



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



**TASTE THE
DIFFERENCE**

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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**B2B SHENZHEN
10th Sep 2021**

CASE

Discovering Spanish PDOs





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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。

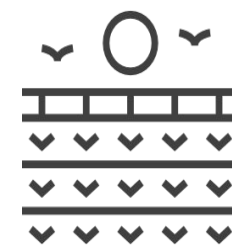
关于西班牙加泰罗尼亚葡萄酒行业



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



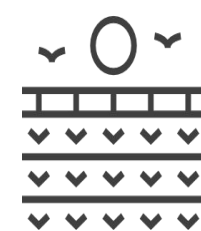
Unione Italiana Vini 是意大利葡萄酒历史最悠久、最受信任的组织。协会底下包含了合作社、私人酒庄、农业组织、装瓶商、财团、和酿酒机器、及实验室等成员组成，



Winegrowers
150,000



Wineries
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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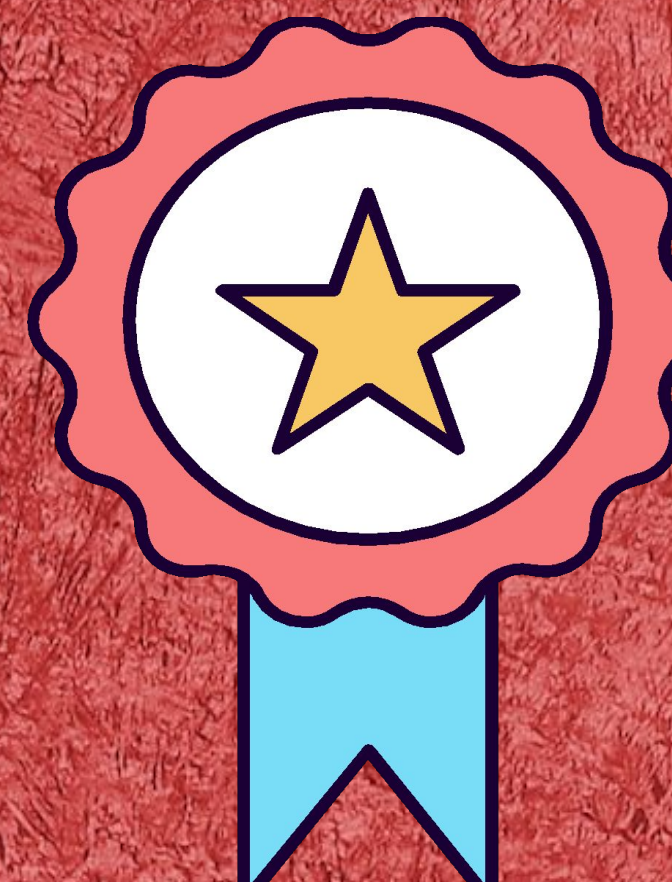
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Which does a PDO wine guarantee?

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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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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Tradition

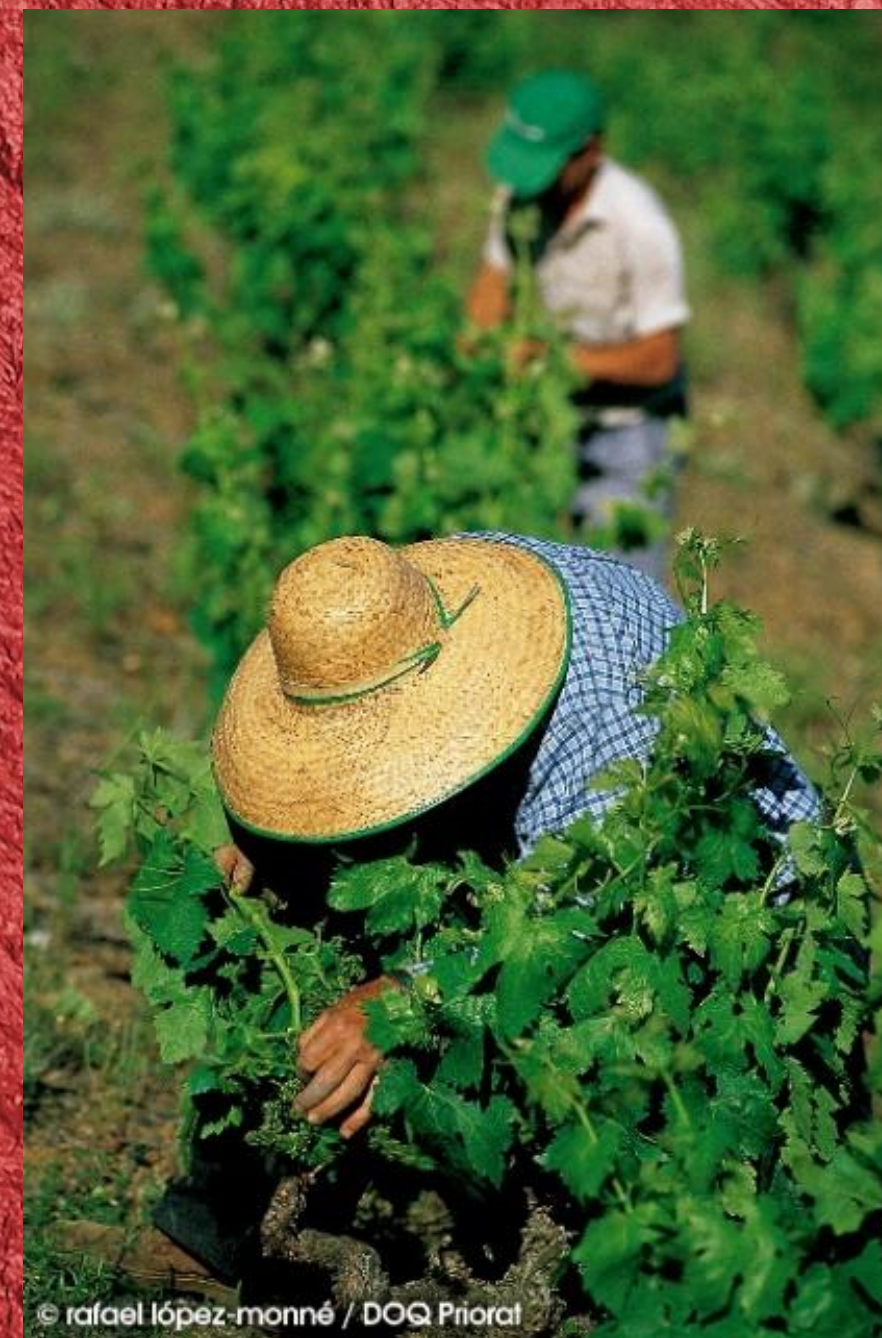
加泰罗尼亚葡萄酒产业具有高度竞争力。拥有最好的**技术**和人力、设施和**酿酒师**。

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

**COSTERS
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

 **A** DENOMINACIÓ D'ORIGEN
ALELLA

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