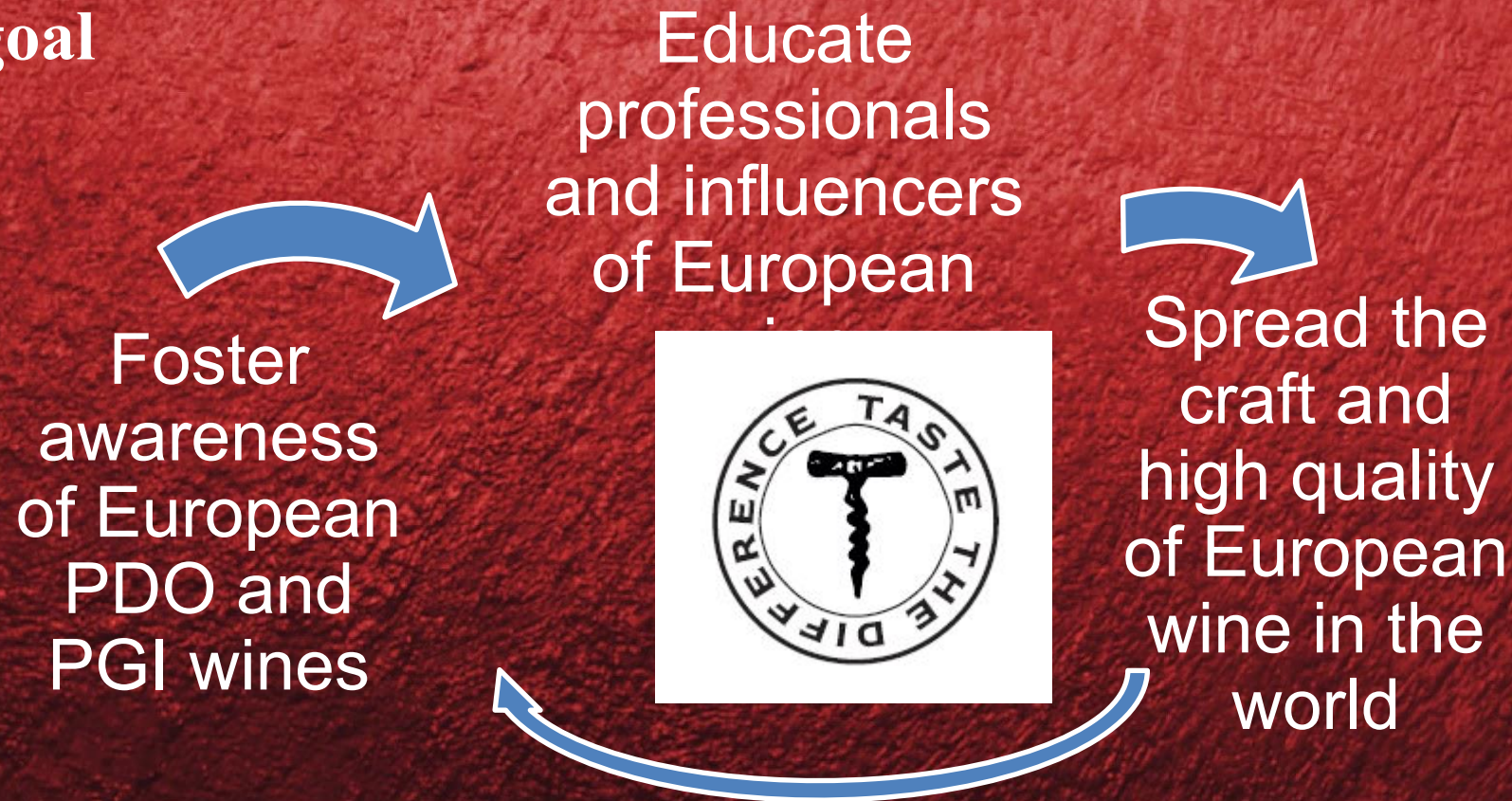
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The goal



TIMELINE (from 2021 to 2023)





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European quality schemes

PDO – Protected Designation of Origin

PGI – Protected Geographical Indication

PDO and PGI wines are considered to be high-quality wines, 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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Territory

The European wine sectors is highly strategic and very strong. It is also a competitive sector, with the best technical and human capabilities, facilities and winemakers. Italy and the region of Catalunya (Spain) has an ideal climate and soil to produce wine, and the sector is one of the main ambassadors of these lands and identities. Every bottle contains tradition, culture, landscape, research, innovation and passion. These features make the world its natural market, and turn drinking and enjoying this wine into an exquisite experience.



Origin

Wine culture, tradition and landscape are such an inherent part of European history that it has become a symbol of our nation. The Greek and Roman civilisations brought vine-growing to the Mediterranean, the heart of Europe. Since then, vines, vineyards, wineries and wines have been part of our history.





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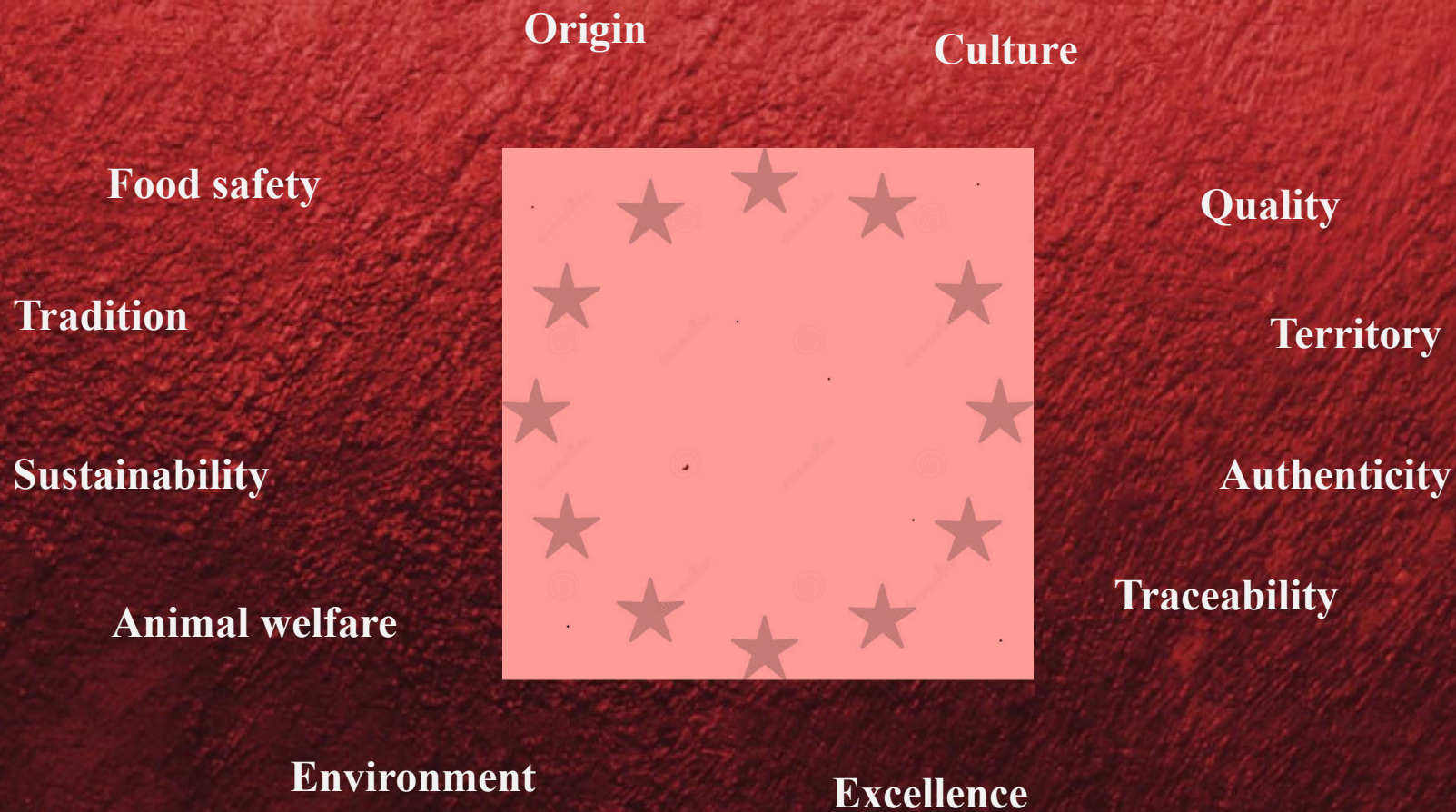
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PDO and PGI mean... Europe





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The heart of TTD.EU





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Events location





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Discovering the Spanish PDOs



One differentiating factor in Catalonia is that it has twelve Designations of Origin (DO), which ensures great diversity.

DO status, also provides the added value of guaranteed traceability and compliance with national and international quality standards.

10 DOs with 24 Wineries
Join TTD. EU program





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ENJOY IT'S FROM EUROPE



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The producing region of Catalunya

COSTERS DEL SEGRE
Denominació d'Origen



EMPORDÀ
DENOMINACIÓ D'ORIGEN



Pla de BAGES
DENOMINACIÓ D'ORIGEN



PENEDÈS
DENOMINACIÓ D'ORIGEN
2700 anys





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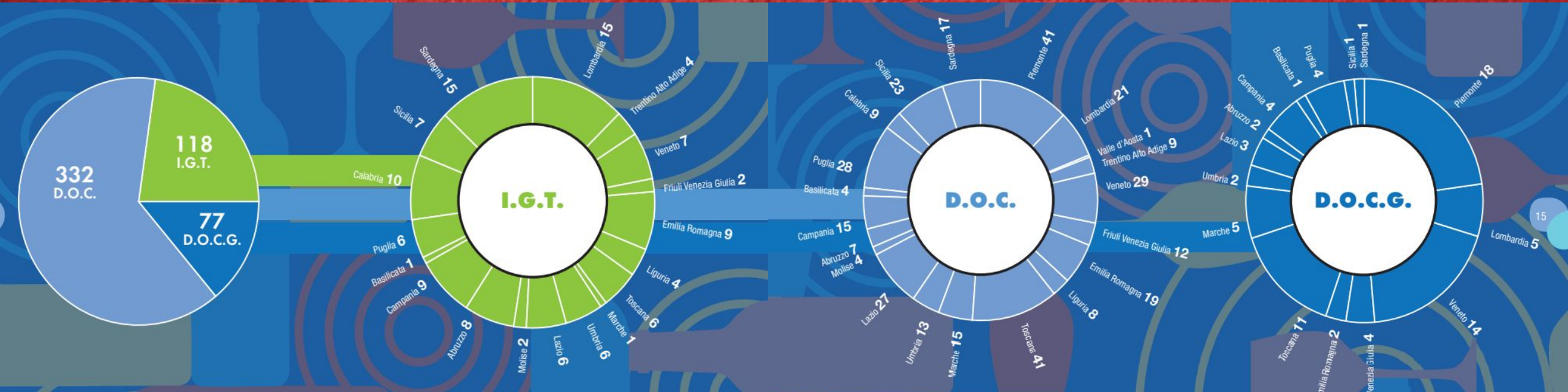
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Discovering the Italian PDOs and PGIs





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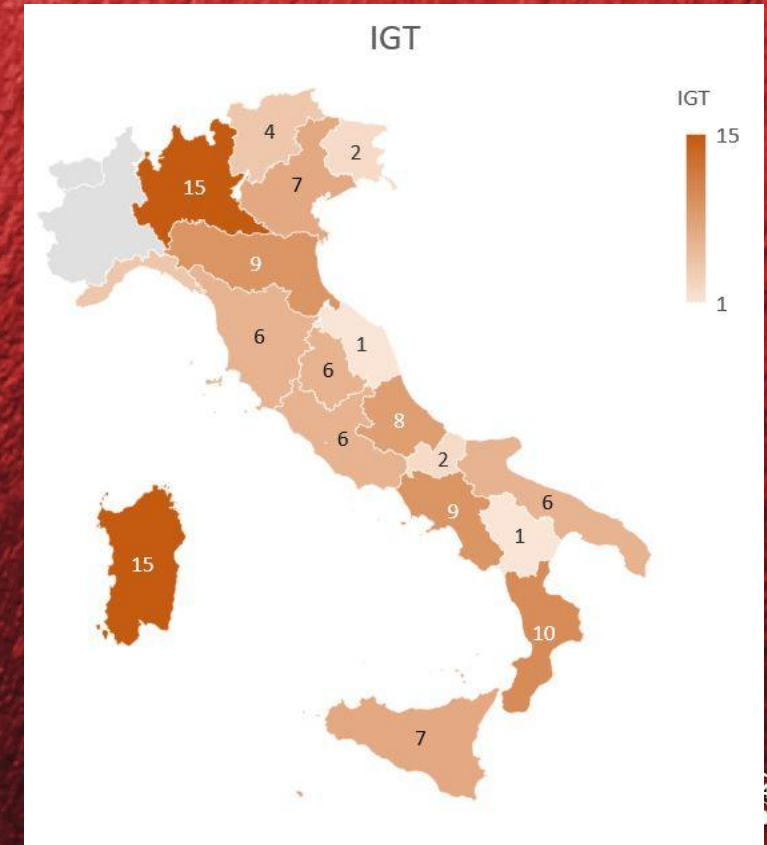
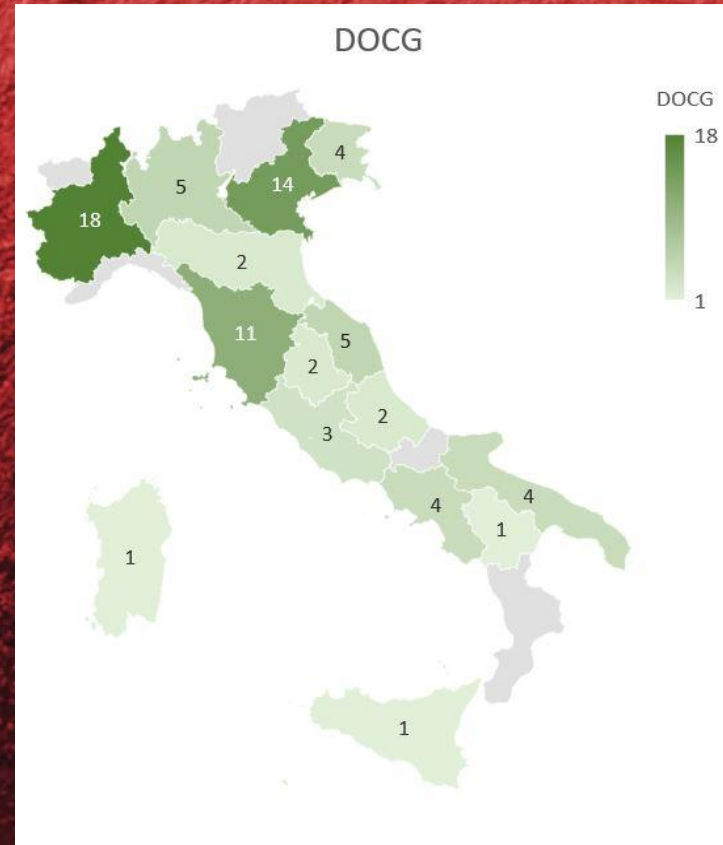
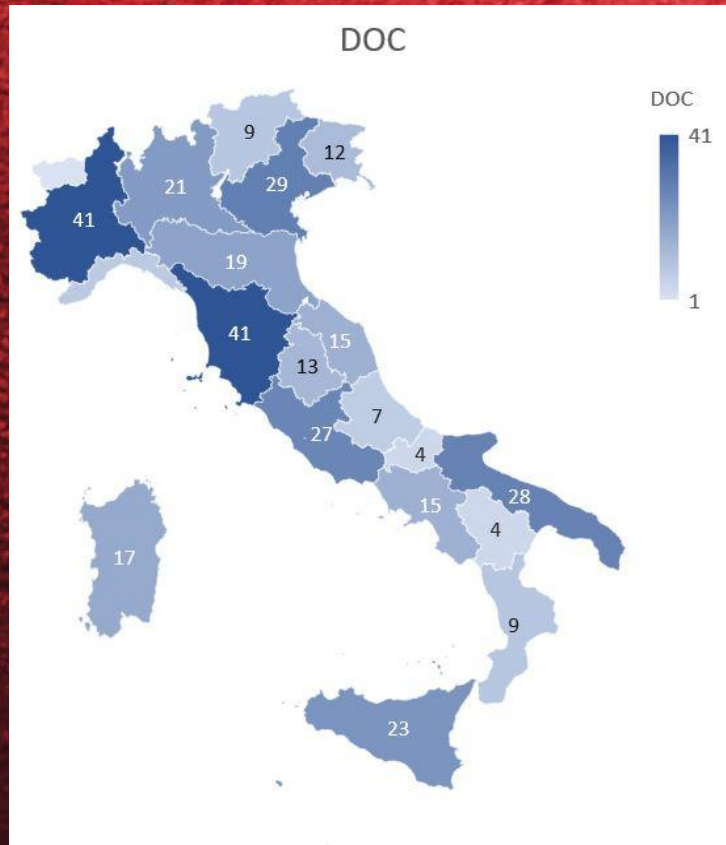
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Upcoming events

Chengdu, Participation at Wine2Asia (12-14th August,2021)

Shenzen, B2B workshop (September)

Guagnzhou, B2B workshop (October)

Shanghai, participation at Prowine Shanghai (9-11th November, 2021)

Shanghai, wine masterclasses (November)

Beijing, wine masterclasses (November)

Hybrid and digital wine masterclasses (October/November)





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