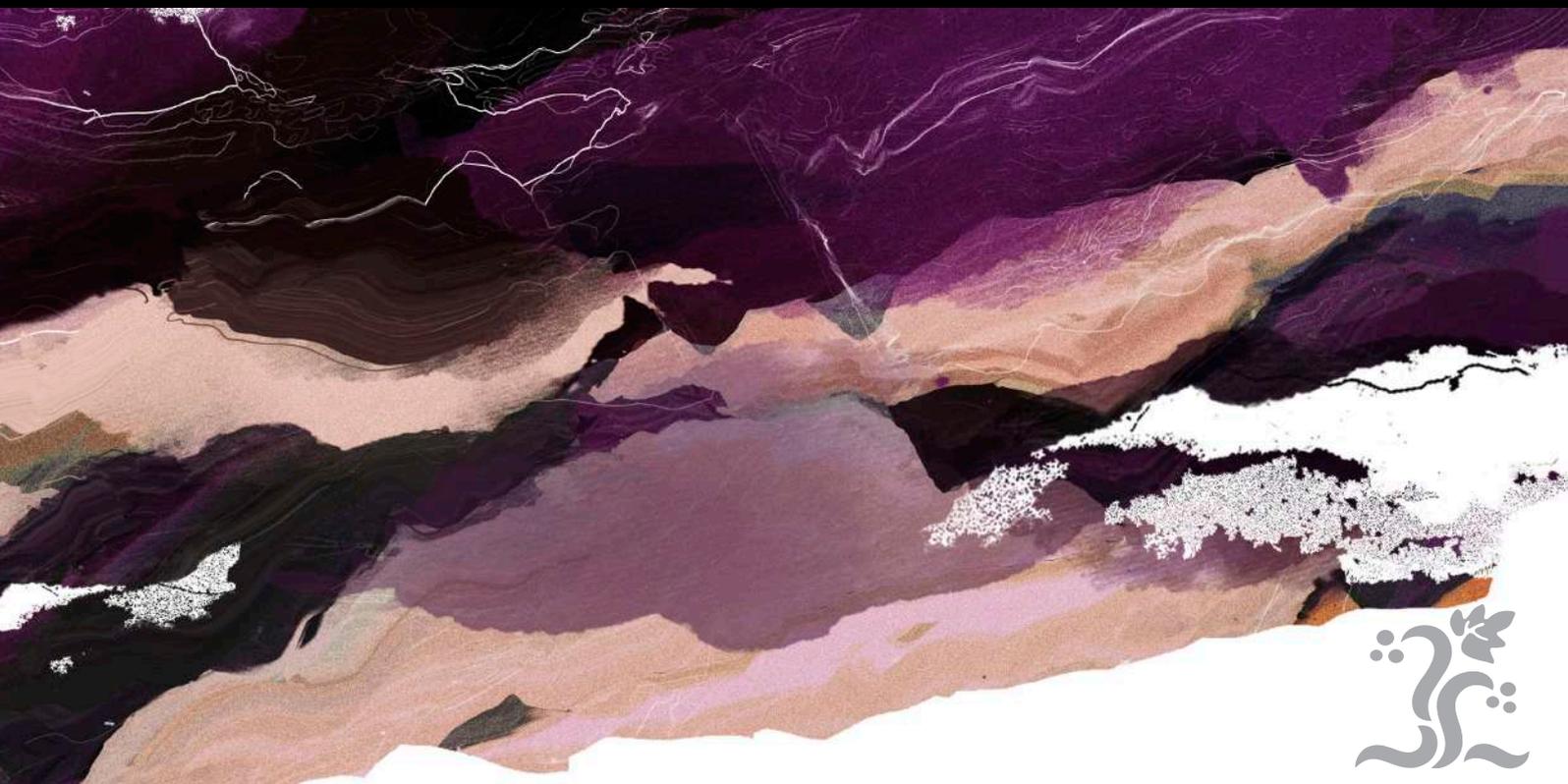


# RIOJA

ANNUAL REPORT 2019

CONTROL BOARD  
OF THE RIOJA DESIGNATION OF ORIGIN



# RIOJA

## SABER QUIÉN ERES

In the north of Spain, on either side of the river Ebro and flanked by the mountain ranges of Sierra de Cantabria and Sierra de la Demanda, lies the thousand-year-old wine region of Rioja. For centuries, its exceptional grape growing conditions have made it the quality wine producing region par excellence in Spain, with a pioneering character that has only grown and consolidated over time.



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# RIOJA

## ... is genuine

Winemaking has been and still is the economic driving force of Rioja and a sign of its identity. The genuineness of the bond between Rioja and wine is evident both in its extensive historical heritage and in a pioneering character that educated the palates of generations of wine enthusiasts and opened up international markets. Today, the growing interest in showcasing the terroir and its sustainability marks an exciting new stage for Rioja.

## PRESENTATION

I would like to take advantage of this opportunity to convey my affection and respect for everyone who, for whatever reason, feels that Rioja belongs to us all. Our Designation, one of the world's leading winemaking regions, continue to demonstrate that it is a great brand, authentic, honest and diverse, with the ability to move with the times and adapt to constantly evolving consumer and market demands.

This is the ideal time to take stock and set down in this report the conclusions that can be drawn from what has been a transitional year, so that we can stride confidently into this new decade that is just beginning. In 2019, the markets did not make things easy for us. Even so, despite these challenges, our grape growers and winemakers brought their professionalism to the fore and produced what many people are already calling 'THE' Rioja vintage.

Rioja is as diverse as its three zones and 144 municipalities; it is a region that is home to various different micro-climates and soils, which is what makes its wines so distinctive; a region in which grape varieties and wines go beyond fleeting fashions. Rioja is proud of its history and its roots, and has proven to be a bold, pioneering brand that has taken authenticity, honesty and diversity to the very highest level. The turn of the decade is a key moment for consolidating and continuing our hard work, and we will do so by moving forward together. We are ready to deal with any game-changing situations the markets may throw at us, and any challenges or surprises that may arise, such as Brexit and the customs tariffs implemented last year.

The appearance of COVID-19 in China in January 2020 and its recent global spread to so many countries led to the outbreak being classified as a pandemic by the World Health Organization on 11 March. Given the complexity of the markets, due to their globalisation, and the momentary absence of any effective medical treatment against the virus, the consequences for the operations of our wineries and grape growers are uncertain and will depend to a large extent on the evolution and spread of the pandemic in the coming months, as well as on the capacity to react and adapt of all the economic agents affected. For all these reasons, at the time of closing this report it is still too premature to make any detailed assessment or quantification of the potential impact of COVID-19 on the *Denominación de Origen Calificada Rioja* due to the uncertainty of its consequences in the short, medium and longer term. In this respect, there has been a drop in the expected business activity of the industry in terms of sales for the first months of 2020, though it is impossible to assess whether this situation will continue in the future and how long it will last. The General Directorate is constantly monitoring the situation in order to successfully tackle any possible impacts that may occur, whether financial or non-financial.

Finally, the impact of COVID 19 is so important that it requires us to reconsider the work on preparing the new Strategic Plan for the 2020-2030 period that we are currently engaged in, with the participation of all the associations that make up the Control Board and the advice of the consultancy firm KPMG. This includes, as an absolute priority, the need to re-establish the balance between supply and demand and then lay the foundations for the future of our Designation, in which Wine Tourism and Training will continue to be the strategic pillars of this new roadmap. To this end we will need to work on upgrading and specialisation in terms of both the tourism product that has enabled us to consolidate our position as a leading region, with 860,000 visits per year, and an ambitious e-learning platform. The Rioja Wine Academy has started off strongly and promises to become an important facility to host courses on Rioja aimed specifically at the wide range of professionals who operate in the wine industry. The Control Board believes that it is necessary to refocus our promotional activities in both the international and domestic markets with the aim of improving brand perception, particularly in the 30-45 age range.

The 2019 harvest gave a boost to the Control Board's optimism, with 385 million kilos of grapes. It may have been a smaller harvest than usual but was characterised by excellent condition and quality. We believe that the 2019 vintage will set a quality benchmark that will help us to support the strategies to increase the value and perception of Rioja wines. What I am certain of is that we will continue to work in the way we have done so far: in a strong, united manner, with the conviction that our richly diverse region, with all its different areas and municipalities, is what makes our wine such a unique product and hence so famous and respected worldwide.



**Fernando Salamero, president of the Control Board**



## HISTORY

Rioja wines are covered by the oldest Designation of Origin in Spain. The modern Rioja was born in the late nineteenth century, establishing a clear link between the name of a product and the place where it was made. This sparked growing concerns among Rioja's grape growers and winemakers who sought to firmly guarantee the quality and authenticity of the wines produced in the region while protecting its identity against "usurpers and counterfeiters."

These concerns were finally addressed with the official recognition of the Rioja Designation of Origin on 6 June 1925, authorising the use of the word RIOJA as a collective brand to be put on the labels, as well as a special bottle seal. The legal basis for this measure had its precedent in the 1902 Industrial Property Act, which mentioned "indications of provenance" in Title IX.

The Royal Decree of 22 October 1926 created the first supervisory body of the Rioja Designation of Origin, a Control Board whose mandate was to demarcate the Rioja production area, control the issue of guarantee seals and recommend legal measures to be taken against "usurpers and counterfeiters of the Rioja brand." The regulations were approved in February 1928.

The enactment of the Wine Statute on 8 September 1932 provided a new legal framework for the development of designations of origin, most of which were already defined and included in this text. A year later, a Ministerial Order authorised the creation of the second Rioja Control Board with a composition, presidency, functions, etc. in accordance with the guidelines of that Statute.

In December 1944, representatives of grower-winemakers and exporters met in an Assembly promoted by the Trade Union Organisation and requested the creation of the third Control Board, which was proclaimed by Ministerial Order on 24 January 1945. Closely linked to the Haro Oenological Station, whose director was also the Control Board president, the new Board approved its Regulations two years later, although its activities were

quite limited until the mid 1950s.

The enactment of Law 25/70 of 2 December 1970, which approved the Statute on Vines, Wines and Alcohols, and the subsequent creation of a new Control Board marked the beginning of a process to improve control systems which eventually stood among the strictest and most effective in the world.

The renewal of the Control Board in May 1982 (in accordance with the regulations set out in Decree 2004/79, adjusted to the new democratic principles proclaimed by the Constitution) was the beginning a new stage which saw the gradual introduction of a perfectly articulated plan of both qualitative and quantitative controls applicable to both production and sales: vineyard and winery registers, control of growing practices, maximum production yields, an approval process for new wines, monitoring of ageing times and vintages, etc.

At the same time, unlike previous stages, the Control Board increased its budget allocation, infrastructure and staff to meet the demands posed by the strict fulfilment of its purpose, namely defending the designation, controlling and fostering quality and carrying the promotion of the generic Rioja brand. All this was funded with the contributions from grape growers and wine producers, whose representatives have prompted self-controlling regulations that are considerably stricter than those of the European Union.

The culmination of this process came in April 1991, with the awarding of the Calificada attribute to the Rioja Designation of Origin and the enactment of new regulations. This was a recognition of the unceasing efforts by the Rioja wine sector to achieve even higher quality goals and a solid reputation.

In 2004, a new stage started Ministry of Agriculture Order APA/795/2004 of 25 March 2004 amended articles 39, 40, 41 and 42 of the Regulations of the DOCa Rioja approved in Order APA/3465/2004 of 20 October 2004 in order to make it possible "to constitute the Control Board with the same level of representation and accountability as the Rioja Wine Interprofessional Organization, in accordance with the eighth additional provision of the Spanish Vine and Wine Act, in addition to introducing the necessary changes in its functions and form of operation."

The passing on 12 May 2015 of Act 6/2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope required the

Rioja Wines are covered by the Oldest Designation of Origin in Spain. The official recognition of the Rioja Designation of Origin took place on 6 June 1925.

drafting of new Articles. On 5 June 2017, the Ministry of Agriculture and Fisheries, Food and the Environment approved the Articles of the Control Board of the Denominación de Origen Calificada Rioja, through Order APM/544/2017. These Articles, together with the Designation Specifications (PDO-ES-A0117) replace the previous Regulations of the DOCa Rioja.

## COMPOSITION AND FUNCTIONS

The Plenary of the Control Board is the managing body of the wine region, appointed and supervised by the Ministry of Agriculture, Fisheries and Food (MAPA). It consists of 32 members representing six winemaking and nine grape-growing associations (i.e. all the associations in the Rioja wine industry) and they are the same individuals constituting the Board of Directors of the Rioja Wine Interprofessional Organization, whose President is also the President of the Control Board, pursuant to current regulations. Also members of the Plenary, although without the right to vote, are the representatives of the Ministry of Agriculture, Fisheries and Food and of the Public Administrations of the Autonomous Communities of La Rioja, the Basque Country and Navarre.

Articles 4 and 5 of the Articles indicate that the Control Board is responsible, among others, for the following purposes and functions: defending the Calificada Designation of Origin; fostering the quality of certified wines; promoting and disseminating the certified product; instituting actions in and/or out of court to defend the protected name against its illegitimate use and against actions that constitute unfair competition or other improper uses; proposing modifications to the Designation Specifications; keeping official records and internal records; reporting to the Spanish Ministry of Agriculture, Fisheries and Food any practices not conforming to the provisions of the Designation Specifications and current legal regulations; rating each vintage or harvest; drafting and approving its operating articles and their modifications; setting maximum production allowed per hectare and maximum grape-to-wine ratio annually; approving the standards for the harvest; issuing certificates of origin on request; setting the minimum requirements that must be met by the commercial labels of certified products; managing and issuing back labels, seals and other guarantee markers; checking on compliance with the Designation Specifications; monitoring compliance with these

Articles; preparing and approving the annual budgets of income and expenses, as well as their accounts and budget settlements; and agreeing and demanding compulsory fees from registered members.

Regarding the functions to be performed by the president of the Control Board which, as envisaged, “is the president of the Board of Directors of the Interprofessional Organization and who, according to its Articles, may be a member of the Board or a person external to it”, in Article 9, the position is attributed the legal representation of the Control Board before all other entities and any other as may be delegated by the Plenary. Functions include calling and setting the agenda of the Control Board Plenary Sessions; chairing both Plenary Sessions and meet-

**The Control Board Plenary is the managing body of the wine region, appointed and supervised by the Ministry of Agriculture, Fisheries and Food (MAPA).**

ings of the Standing Committee, organising discussions and voting; ensuring compliance with the decisions that are taken and endorsed in the minutes of the meetings, issuing the certifications of the decisions reached; ensuring the coordination and rapprochement among associations, and carrying out any other function expressly attributed to the position by Law, the Articles or the Plenary.

With regard to the operating structure set out in Article 16, the Board is to meet at least once every two months and whenever the president deems it necessary or it is requested by at least 15% of voting representation. Decisions require a minimum of 75% of votes present or represented and at least 50% of the votes of each professional sector. The president does not have a casting vote. Exclusively will be bear issued votes. To determine the representation of cooperatives, a weighting factor is applied that takes into account both accredited planted surface area and marketed volume.



**COMMERCIAL SECTOR (100 votes and 16 members)**

**GRUPO RIOJA - Grupo de Empresas Vinícolas de Rioja  
(78 votes y 11 members)**

- Fernando Salamero Laorden
- Raquel Pérez Cuevas
- Víctor Pascual Zárata
- Alexander Tomé Santaolalla
- Rafael Vivanco Sáenz
- Eduardo Romero Álvarez
- Jaime Boville García de Vinuesa
- Manuel Rivero Romanos
- Borja Eguizábal Pérez
- Santiago Frías Monje
- Iñigo Torres Andrés

**B.F.R.-PROVIR - Bodegas Familiares de Rioja-PROVIR  
(8 votes y 2 members)**

- Juan Carlos Sancha González
- Eduardo Hernáiz López

**ABC - Asociación de Bodegas por la Calidad  
(8 votes y 1 vocal)**

- Begoña Jiménez Díaz

**ABRA - Asociación de Bodegas de Rioja Alavesa  
(4 votes y 1 vocal)**

- Inés Baigorri Uribe

**ARAEX - Asociación Profesional ARAEX  
(2 votes y 1 vocal)**

- Javier Ruiz de Galarreta San Vicente

**Representative of the Ministry of Agriculture:**

Manuel Roldán Contreras

**Representatives of the Autonomous Communities:**

- C.A. La Rioja: Dña. Nuria Bazo Las Heras.
- C.F. Navarra: Dña. Ana Sagüés Sarasa
- C.A. País Vasco: D. Bittor Oroz Izaguirre



**PRODUCING SECTOR (100 votes and 16 members)**

**FECOAR - Federación de Cooperativas de La Rioja  
(36 votes y 5 members)**

Fernando Ezquerro Cuevas  
Juan Luis González Najarro  
Raúl Leza Leza  
Abel Torres Sáenz  
Antonio José Benito Esteban

**UCAN - Unión de Cooperativas de Navarra  
(4 votes y 1 member)**

Juan Carlos Berrio Fdez. de Manzanos

**DOLARE - Cooperativas de Rioja Alavesa  
(3 votes y 1 member)**

Ramón Emilio Muro Aguirrebeña

**ARAG-ASAJA - Asociación Riojana de Agricultores y Ganaderos-Asociación Agraria de Jóvenes Agricultores  
(29 votes y 4 members)**

Igor Fonseca Santaolalla  
Alejandro Las Heras Pérez  
Ignacio Gil Orive  
Gonzalo Pastor Díaz

**UAGR - Unión de Agricultores y Ganaderos de La Rioja  
(9 votes y 1 member)**

José Luis Pisón Martínez

**UAGA - Unión de Agricultores y Ganaderos de Álava  
(8 votes y 1 member)**

Jesús Bauza Nuin

**UPA - Unión de Pequeños Agricultores  
(7 votes y 1 member)**

Eusebio Fernández García

**UAGN - Unión de Agricultores y Ganaderos de Navarra (2 votes y 1 member)**

Jorge González Sáinz

**EHNE - Euskal Herriko Nekazarien Elkartasuna-Nafarroa  
(2 votes y 1 member)**

Alberto Sáenz Sáinz

## COMMITTEES

The Control Board has a Standing Committee and six working committees:

1. **The Standing Committee** sets the agenda for plenary sittings and deals with any procedural or urgent issues that may arise between one plenary sitting and the next and carrying out tasks assigned or delegated by the Plenary.

2. **The Regulations Committee** studies amendments to the Designation of Origin Regulations and all the legal questions that are put before the Council.

3. **The Technical and Control Committee** studies and proposes the appropriate measures to exercise control and enforce Regulations.

4. **The Administration, Personnel, Finance and Internal System Committee** puts together the Board's budget and deals with matters related to the administration of budgetary funds and personnel.

5. **The Promotion Committee** proposes programmes of action for the Board to the Plenary in the areas of communication and promotion.

6. **The Strategic Plan Analysis and Development Committee** was created in 2008 to keep track of the Rioja 2005-2020 Strategic Plan.

7. **The Zones and Municipalities Committee** has been created in this mandate to address issues related to the development of "vinos de zona" and "vinos de municipio".

**These committees meet periodically to deal with matters within their area of responsibility and submit proposals to the Plenary for approval.**

## STANDING COMMITTEE

**President:** Fernando Salamero Laorden (Grupo Rioja)

### GRUPO RIOJA

Raquel Pérez Cuevas,  
Víctor Pascual Zárate,  
Alexander Tomé Santaolalla,  
Iñigo Torres Andrés,  
Jaime Boville García de Vinuesa,  
and D. Rafael Vivanco Sáenz

### ABC

Begoña Jiménez Díaz

### ABRA

Inés Baigorri Uribe

### BFR-PROVIR

Juan Carlos Sancha González

### ARAEX

Javier Ruiz de Galarreta  
San Vicente

### FECOAR

Fernando Ezquerro Cuevas,  
Raúl Leza Leza  
and D. Abel Torres Sáenz

### ARAG-ASAJA

Igor Fonseca Santaolalla  
and D. Alex Las Heras Pérez

### UAGA

Jesús Bauza Nuin

### UAGR

José Luis Pisón Martínez

### UAGN/EHNE

Alberto Sáenz Sáinz

### UPA

D. Eusebio Fernández García

### DOLARE /UCAN

Ramón E. Muro Aguirrebeña

## ADMINISTRATION, PERSONNEL, FINANCE AND INTERNAL SYSTEM COMMITTEE

**President:** Alex Las Heras Pérez  
(ARAG-ASAJA)  
ABC: Begoña Jiménez Díaz  
BFR-PROVIR: Ana Belén Jiménez Sánchez  
ABRA: Aitor Mata Pérez  
ARAEX: Juan Luis Cañas Herrera

ARAG-ASAJA: Miguel Legarre Resano  
DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Gregorio Amatriain Marín  
FECOAR: Julián García Plisson  
and Miguel Negueruela Ortega  
GRUPO RIOJA: Santiago Frías Monje, Iñigo Torres Andrés, David Sáez De Ojer Tobalina,

Iñaki Sesma Arnáiz, and Jesús De Miguel Martínez  
UAGA: Silvia Rodríguez Calleja  
UAGN: Jorge González Sáinz  
UAGR: Gonzalo Gil Gil  
UCAN: Jesús Javier Pardo Lorente  
UPA: José Luis Navarro Muro

## PROMOTION COMMITTEE

**President:** Iñigo Torres Andrés  
(GRUPO RIOJA)  
ABC: Begoña Jiménez Díaz  
ABRA: Itxaso Compañon Arrieta  
ARAEX: Javier Ruiz De Galarreta San Vicente  
ARAG-ASAJA: Alberto Ruiz de Oña Gutiérrez

and Ernesto Sáenz Andustes  
BFR-PROVIR: Ana Belén Jiménez Sánchez  
DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Ramón Llorens García  
FECOAR: Julián García Plisson  
and Gonzalo Salazar de Gurendes  
GRUPO RIOJA: Dña. Raquel Pérez Cuevas,

Dña. Ruth Chocarro Melgosa, Ricardo Arambarrri Pérez and Rodolfo Bastida Caro  
UAGA: José Antonio Ugarte García  
UAGR: Eladio Jubera Miguel  
UAGN: Jorge Ruiz Armendáriz  
UCAN: Jesús Javier Pardo Lorente  
UPA: Antonio Maandoral Cerrolaza

## TECHNICAL AND CONTROL COMMITTEE

**President:** Fernando Ezquerro Cuevas (FECOAR)  
ABC: Begoña Jiménez Díaz  
ABRA: Norberto Miguel Aguillo  
ARAEX: Juan Luis Cañas Herrera  
ARAG-ASAJA: Juan Luis Martínez Lacanal and José María Ruiz Ramírez  
BFR-PROVIR: Pedro Salguero Aznar

DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Gabriel Elvira Martínez  
and Julián García Plisson  
GRUPO RIOJA: Iñigo Torres Andrés, Eduardo Romero Alvarez, Fernando González Muñoz, Rafael Vivanco Sáenz,  
and Manuel Rivero Romanos

UAGA: César Bermúdez López-Gil  
UAGN: Pedro Jesús López Ciria  
UAGR: Roberto Ruiz-Clavijo Díez  
UCAN: Juan Carlos Berrio Fdez. de Manzanos  
UPA: José Ramón Peciña Ramírez

## REGULATIONS COMMITTEE

**President:** Víctor Pascual Zárate,  
(GRUPO RIOJA)  
ABC: Begoña Jiménez Díaz  
ABRA: Dña. Inés Baigorri Uribe  
ARAEX: Javier Ruiz de Galarreta San Vicente  
ARAG-ASAJA: Julio Manuel Leza Angulo and Ignacio Gil Orive

BFR-PROVIR: Maria José Nestares Eguizábal  
DOLARE: Ramón Muro Aguirrebeña  
EHNE: Lope Muñoz Muñoz  
FECOAR: Julián García Plisson  
and José M<sup>a</sup> Daroca Rubio  
GRUPO RIOJA: Carlos Manuel Díaz García,  
Ana Martínez-Bujanda Mora, Iñigo Torres

Andrés and Manuel Rivero Romanos  
UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Leticia Olasolo Viteri  
UCAN: Jesús Javier Pardo Lorente  
UPA: Miguel Angel Martínez Díez

## STRATEGIC PLAN ANALYSIS AND DEVELOPMENT COMMITTEE

**President:** Juan Carlos Sancha González  
(BFR-PROVIR)  
ABC: Begoña Jiménez Díaz  
ABRA: Alvaro Martínez Casado  
ARAEX: Javier Ruiz de Galarreta San Vicente  
ARAG-ASAJA: Igor Fonseca Santaolalla and David Orodea Martínez

DOLARE: Ramón E. Muro Aguirrebeña  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Alfredo Sánchez Sodupe and Julián García Plisson  
GRUPO RIOJA: Iñigo Torres Andrés, Dña. Ruth Chocarro Melgosa, Borja Eguizábal Pérez,  
Alejandro López García  
and Ismael Echazarreta Echazarreta

UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Dña. Leticia Olasolo Viteri  
UCAN: Juan Carlos Berrio Fernández de Manzanos  
UPA: Raquel Planchuelo Barbadillo

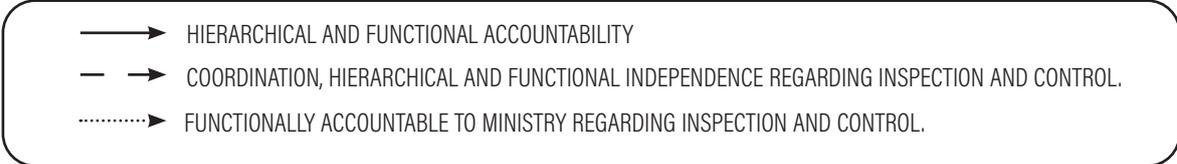
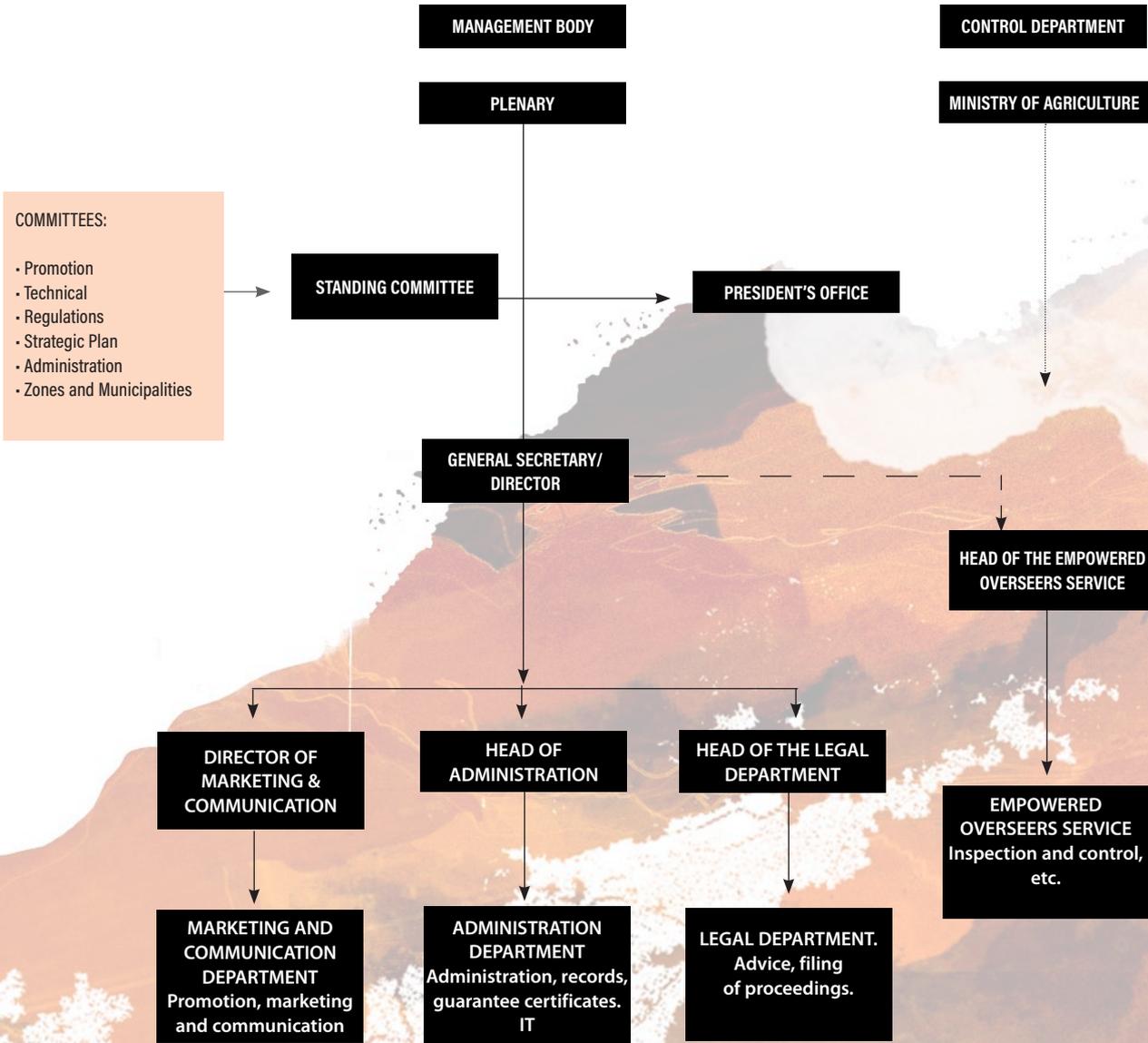
## ZONES AND MUNICIPALITIES COMMITTEE

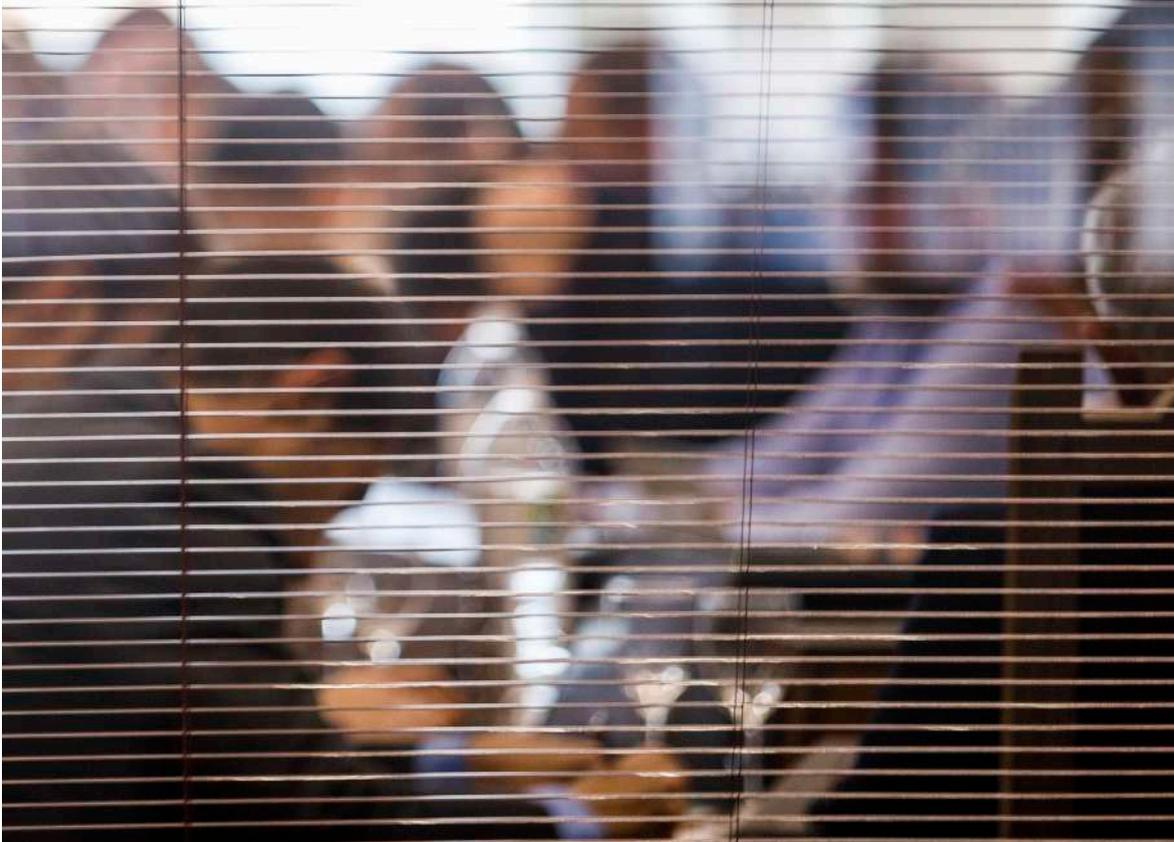
**President:** Ramón E. Muro Aguirrebeña (DOLARE)  
ABC: Luis Martínez Lacuesta  
ABRA: Inés Baigorri Uribe  
ARAEX: Javier Ruiz De Galarreta San Vicente  
ASAJA: Maria Jesús Vallejo Fernandez and Manuel Martínez Ansotegui

BFR-PROVIR: Eduardo Hernaiz López  
EHNE: Alberto Sáenz Sáinz  
FECOAR: Alfredo Hernán Fontecha and Julián García Plisson  
GRUPO RIOJA: Iñigo Torres Andrés, Raúl Arias Casares, Ana Martínez-Bujanda Mora, Carlos Manuel Díaz García  
and Manuel Rivero Romanos

UAGA: Jesús Bauza Nuin  
UAGN: Jorge González Sáinz  
UAGR: Leticia Olasolo Viteri  
UCAN: Juan Carlos Berrio Fernández de Manzanos  
UPA: Tomás Latasa Asso

**CONTROL BOARD STRUCTURE AND ORGANISATIONAL CHART**





**The Control Board consists of the Control Board Plenary, the Standing Committee and working committees, the president's office, as well as the General Secretariat-Directorate and the Marketing & Communication, Administration and Legal departments. The Control Department is composed of the Empowered Overseers Service. Its Director is independent of the General Secretary-Director, and therefore of the Plenary, with regard to fulfilling inspection and control functions, for which the Director reports directly to a representative of the Ministry of Agriculture, Fisheries and Food.**

## MANAGEMENT BODY

It consists of the Control Board Plenary, Standing Committee and working committees, President's Office, as well as the General Secretariat-Directorate and the Marketing and Communication, Administration and Legal departments, except the Empowered Overseers Service, which is a completely independent department carrying out inspection and control tasks.

### Control Board Plenary

It is comprised of the same members and voting percentages as the Board of Directors of the Rioja Wine Interprofessional Organization, and it is appointed by

the Spanish Ministry of Agriculture, Fisheries and Food (MAPA). It is responsible for setting out the policy of the wine region, which is based on two pillars: promotion and focusing on markets; and development and production and quality controls. It establishes guidelines, approves rules and regulations and develops general policies from the proposals submitted by the committees. Also present in the Plenary meetings (although without voting rights) are the General Secretary-Director, a representative of each of the Autonomous Communities and a representative of the Ministry. When matters affecting particular departments have to be discussed, the heads of these departments may be required to attend.

The Plenary is responsible for setting out the policy of the wine region, which is based on two pillars: promotion and focusing on markets; and development and production & quality controls.

### President

The President of the Rioja Wine Interprofessional Organization. Highest representative of the Control Board. Institutional and legal representation functions before any third party and any other representation delegated by the Plenary. The President calls meetings, establishes the agenda based on working committee requests, and chairs the meetings of the Plenary and of the Standing Committee, determining when discussions and voting should take place. The President ensures compliance with decisions made and endorses the minutes of the meetings, as well as certifications relating to the decisions reached. The President seeks to coordinate associations and strengthen their mutual ties. The president is awarded the necessary powers to enter into contracts as set out in the contracting procedures-manual and established spending levels.

### Standing Committee

Its functions are also defined in the Articles. It has no executive power, except when delegated by the Plenary, and it is composed of the Control Board President, the chairs of each of the committees and a maximum number of members based on the representation of each association. The General Secretary-Director and the heads of the departments affected by items on the agenda also attend the commission.

### Working Committees and Committee Chairs

They are non-executive committees which initially examine matters and proposals to be dealt with by the Plenary. Their chairs are elected from among the members of the Plenary. They call and moderate discussions in their respective commissions. They work in coordination with the General Secretary-Director and with the department heads who are also the secretaries of their respective committees. Committee chairs jointly decide with the General Secretary-Director and the Control Board Pres-

ident whether matters should be referred to the Standing Committee and, as the case may be, to the Plenary. They may represent the Control Board in matters regarding the area of responsibility of their committee.

### General Secretary-Director

The Control Board's chief executive, carrying out the normal tasks that would be carried out by the general director or general manager in a company. Ultimately, it is a question of making effective the delegation of management functions, taking on the responsibilities of the Board's day-to-day business. The General Secretary-Director is subject to the Plenary and reports to the President. In general, the General Secretary-Director's responsibilities include: supervising promotion campaigns; organising the staff in all its aspects; preparing submitting and monitoring budgets and financial statements; coordinating departments and, in particular, ensuring that the Legal Department and Administration Department provide the necessary means to the Control department according to the budgets established for the Board every year. Annual targets are set by the Plenary and the General Secretary-Director makes a proposal to the Plenary on the annual objectives to be met by department heads.

### CONTROL DEPARTMENT

Consisting of the Empowered Overseers Service. Its Director is independent of the General Secretary-Director, and therefore of the Plenary, with regard to fulfilling inspection and control functions, for which the Director reports directly to a representative of the Ministry of Agriculture, Fisheries and Food.



**DEPARTMENTS**

- Administration
- Marketing & Communication
- Legal Department

**Operation**

The heads of the Administration, Marketing & Communication and Legal departments report to the General Secretary-Director, who is their hierarchical and functional supervisor. Obligations include the fulfilment of annual goals approved by the Plenary or the Standing Committee to ensure the proper operation of each Department and their staff, as well as coordination with other departments.



CONTROL BOARD STAFF (on 31/03/2020)

- FERNANDO SALAMERO LAORDEN  
President
- JOSÉ LUIS LAPUENTE SÁNCHEZ  
General Director
- PABLO FRANCO SARRIA  
Control Department Director
- M<sup>a</sup> ANGELES NALDA MURGA  
Legal Department Lawyer
- JOSÉ IGNACIO MARTÍNEZ DE TORRE  
Legal Department Lawyer
- GREGORIO MARTÍNEZ RAMÍREZ  
Head of the Administrative and General Services
- ÍÑIGO TAPIADOR LARRAÑAGA  
Marketing and Communications Director
- ANA LÓPEZCANO LAMARAIN  
Head of Global Marketing Projects
- CARMEN QUEMADA SÁENZ - BADILLOS  
Head of Promotion and Public Relations
- REBECA GÓMEZ AIELLO  
International Marketing Technician
- MARTA ECHÁVARRI ABASCAL  
Head of Communication  
and Media Relations

Overseer:

- PEDRO SALGUERO RODRÍGUEZ  
Control Department Deputy Director
- SONIA DOMÍNGUEZ LUMBRERAS
- BERNABÉ ARRIETA VILLAREAL
- BALTASAR MARCHAN NAVARRO
- JAVIER MORAL ALONSO
- JOSÉ ANTONIO BLANCO RUIZ
- JOSÉ LUIS MARTÍNEZ OLARTE
- ALEJANDRA RUBIO GIL
  
- AMAYA FERNÁNDEZ BENGEOA  
Head of Quality
  
- RAQUEL PRESA GONZÁLEZ  
2nd class Administrative Officer - President's Office
- GEMMA SOBRÓN MEDRANO  
Administrative Officer - Legal Department
- M.<sup>a</sup> ANGELES NALDA SÁENZ-TORRE  
Head of I.T.



'Family picture' of Control Board staff on March 2019

- M.ª VEGA VICENTE MANZANOS  
Accountant - Administrative Services
- M.ª DEL CARMEN YUS GARCÍA  
1st class Administrative Officer - Technical Services
- M.ª ANGELES SORIA PINILLOS  
2nd class Administrative Officer - Administrative Services
- M.ª DOLORES PASCUAL MARTÍNEZ  
2nd class Administrative Officer - Technical Services
- M.ª JOSÉ FERNÁNDEZ-AZCONA PUJADAS  
2nd class Administrative Officer - Technical Service
- M.ª PILAR GONZÁLEZ SÁENZ  
2nd class Administrative Officer - Technical Service
- ANA ROSA LÓPEZ CACHO  
2nd class Administrative Officer - Technical Services
- INMACULADA TOMÁS CALVO  
2nd class Administrative Officer- Technical Service
- M.ª TERESA VICENTE BASARTE  
2nd class Administrative Officer - Marketing and Communications
- ANA DÍAZ BRAVO  
Specialist Tasting Technician
- EDUARDO ECHARRI JUSTO  
Warehouse Supervisor
- DANIEL OLMEDO GARCÍA  
Concierge Receptionist

TECHNICAL INSPECTION ASSISTANTS

- AMAYA MORATO PRIETO
- ANA BELÉN LÓPEZ MONTAÑA
- BEATRIZ PÉREZ BELZUZ
- CRISTINA GIL HIERRO
- ITZIAR MONTOYA ORTIZ
- M.ª ANGELES BERAZA PATERNAIN
- M.ª CELIA RUIZ SOLANO
- M.ª PILAR CABALLERO FERNÁNDEZ
- M.ª PILAR RIOSECO URQUÍA
- MARÍA ARGÁIZ PÉREZ
- NEYBA QUINTANA DÍEZ
- ROBERTO CERREZO ARMAS
- VANESA SANZ FONTECHA

**In 2019 a total of 241 people were hired for temporary services: 191 harvest helpers, 14 technical assistants, 11 employees for the Quality Plan, 17 vineyard technicians y 8 administrative assistants**



## PLENARY SESSION OF 08-02-2019

### **OEMV Board of Trustees.**

The Plenary unanimously agreed to renew the Control Board's membership of the Board of Trustees of the Spanish Wine Market Observatory (OEMV) in 2019 under the same conditions agreed for previous years, with the inclusion of two suggested improvements. These improvements consist of the dissemination by the OEMV of the headlines arising from each quarterly report, and the production of a more comprehensive report at the end of the year, providing comparative data for regions with tariff identification and extending to additional markets beyond the 12 regions of reference. The OEMV is carrying out a comprehensive quantitative study, within its remit, of the 12 main foreign destinations for Rioja in quarterly terms, to be presented along with other information of interest at an annual seminar organised by the OEMV.

### **Closing of the 2018 financial year**

It was unanimously agreed to empower the Administration, Personnel, Finance and Internal System Committee to make the necessary transfers of budgetary items from the 2018 financial year in order to close it, subject to subsequent Plenary approval.

### **Replacement of board members**

The Plenary was informed of the replacement of Mr. Jesús Martínez-Bujanda Mora by Ms. Ana Martínez-Bujanda Mora as one of the GRUPO RIOJA representatives on the Regulations Committee.

## PLENARY SESSION OF 01-03-2019

### **Audit report.**

The 2018 audit report was submitted and revealed no questionable issues following a very thorough verification, according to which the accounts convey the true picture of the Control Board's assets and accounting. Consequently the Plenary agreed to the implementation of the 2018 Budget and proposal for closure raised by the Administration, Personnel, Finance and Internal System Committee.

### **Residual Budget for 2018**

Unanimous agreement was reached on expenditure

amounting to €15,231,746.24 of the 2018 Budget, which implies an under-expenditure of €1,350,052.40. A final unappropriated surplus of €1,284,100.43 was calculated, once the variations in income had been computed together with additional revenue, which by virtue of observing the same proportion used for collecting, resulted in the allocation of up to €543,733.10 to the producing sector and €740,367.33 to the commercial sector when applied to fund the 2019 budget.

### **Revenue budget.**

The majority agreed to a Revenue Budget to cover the Ordinary and Additional Expenses for 2019 of €6,584,105.22, divided between the producing sector and the commercial sector by 25.5% and 74.5% respectively, amounting to €5,111,357.22 and €1,472,748.00 (50% each), thus concluding overall contributions to expenses of 30.98% and 69.02% respectively; in other words, €2,039,770.09 from the producing sector and €4,544,335.13 from the commercial sector, once the unappropriated surplus of €775,786.84 had been applied, divided into €262,271.20 for the producing sector and €513,515.64 for the commercial sector, with proposed collection rates of 0.4211% on plantations, assigning a value of €0.90 per kilo of grapes produced, and a collection rate of 0.2757% on protected wines, with these being valued based on their sales at a rate of €3.25 per litre for unaged wine, €4.43 per litre for Crianza wine, €6.50 for Reserva wine and €12.37 for Gran Reserva wine. In all cases, calculations are based on protected production volumes and the sales of bottled and labelled wines in the financial year of 2018.

### **Replacement of board members**

The following board member appointments were noted: Mr. Ignacio Gil Orive replaces Mr. David Puras Martínez as one of the ARAG-ASAJA representatives on the Regulations Committee; Mr. Carlos Manuel Díaz García replaces Mr. Raúl Arias Casares as one of the GRUPO RIOJA representatives on the Regulations Committee; and Ms. Ana Martínez-Bujanda Mora replaces Mr. Jesús Martínez-Bujanda Mora as one of the GRUPO RIOJA representatives on the Zones and Municipalities Committee.



### Funding of the Promotional Budget. (PLENARY SESSION OF 01-03-2019)

It was agreed by majority to fund the Budget for Extraordinary Promotional Expenses with an amount of €9,994,952.00, at 50% from each sector, with the decision to maintain this after the application of the unappropriated surplus of €508,313.59. Of this figure, €281,461.90 corresponds to the producing sector and €226,851.69 to the commercial sector respectively, and 50% of the CMO contingency funds receivable, at the same share-out valuation indexes as those used for the Ordinary and Additional Budget; (i.e. €0.90 per kilo of grapes produced, €3.25 per litre of unaged wine, €4.43 per litre of Crianza wine, €6.50 per litre of Reserva wine, and €12.37 per litre of Gran Reserva wine). In all cases, calculations are based on protected production volumes and sales of bottled and labelled wines in the financial year of 2018. It was concluded that the collection percentages levied would be fixed at 0.8298% on plantations and 0.3007% on protected products.

## PLENARY OF 12-04-2019

### Rating of the 2018 vintage

It was unanimously agreed that the rating for the 2018 vintage should be Good. The Control Board Plenary gave a very positive assessment of the high quality of white wines from this vintage, particularly the character and personality of the native Rioja varieties.

### Institutional wines

The Plenary was informed of the seven wines selected by the Tasting Committee for the institutional events organised by the Board during the year. The wines were chosen by blind tasting from the 207 wines of the 70 wineries that participated in the competition held for this purpose, and are a good representation of the diversity of the Rioja wine scene. Although the wines are presented with specially-designed Control Board labels for each category, since 2018, the name of the winery has also ap-

peared on the label and both the Control Board and the winery can publicise this fact.

- Young White Wine 2018: Juan Luis Quiroga de Pablo, Azofra (La Rioja).
- Barrel-fermented White Wine 2017: Bodegas Sonsierra, S. Coop., an Vicente de la Sonsierra (La Rioja).
- Young Rosé Wine 2018: Bodegas y Viñedos Ilurce S.A.T., Alfaro (La Rioja).
- Young Red Wine 2018: Bodegas del Medievo, S.L., Aldeanueva de Ebro, La Rioja.
- Crianza Red Wine 2016: Bodegas Ramírez, S.L., San Vicente de la Sonsierra (La Rioja).
- Reserva Red Wine 2015: Bodegas Ramírez, S.L., San Vicente de la Sonsierra (La Rioja).
- Gran Reserva Red Wine 2009: Bodegas Perica S.L., San Asensio (La Rioja).



## PLENARY SESSION OF 31-05-2019

### Regulations for Rioja wine labels

The Plenary unanimously agreed to modify the minimum wine label requirements governing wines protected by the DOCa Rioja in accordance with the Protected Designation Specifications and Article 17.h) 4 of Act 6/2015 of 2 May 2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope, notwithstanding any regional or national mandatory labelling provisions, establishing a transitional period up to 31 December 2019 in order to use up the stocks of labels that do not meet the established requirements. The regulations are set out in detail in the following link: <https://www.riojawine.com/es-es/requisitos-de-etiquetado/> on the Control Board's website [www.riojawine.com](http://www.riojawine.com).

The purpose of these modifications is so that wineries can provide consumers with additional information on their labels concerning the vineyard and its production methods, but only when this information can be corroborated by traceability. Some of the most notable information includes:

- 'Madurados en bodega' (winery-matured) wines. This expression may not be used in combination with drawings, expressions or mentions relating to barrels, oak or wood, nor may terms such as 'envejecido' or 'aged' be used in the labels of these wines.
- 'Ediciones o colecciones seleccionadas y limitadas' (selected and limited editions or collections). This term should describe what the collection, selection or edition consists of, as well as the total volume of the lot. Inclusion is optional.
- 'Viñas viejas, centenarias o prefiloxéricas' (old, century-old or pre-phylloxera vines/vineyards). These terms may be used provided that a minimum age of 35 and 100 years can be demonstrated for old and century-old vines/vineyards, respectively, while vineyards must be proven as existing before 1900 for the term pre-phylloxera to be used. At least 90% of the grapes used to make the wine must come from these vineyards.
- 'Viñedos de altura' (High altitude vineyards). Proof must be provided that the minimum altitude of the vineyard is 550 metres above sea level and that at least 90% of the grapes used to make the wine come from those vineyards.
- 'Viñedos propios' (estate-owned vineyards or own vineyards). Evidence must be provided that the wine comes from vineyards owned by the winery (or business group that owns the facilities) or that the winery has had the exclusive production rights over the vineyard, by means of any accepted legal title, for an uninterrupted period of no less than 10 years. At least 90% of the grapes used to make the wine in question must come from these vineyards.
- 'Embotellado en la propiedad' (estate bottled, bottled on the property). This term may only be used when the brand is owned by the winery or business group that owns the facilities.
- 'Nuevas elaboraciones con lías, hormigón, tinajas de barro' (New vinification with the lees, in concrete, or in clay/earthenware/terracotta jars). These winemaking terms may be used when it can be demonstrated through traceability that the wines have been made in this way. It excludes the term 'madurado' (matured).
- The term 'cosecha' (vintage) must always be accompanied by the year.

No expressions may predominate over the exclusive distinctive sign of the brand, or the name of the Designation, or any traditional term appearing immediately below it. Terms referring to the sensory qualities of the wine are not considered to be authorised mentions. Soil conditions

may be mentioned on the informative back label.

Once the latest amendments have been included, the approved regulations provide for a dynamic review procedure every six months from the date they go into force, or earlier if requested, for the inclusion or implementation of the terms mentioned above, or others, by the Control Board, provided that they do not confuse the consumer, particularly in relation to traditional terms or those referring to the origin of the vineyard.

### **Changes to the ageing periods for white and rosé wines**

The Plenary ratified a shortening of the ageing time required for the use of the traditional term 'Crianza' for white and rosé wines, which is now set at a minimum of 18 months. Ageing in 225-litre oak barrels should take place continuously, without interruption, for at least six months, followed and complemented by a minimum of 18 months of bottle ageing. This update will enable the wines to be released on the market earlier, as well as allowing for better differentiation of wines labelled as 'Reserva', and also dovetails with the national definition to ensure compliance with the applicable legal framework.

### **Limitation of liability.**

The Plenary unanimously agreed to remove the limited liability clause envisaged in contracts signed between wineries and the Control Board for certification of compliance with the EN-UNE ISO/IEC 17065:2012 standard

### **Changes to board members.**

The Plenary was informed of the replacement of Mr. Javier Aldana Espinosa by Mr. Alfredo Sánchez Sodupe as one of the FECOAR representatives on the Strategic Plan Analysis and Development Committee, and the appointment of Mr. Luis Martínez Lacuesta Verde as the ABC representative on the Zones and Municipalities Committee, who also replaces Ms. Jiménez Díaz on the Standing Committee.

## **PLENARY SESSION OF 17-07-2019**

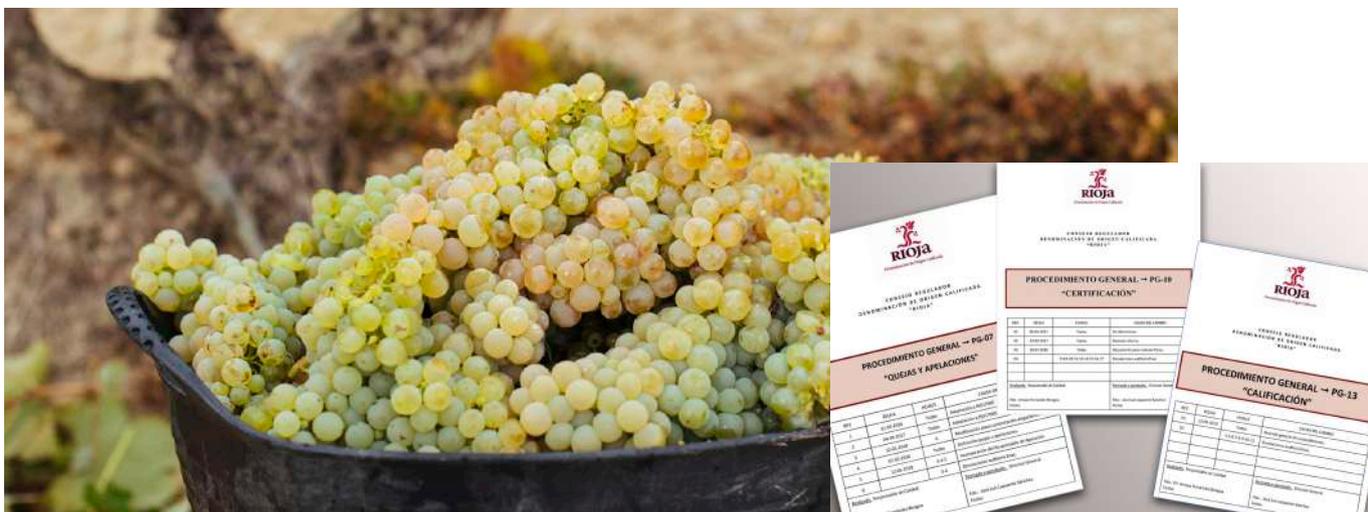
### **'Harvest Season Standards' for the 2019 harvest.**

The DOCa Rioja Specifications, PDO-ES-A0177, state that the Control Board lays down the Harvest Season Standards that determine, among other aspects, the need to guarantee the optimisation of wine quality, the prop-

er use of Grape Grower's Cards, and compliance with the maximum permitted production and the maximum grape-to-wine ratios for each harvest. In turn, Article 21 of Act 6/2015 states that for every single production and processing stage, operators must set up a documented self-monitoring system for all the production processes carried out under their supervision to ensure compliance with the Designation Specifications governing the products in question.

The 2019 harvest standards included, among other new features, the entry into the winery of a yield-per-hectare of up to 7,150 kg for red varieties and 9,540 kg for white varieties. The maximum yield subject to protection for the harvest had already been set by the Plenary in October 2018, when a maximum of 6,565 kg per hectare was agreed for red varieties (5,000 kg/ha for Viñedos Singulares). Of the remaining 585 kg (9%) up to the maximum permitted entry into the winery, grape growers had the option of establishing a qualitative stock by mutual agreement with the winery to which the grapes are delivered. In the case of white grapes, the maximum yield subject to protection was 9,090 kg per hectare (6,922 kg/ha for Viñedos Singulares). Wines made with the remaining 450 kg (5%) were not eligible. With regard to the grape-to-wine ratio, this was set at 71 litres of wine per 100 kg of grapes, with a maximum yield limited to 65% for wines





from Viñedos Singulares and 62% for quality white and rosé sparkling wines.

The Harvest Season Standards also note that the types of wine protected by the DOCa Rioja are red, rosé and white, as well as sparkling wine, and it is expressly forbidden to mix any of these types of wine to obtain a type different to any of the blends. Likewise, the maximum percentage of white grapes permitted in the vinification of red wines was established at 5% in the case of destemmed grapes and 15% in the case of whole grapes, while for making rosé wines the maximum white grapes was set at 75%. The minimum requirements in terms of colour intensity and polyphenol index for red wines under the protected designation is another of the many issues regulated by the Control Board, and are referred to in the Harvest Season Standards, the full contents of which can be consulted on the Control Board's website: (<https://www.riojawine.com/es-es/consejo-regulador-doca-rioja/legislacion/normativas/circular-4-2019-normas-campa-na-vendimia/>).

### Qualitative Stock of the 2019 vintage.

The changes to the qualitative stock system, as a result of operational improvements stemming from the experience of the first year of its application, were unanimously approved. For 2019 it was decided that this will only apply to red grapes and that it will be set up in a single winery. The grape grower and the winery must formalise their agreement and submit the document before making the Production Declaration, at the very latest by 15 November. The qualitative stock concept is a new system that operates at individual, collective and qualitative levels, im-

proving the system already implemented by the industry in 2007, and is provided for in the DOCa Rioja Designation Specifications. In this second stage, the system was implemented in the 2018 harvest for the first time in Spain. It must be expressly agreed to and reflected in the grape sale and purchase agreement between the grape grower and the winery operator.

### DOCa Rioja Designation Specifications

The Plenary unanimously approved the clarifications requested in relation to the Single Document and the concordant changes to the Designation Specifications, a regulation that establishes the requirements to be met by wine covered by this PDO, published by the European Commission in the E-Bacchus register under file number PDO-ES-A0117, defining certain matters at the request of the competent authority. The Ministry's requirements referred to a number of issues, such as the description of quality sparkling wines (white or rosé), the description of the interrelationship between natural and/or human elements and the characteristics of Rioja wines, and the obligation to bottle them in the defined geographical area.

### Documents for certification

The Plenary unanimously approved the new models of the documents to be used for certification (application, contract, PG-10 Certification Procedure, PG-7 Complaints and Appeals Procedure and PG-13 Classification Procedure) which are essential for any winery that wishes to market its wines under the Rioja brand to obtain the relevant guarantee of origin documents. The purpose of the contract that has to be signed with the Control Board

is the provision of certification services by this body, which the Ministry of Agriculture, Fisheries and Food has authorised as the competent Control department to verify compliance with the DOCa Rioja Designation Specifications (Article 5.14 of the Control Board's Articles of Association, approved by Order APM/544/2017 of 5 June 2017).

## PLENARY SESSION OF 06-09-2019

### Hiring of auditors

It was unanimously agreed to appoint EUDITA AUDITEBRO S.A. to do a complete audit of the 2019 annual accounts for a fee of €6,915.15.

### DOCa Rioja Designation Specifications

It was unanimously agreed to modify the Designation Specifications with reference to the demarcation of the geographical area, adding: "recognised viñedos singulares are demarcated in the Appendix of Order APA/816/2019 of 28 June 2019"; and also with regard to labelling, adding: "without prejudice to the foregoing, compliance will be mandatory with the minimum labelling requirements set out in accordance with Article 17.h) 4 of Act 6/2015 of 12 May 2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope." The correction of errors in the text of the Designation Specifications regarding the minimum labelling requirements was also approved.

### Budget for the Strategic Plan

It was unanimously agreed to increase by €110,000 the budgetary provision to create a Strategic Plan for Rioja Wine for the 2020-2030 period, to be funded by the savings made from other non-actioned items in the budget.

## PLENARY OF 21-10-2019

### Outsourcing for the new Strategic Plan

It was unanimously agreed to appoint KPMG to draw up a Strategic Plan for Rioja Wine for the 2020-2030 period for a fee of €216,590.

Following the completion of the Strategic Plan for Rioja Wine 2005-2020, the DOCa is once again drawing up a roadmap with a 2030 horizon. This new Plan will

be developed with the aim of creating recognition and value and will incorporate new elements such as sustainability, all geared towards guaranteeing Rioja's success in the future.

## PLENARY OF 28-10-2019

### Increase in vineyard plantings deferred to 2021

Having met in an extraordinary session, the Plenary adopted the agreement on plantations, the full text of which is reproduced in the attached box.

## PLENARY OF 20-12-2019

### Budget of €16,717,062 for 2020

The Control Board Plenary unanimously approved a budget of €16,717,062 for the 2020 financial year, together with the distribution of expenses between the producing and commercial sectors and the formalisation, with Caja Rural de Navarra, of the corresponding exchange rate insurance for the harvests in US dollars and pounds sterling. The distribution of the Expenditure Budget for 2020 is funded entirely by the industry (with the exception of the CMO funds) which means that 57.8% is paid by the wineries and 42.2% by the growers.

### Request of CMO funds for promotion.

It was unanimously agreed to submit a request to the Wine CMO for co-financing with Community funds for the period from 1 May 2020 to 20 April 2021 with respect to a promotional spend that, in terms of the Control Board's budget, will amount to €2,472,580 in the United States, €505,755 in Mexico, €618,145 in Switzerland, €1,236,290 in China, €269,736 in Russia and €500,136 in Canada. It was also unanimously agreed to give the President the power to formalise all the relevant procedures for this purpose.

### Labelling regulations

As a result of the six-monthly review previously agreed to, the Plenary agreed to update the document containing the minimum requirements for labelling wines protected by the DOCa Rioja in accordance with the Designation Specifications and Article 17.h) 4 of Act 6/2015 of 12 May 2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope.

## Planting agreement 2020: (PLENARY OF 28-10-2019)

### Increase in plant mass

Firstly, during the period in question, the hectares to be distributed are those resulting from the agreement of the previous period (2016-2018), i.e. those deemed to be suspended by the Administration or whose distribution was deferred due to disagreement with the distribution criteria set for 2018 (387). The total figure must be notified by 30 September 2019. If it is finally decided to maintain the distribution of part of the suspended plantations, either through administrative channels or the courts, the equivalent area will automatically be deducted from the next distribution, even if it falls outside the period of the current agreement.

2019. The increase in production potential will be 396 ha (0.6% of 65,971 ha\*) . If cumulative sales by 31 August 2019 reach a minimum increase of 5.5 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 0.8% over 65,971 hectares. This is an absolute value of 528 hectares. If cumulative sales by 31 August 2019 reach a minimum increase of 11 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 1% over 65,971 hectares. This is an absolute value of 660 hectares.

Authorisations to replant vineyards grubbed up outside the DOCa Rioja production zone will be restricted, as will authorisations to plant vineyards as a result of the conversion of planting rights from outside the DOCa Rioja production zone to 0 hectares.

To offset the short-term need for raw materials, the Harvest Season Standards for the 2019 harvest

will set a production yield of 101% and a grape-to-wine conversion ratio of 71%.

2020. The increase in production potential will be 396 ha (0.6% of 65,971 ha). If cumulative sales by 31 August 2019 reach a minimum increase of 5.5 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 0.8% over 65,971 hectares. This is an absolute value of 528 hectares. If cumulative sales by 31 August 2019 reach a minimum increase of 11 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 1% over 65,971 hectares. This is an absolute value of 660 hectares.

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2021. The increase in production potential will be 396 ha (0.6% of 65,971 ha\*) . If cumulative sales by 31 August 2019 reach a minimum increase of 5.5 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 0.8% over 65,971 hectares. This is an absolute value of 528 hectares. If cumulative sales by 31 August 2019 reach a minimum increase of 11 million litres with respect to cumulative sales on 31 August 2018, the increase in production potential will be 1% over 65,971 hectares. This is an absolute value of 660 hectares.

Authorisations to replant vineyards grubbed up outside the DOCa Rioja production zone will be re-



stricted, as will authorisations to plant vineyards as a result of the conversion of planting rights from outside the DOCa Rioja production zone to 0 hectares.

### Distribution of surface area

The maximum eligible area per applicant is set at 1 hectare. It was agreed to report favourably on the requirement, for natural persons only, that the applicant must have been working under the Farmers' Social Security Scheme for at least two years within the five-year period leading up to the application. In order to achieve a more socially fair distribution of the area, the zone pending from the previous period (2016-2018) will be distributed in 2021, as well as to the area corresponding to the years 2019, 2020 and 2021 of this agreement. If, for any reason (national restrictions on distribution, limits on the maximum area per applicant, etc.), the planned area is not fully distributed in 2021, it will be included in the distribution for the following year (2022), and so forth until the entire area agreed for this period has been distributed.

### Other agreements

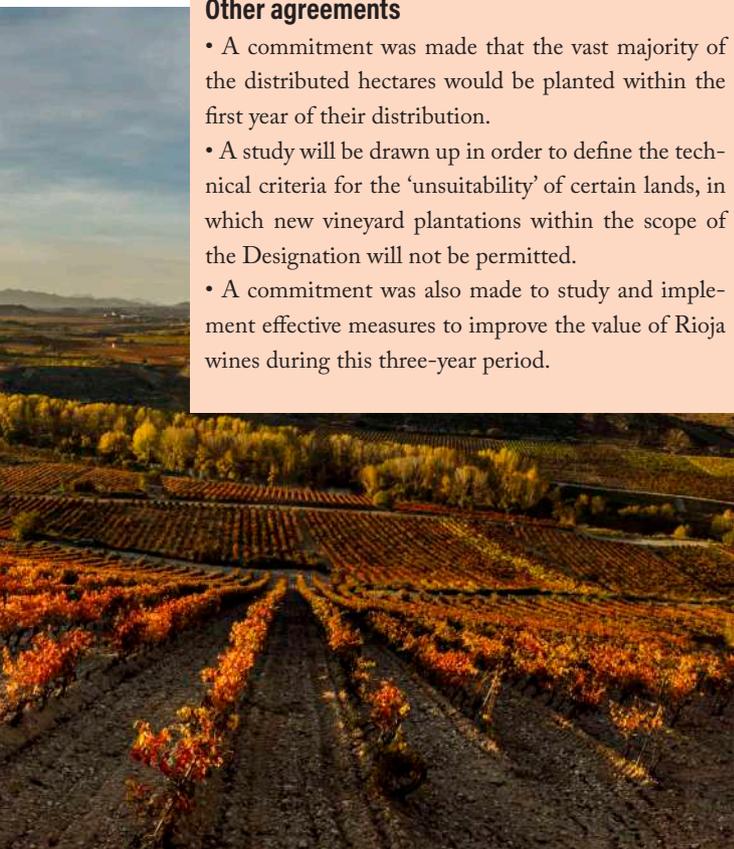
- A commitment was made that the vast majority of the distributed hectares would be planted within the first year of their distribution.
- A study will be drawn up in order to define the technical criteria for the 'unsuitability' of certain lands, in which new vineyard plantations within the scope of the Designation will not be permitted.
- A commitment was also made to study and implement effective measures to improve the value of Rioja wines during this three-year period.

The updated document can be found at the following link: <https://www.riojawine.com/es-es/requisitos-de-etiquetado/> on the Control Board's website: [www.riojawine.com](http://www.riojawine.com).

In essence, the first part of the document details everything relating to compulsory particulars: categories, bottler's details, registered marks, rated volume, the Rioja perforated stamp, and the rules of representation: "mandatory information which must appear in the same visual field that does not exceed 11 cm in width". The second part details the requirements for the use of optional particulars, which includes the following: zones; municipalities; viñedo singular; quality sparkling wine; vintage year with optional mentions of ageing; mentions of the method of vinification or production; terms such as 'winery-matured', 'matured on the lees for x months', 'selection' and similar terms; mentions of 'old vines', 'old vineyards', 'century-old vineyards', 'pre-phylloxera vineyards', 'high altitude vineyards', 'estate-owned vineyards' and similar; and mentions of 'vintage', 'fermented on the lees' and similar mentions; use of logos; reference to the sensory qualities of the wine; reference to the soil characteristics of the vineyard; and the scope of map legends on informative back labels. Finally, the document includes references to the use of the guarantee seals and back labels and provides criteria for measuring the size ratio required on labels between the brand name and the optional mentions of the word 'RIOJA'.

### Collective bargaining agreement of Control Board personnel

It was unanimously agreed to sign a Collective Bargaining Agreement to govern labour relations in the Control Board in 2020, which would entail the inclusion in the text of an automatic reporting system and a review of remuneration equivalent to the variation in the CPI as of December 2019 plus one percentage point, with the lower limit being 1% and the upper limit 1.5%, to which an extension would be added during the second half of June concerning the continuous working day of part-time workers.





## A major milestone in Rioja

### The DOCa Rioja has 84 viñedos singulares belonging to 50 wineries

On 30 July, the Ministry of Agriculture, Fisheries and Food published in the Spanish Official Gazette its recognition of the first 84 grape-growing areas known as 'viñedos singulares' within the DOCa Rioja. This is the first time that this new quality mention has been officially recognised and, according to the Ministry, it "highlights the excellent wines of this Designation and represents an incontrovertible milestone for the Rioja Control Board and the three autonomous regions involved, La Rioja, the Basque Country, and Navarre." This recognition fulfils one of the sector's ambitions to improve and expand the Rioja wine market based on quality."

These 84 viñedos singulares, which cover a total area of around 155 hectares, are very special vineyards within the 65,000 hectares of DOCa Rioja. The main requirements for a particular vineyard to be known as 'singular' are as follows: that it refers to a clearly demarcated vineyard whose vines are at least 35 years old; that harvesting is done manually; that growing practices are geared towards sustainability and care for the environment; that the maximum permitted production quota does not exceed 5,000 kg/ha for red grapes and 6,922 kg/ha for white varieties, with a grape-to-wine ratio no higher than 65%; and that all the grapes of a particular wine come from that named vineyard.

It is also worth pointing out that wines bearing the term Viñedo Singular on the label must be assessed twice: just after they have been made, and just

**REGULATIONS ON 'VIÑEDOS SINGULARES'**

Act 6/2015 on Protected Designations of Origin and Protected Geographical Indications of supra-regional territorial scope and the Royal Decree that implements it set out the procedures for recognising smaller geographical units within the area of the Designation that produce outstanding wines. It was in 2017 that the DOCa Rioja Control Board Plenary introduced the classifications of *Vino de Zona*, *Vino de Municipio* and *Viñedo Singular*, changing the Designation Specifications in order to do so. By the end of 2018, the Designations wineries and grape growers had submitted more than 80 applications for *viñedo singular* classification to the Ministry of Agriculture, Fisheries and Food. During this time, the Ministry has worked in close collaboration with the DOCa Rioja Control Board in order to authorise this project of excellence within the shortest possible time.

before they are put on sale, this being the time when they need to obtain a rating of 'excellent' in the sensory tests conducted by the Control Board. The back labels that endorse these wines, apart from certifying all these factors, include the words *Viñedo Singular* which lets consumers know that all the characteristics described on the label have been certified by the Control Board.

**Official recognition by Minister Planas at the Control Board**

The DOCa Rioja welcomed Luis Planas, the Minister of Agriculture, Fisheries and Food, on an official visit during which he chaired a ceremony held at the Control Board headquarters on 10 October to confirm in person the Ministry's official recognition of the first 50 wineries that applied for the 'Viñedos Singulares' certificate. The visit underlined the importance of this new mention promoted by the DOCa Rioja Control Board, which defines a path that other designations may well be interested in following.

Following the official approval of the first 84 applications for *viñedos singulares* in Rioja last July, and coinciding with the Control Board's endorsement and the subsequent release on the market of the first *Viñedo Singular* wines, the Minister wanted to deliver this recognition in person to the 50 wineries behind these wines and congratulate them for their "tremendous efforts." Planas highlighted the commitment to quality and authenticity granted to Rioja wines with the very highest levels of excellence and recognition, "furthering the very finest of our family traditions." He also thanked "all the professionals whose constant hard work and efforts have made it possible for this Designation of Origin, the oldest in Spain (dating from

1925) and the first to achieve the *Calificada* category (1991) to continue being synonymous with the highest quality standards."

The president of the DOCa Rioja, Fernando Salamero, thanked the Minister for his visit and highlighted the Wine Regions consistent response to the concerns and expectations of consumers, trade, influencers and producers. "Rioja continues to take major steps forward and demonstrate that it is a dynamic and vibrant brand that adapts to the times. It is also a rigorous self-regulator when it comes to traceability, increasingly offering improved and more reliable information on the specific origin of wines on the label, highlighting the authenticity of their roots." Salamero looked back on Rioja's track record as an exemplary pioneer "that today is again consolidating its bold and trailblazing approach with these *Viñedo Singular* wines, the number of which will continue to grow as, in addition to the 84 wines already approved, there are another twenty-two new applicants in the evaluation phase."

This ceremony culminated a process that began in mid-2017 when it was agreed to add to the DOCa Rioja Designation Specifications the possibility of identifying a more specific origin for certain wines made from one or several plots with specific and uniform agricultural, geological and climatic characteristics that distinguish them from others in their immediate area, obtaining wines with unique traits and features. This combined specific elements of qualitative and geographical traceability that have enriched the already outstanding range of blended wines on which Rioja's reputation is founded.



The representatives of the different wine sector associations who sit on the Standing Committee of the Control Board had the chance to meet with the Minister and his team, during which they exchanged views and voiced their opinions on the current situation of the wine industry.



### **Representatives of the DOCa Rioja meet with the Minister of Agriculture, Fisheries and Food to study the current situation of the wine industry**

In response to the invitation from the president of the Control Board, Fernando Salamero, the Minister of Agriculture, Fisheries and Food, Luis Planas, along with a delegation from the Ministry, held a meeting on 4 February at the DOCa Rioja Control Board's headquarters with the organisation's senior representatives.

The Minister highlighted "the indispensable added value of a Designations of Origin that is upheld by all the operators within it." In terms of the region, he emphasised "the importance of the Rioja name, which is evident wherever you travel in the world, and engenders a sense of pride when you can include this product in your presentation package." Rioja wines, according to the Minister, "convey the sense of a strong, unique and united Rioja, notwithstanding the abundance and diversity that you find the length and breadth of the region, which constitutes the most important cornerstone of its future success."

After the meeting, the representatives of the different member associations on the Control Board's Standing Committee had the chance to meet the Minister and his team, exchange views and voice their opinions on the current situation of the wine industry. The meeting also served to verify the reputation that Rioja enjoys worldwide, to get more detailed information on the strategic decisions that will make up the road map for the coming years, and to discuss the challenges that the region will

be facing in the future, in relation to which the Minister offered his full cooperation in helping to overcome them.

### **Visit of the United Kingdom's ambassador to Spain**

The United Kingdom's ambassador to Spain, Simon Manley, together with the Honorary Consul, Derek Doyle and James Birkett, the Political Adviser at the British Embassy in Madrid, met at the Control Board headquarters with its president, Fernando Salamero, the general director, Jose Luis Lapuente, and the same committee of experts with whom they met one year ago to examine the trade situation between the two markets during the Brexit process.

Other participants at the meeting included Begoña Martínez Arregui, the regional minister of the President's Office, Institutional Relations and Foreign Activities, and Iñigo Nagore, the regional minister of Agriculture, Livestock and Environment.

### **Champagne visits Rioja**

The Rioja Control Board hosted a visit by a delegation from Champagne, organised by the region's Wine Interprofessional Committee.

The group, which composed around 30 people, travelled to Rioja to take part in a full-day working meeting. The president of the Control Board, Fernando Salamero, general director, José Luis Lapuente, and a number of wine sector representatives had the chance to exchange views and discuss the region's track record and lines of work, updating their French counterparts on everything



Visit of the delegation from Champagne, organised by the region's Wine Interprofessional Committee.



Fernando Salamero, president of the DOCa Rioja Control Board, signs the agreement with Víctor Moneo, director of Latin America and head of institutional agreements at Iberia



Carlos Hernando Loza wins the 2019 TFG Oenology Award

that is going on in the oldest Designation of Origin in Spain.

The delegation thus repaid the visit made a few years ago by some of the Rioja Control Board members in a demonstration of their mutual interest to keep abreast of legislative, technical and promotional issues.

Salamero rated the visit as “an excellent opportunity to keep in contact and learn from each other, showcasing the good work of these two leading regions and bonding more closely with a region that shares many of Rioja’s values, such as respect for origin and tradition and a continued commitment to the maximum quality of our wines which are recognised and admired worldwide.”

Rioja regularly attends the same forums as Champagne, an example being the Wine Origins Alliance (now known as origins.wine), as well as having similar concerns and objectives in the wine world.

### Rioja flies high

Iberia Airlines has signed an agreement with the Control

Board whereby the wineries that form part of the DOCa Rioja will benefit from preferential prices. The agreement signed by the two organisations gives Rioja wineries access to a system of codes that offer special rates to Iberia’s corporate clients.

### Training sessions for journalists on the DOCa Rioja

The Control Board and the Press Association of La Rioja have planned a series of training sessions aimed at professional journalists in Rioja. The initiative is part of a broader collaboration project being promoted by the two organisations that aims to give journalists much more extensive and accurate knowledge of the different aspects related to the wine world in general and the DOCa Rioja in particular. The first session, given by the Control Board general director, José Luis Lapuente, took place on 18 December last year at the journalist association’s headquarters and covered the subject of Rioja’s new geographical indications.

### Carlos Hernando Loza wins the 2019 TFG Oenology Award

Carlos Hernando Loza, a graduate in Oenology from the University of La Rioja (UR), won the award for the best Dissertation in Oenology for 2019, for his study and comparison of the new method for preventing and treating powdery mildew in vines.

The project consisted of a study of the effect of treating grapes with a biological powdery-mildew treatment on the fermentation process and the quality of both the grapes and the wine.

The DOCa Rioja Control Board awarded Carlos Hernando a three-month scholarship that will give him

a deeper insight into how the Control Board operates as well as expanding his oenological knowledge.

### Rioja on the Designations of Origin governing body

The Twenty-fourth General Assembly of the CECRV (Spanish Conference of Wine Control Boards), held on 25 October 2019 in Ribeira Sacra, brought together more than 60 representatives of 37 wine designations of origin. The main topic was the election of the senior representatives of the organisation for the next four years, given that the previous mandate, which started on 23 October 2015, was drawing to a close. Rioja will continue to hold the position of first Vice-president of the CECRV for the next four years.

## Institutional collaboration

- Giving a presentation of the DOCa Rioja for students at the OIV Masters degree course offered by the University of La Rioja.
- Participating in the Masters degree course in Integral Packaging Design for the Food and Wine Industry offered by La Rioja Design School
- Participating in the WineTech project Advisory Committee.
- Collaborating with the Spanish Conference of Wine Control Boards (CECRV) in their relations with the EFOR (European Federation of Origin Wines), of which it is a member.
- Representing the EFOR as experts on the subject of the protection of Geographical Indications and Designations of Origin in the European Union and their commercial benefits, at the conference organized by the Directorate General for Agriculture in Mexico.
- Representing the DOCa Rioja Control Board at an international lobby group advocating origin and geographical names.
- Representing the Spanish Conference of Wine Control Boards at the Board of Directors of the Wine Technology Platform.
- Representation of the DOCa Rioja Control Board in the Great Wine Capitals Global Network.
- Participating in regional panel discussions on matters of interest to the wine industry.
- Presentations to various Riojan groups (Rioja Wine Guild, Rioja Sommeliers' Association, etc.) on matters of interest to the wine industry.
- Presentation to the Board of Directors of the DCOOP (Association of Agrifood Cooperatives) to give a general overview of the DOCa Rioja.
- Participating in the Masters Degree in Viticulture, Oenology and Business Management offered by the University of La Rioja.
- Participating in the Masters degree in Sommellerie offered by the Basque Culinary Center.
- Participating in the La Rioja Research and Development Council to supervise the La Rioja Smart Specialisation Strategy (RIS3) based on knowledge and innovation.
- Participating in the summer course of the Mediterranean Agronomic Institute of Saragossa on Spanish food culture, Mediterranean diet and agrifood industry, offering a general overview of the *Denominación de Origen Calificada Rioja*.
- Representation of the Spanish Conference of Wine Control Boards with the rest of the Executive Board at the seminar with the EU Directorate General for Agriculture on international agreements, and subsequent networking with Euro MPs in a session titled 'The Future of European Designations of Origin'.
- Informative meeting and training session with the regional media on the subject of topical wine-related issues.



## Budget funding by the industry

Funding for Control Board activities comes from contributions made by registered grape growers and wineries, based on the following:

- Compulsory fees on the value of certified production. These are based on actual grape production from the previous year's harvest.
- Compulsory fees for protected products. These are based on actual sales of each type of wine (Generic, Crianza, Reserva and Gran Reserva) in the previous year.
- Compulsory fees for documented certified value.
- Compulsory fees for back labels and seals. These are based on the back labels and seals issued to the wineries which sell the wine.

The basic expenditure and investment budget is established considering the goals of the activities and services that the Board provides for its members. In order to calculate the ordinary budget based on the income from protected production, the figures were taken from the approved volume of the previous year's grape harvest and an estimated average price per kg of protected grapes in the wine region, calculated as 0.90 €/kg. The basis for calculating the income budgeted for sales is the statistics on the number of litres sold in the previous year and the average prices per litre according to operators' monthly reported statistics for each of the categories of wine sold for export: €3.25/litre for Generic wine, €4.43/l for Crianza, €6.50/l for Reserva, and €12.37/l for Gran Reserva.

This is used as the basis to apply the participations for each sector (growers and wineries) and the resulting percentages are applied to determine the compulsory fees for members.

Also, fees are applied on the documented value and the value assigned to guarantee and control documents, back labels and/or seals, both contributions being main-

<b>EXPENDITURE BUDGET FOR 2019</b>	
<b>PERSONNEL EXPENDITURE</b>	
Permanent personnel costs	1,690,521.99
Temporary personnel costs	688,363.62
Social Security Contributions	639,848.69
Social costs	36,490.00
<b>SECTION I TOTAL</b>	<b>3,055,224.30</b>
<b>EXPENDITURE ON CURRENT ASSETS AND SERVICES</b>	
Repairs and maintenance (Buildings, machinery and tools, transport materials, furniture, computer equipment, gardening, clearing and fixed assets)	98,371.70
Office equipment, supplies and miscellaneous (Materials, fuel, communications, transport insurance for premises and vehicles, taxes, etc.)	279,836.13
Miscellaneous expenses (Public Relations, promotional material, protecting the brand and the Designation and unforeseen costs.)	348,550.26
Work done by other companies (Nielsen Report, computer programming, Quality Plan, analyses, samples, maintenance, cleaning.)	244,157.95
Payments for services (Travel, maintenance, accommodation, assistance, etc.)	329,556.88
<b>SECTION II TOTAL</b>	<b>1,300,472.92</b>
<b>ACTUAL INVESTMENTS</b>	
Equipment for computer processes, furniture, equipment & others	55,660.00
Control measures for back labels and harvest	1,321,588.00
POS controls	41,160.00
2020-2025 Strategic Plan	110,000.00
Communication and Promotion (Fairs, exhibitions, functions, promotion in the media, communications, competitions, collaboration and promotional objects)	700,000.00
<b>SECTION III TOTAL</b>	<b>2,228,408.00</b>
<b>SUMMARY OF ORDINARY &amp; ADDITIONAL BUDGET</b>	
Personnel expenditure	3,055,224.30
Expenditure on current assets and services	1,300,472.92
Investments	2,228,408.00
<b>TOTAL ORDINARY &amp; ADDITIONAL BUDGET 2019</b>	<b>6,584,105.22</b>
<b>EXTRAORDINARY BUDGET</b>	
MARKETING AND COMMUNICATION PLAN (Domestic and foreign markets: United States, United Kingdom, Germany, Ireland, China, Mexico, Switzerland, Russia y Canada)	9,994,952.00
<b>TOTAL EXTRAORDINARY BUDGET</b>	<b>9,994,952.00</b>
<b>TOTAL GLOBAL BUDGET 2019</b>	<b>16,579,057.22</b>



## BUDGET DISTRIBUTION CRITERIA 2019

	BUDGET	GROWERS	%	WINERIES	%
<b>ORDINARY BUDGET</b>	5,111,357.22	1,303,396.09	25.50%	3,807,961.13	74.50%
<b>ADDITIONAL BUDGET</b>	1,472,748.00	736,374.00	50.00%	736,374.00	50.00%
<b>EXTRAORDINARY BUDGET</b>	9,994,952.00	4,997,476.00	50.00%	4,997,476.00	50.00%
<b>TOTAL BUDGET</b>	16,579,057.22	7,037,246.09	42.45%	9,541,811.13	57.55%

tained without variation over previous years other than those due to the amounts on the documents submitted. The compulsory fee on guarantee marks is an amount related to the number of documents that each winery received the previous year and this is divided into twelve monthly instalments.

### CMO Grants

Grants were received for promotional campaigns co-financed with CMO funds totalling €2,583,412.16, of which €1,293,850.19 came from the 2019 CMO contribution, which ended 31 May 2019, which had already been received, and the rest, €1,289,561.97, is in the following CMO year ending on 30 April 2020 and is awaiting collection. In addition, a grant of €20,563.66 was received from the Navarre Rural Development Programme and another grant of €3,500 was given by the La Rioja Economic Development Agency. .

### €10M Extraordinary budget for promotion

The Control Board Plenary approved an Extraordinary Budget of €9,994,952.00 for the Marketing and Promotion Plan. This Extraordinary Budget, together with the amount approved in the Ordinary Budget for communication, represents a significant sum to promote Rioja wine on the various markets and is mainly used in advertising and promotion on the domestic and foreign markets. The actions to be undertaken in the area of marketing and communication are studied by a group of experts selected from among the associations represented in the Control Board, as well as the Board's own staff. The group of experts assesses plans, actions and budgets for each country

and submits them to the Plenary for approval. The plans include advertising and promotional actions mainly in the United States, Germany, the United Kingdom, China, Mexico, Switzerland, Russia, Ireland and Canada. Part of the budget was also assigned to advertising and promotion in the domestic market, with TV, radio, social media and point-of-sale communication campaigns.

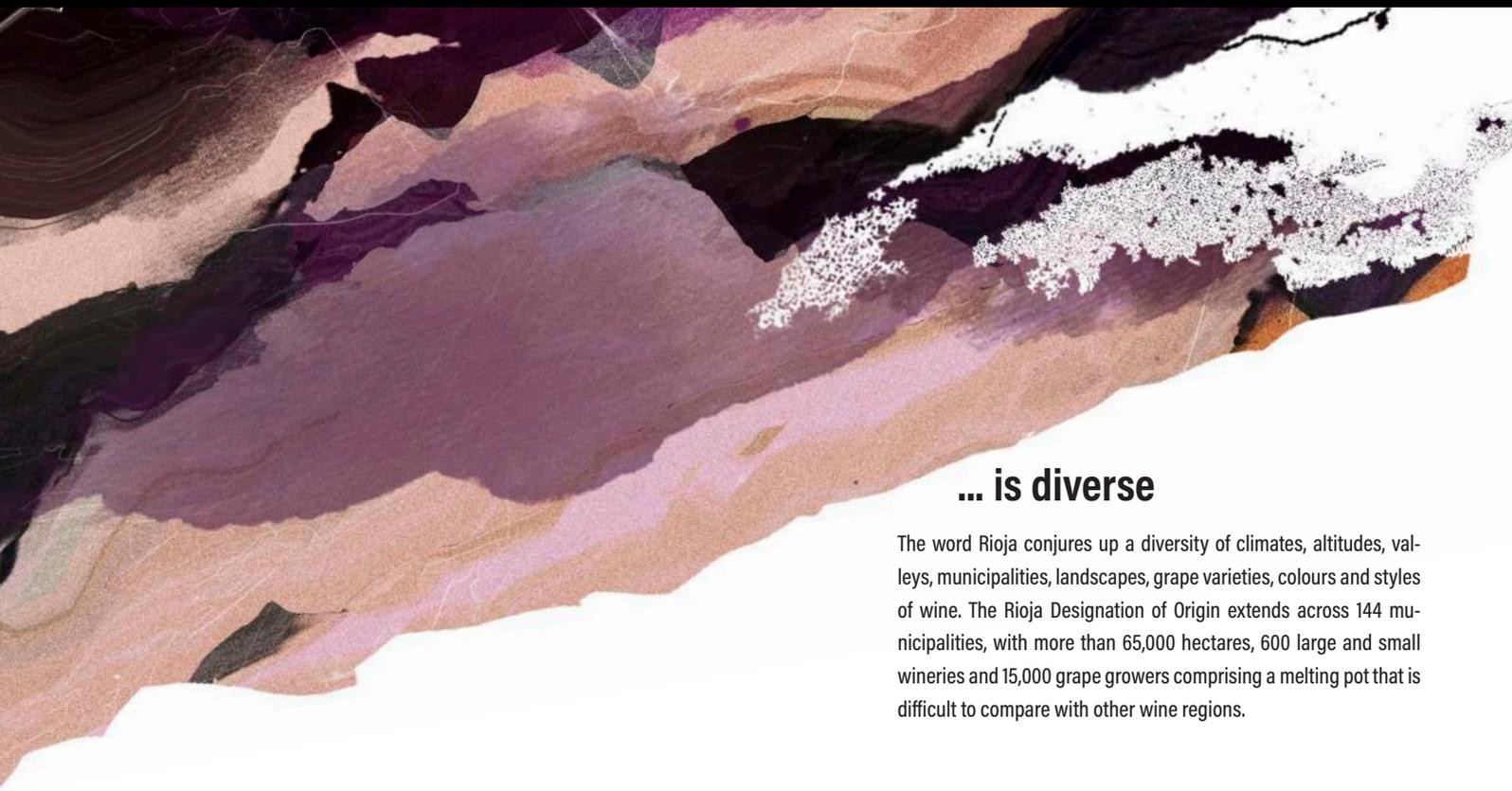
### Basic expenditure budget of €6.5M

The basic budget for expenses and investments was defined taking into account the goals, actions and services that the Board provides for its members. The Budget includes personnel costs based on the Collective Agreement, maintaining control activities. Operating costs were similar, adapting items to the Consumer Price Index and to the requirements of activities. In the area of Communication and Promotion, there was a continuance of activities, research into wine tourism, tasting courses and on-trade and Internet dissemination.

The collection of POS samples both in Spain and abroad continued. An additional item was the investment in the implementation of the Rioja Trustseal holograph on labels and seals.



# RIOJA



## ... is diverse

The word Rioja conjures up a diversity of climates, altitudes, valleys, municipalities, landscapes, grape varieties, colours and styles of wine. The Rioja Designation of Origin extends across 144 municipalities, with more than 65,000 hectares, 600 large and small wineries and 15,000 grape growers comprising a melting pot that is difficult to compare with other wine regions.

## ADMINISTRATION SERVICE

The Administration Service is responsible for the entire economic and administrative organisation of the Control Board (Plenary, General Directorate and other departments), providing it with the necessary information and means to carry its functions. This department produces and supervises budgets, manages the accounting and cash flow, and manages the various types of compulsory fees from grape growers and wineries, which constitute the Board's earnings.

The Administration Service also controls expenditure and collects information from the Control department to manage and update vineyard and winery records. It stocks and issues guarantee labels and seals, and supports the wine classification process.

Strict compliance with the Articles of the *Denominación de Origen Calificada Rioja* requires controlling and issuing a considerable number of documents each year, a task carried out by the Board Administration Service. The most important documents are export documents, authorisations for transporting wines between registered wineries, processing vintage control forms for the different types and categories of wines and issuing wineries with the back labels and seals that guarantee the origin, quality, vintage and category of wines protected by the Designation of Origin.



## DOCUMENT MANAGEMENT

### Export documents

In 2019, a total of 364 certificates of origin were issued for exports to foreign countries. Authenticating the wine's origin in the accompanying documents is not required for bottled wine, as each bottle bears its own individual certificate.

### Transfer permits

The total volume of wine transferred between registered wineries in 2019 amounted to 244 million litres. A total of 3,502 permits were issued for transfers of protected wines.

### Vintage control forms

The Control Board Administration Service issued a total of 729 vintage control forms in 2019 for the various types and categories of wine.

### Back labels and Seals

A total of 12,290 "documents for back labelling/sealing Rioja wines, and other expeditions exempt from requiring commercial documents" (which have to be filled in by both growers wine sellers) were issued and recorded for 2019.

Also, the 5,803 deliveries of back labels and seals made to registered bottlers of Rioja wine totalled 347,315,588 guarantee documents. Of these, 613,882 were normal paper back labels, 4,071,209 were self-adhesive back labels, 53,306,400 were normal paper seals and 289,324,097 were self-adhesive seals. In addition to these deliveries, the relevant printers delivery documents were drawn up and registered. These totalled 2,841 forms and 587 return documents.

As in previous years, the use of seals rose. While in 2000 seals represented 78% of guarantee documents, this figure rose to 99% in 2019. This is due to the increasing use by wineries of back labels that contain information about the wine. The use of guarantee documents printed on self-adhesive rather than normal paper has also risen from 22% in 2007 to 84% in 2019.

## LEGAL DEPARTMENT

**The main functions of the Control Board Legal Department are processing files, providing legal support for the Control department, defending the DO in court and providing advice.**

The Legal Department is a crosscutting department whose activities are mainly aimed at processing the administrative reports processed within the Control Board, as well as to give the Control department the necessary legal support. Rioja is one of the few Control Boards to have a Legal Department, which gives an idea of the level of development that the Designation has achieved. The Legal Department has been part of its organisational structure since 1986, it was included in the Board Regulations in 1991 and Order APM/544/2017 of 5 June 2017 included it in the Board Articles of Incorporation, which are still in effect.



### Labels

A total of 1321 new labels were notified, of which 361 correspond to new brands and 960 to design changes in previously authorised labels.

In addition to processing the aforementioned administrative reports, the Control Board Legal Department closely cooperated with the Food Information and Control Agency (AICA) in the drafting of all those reports which are required to process disciplinary proceedings. In 2018 they both signed an Agreement regarding disciplinary proceedings for violations under the Law of Designations of Origin and Protected Geographical Indications of supra-regional territorial scope, approved by Resolution of 10 October 2018, of the Food Information and Control Agency, OA, and published in the Spanish Official Gazette on 19 October 2018.

The Legal Department defends the Designation before Public Administrations and Law Courts and also works on the defence of the Rioja brand, at the national, European and international levels, before the different Industrial Property Offices with actions in both the administrative and judicial spheres. It also draws up legal reports on various issues affecting the Designation and the Control Board; provides information and advice to both persons registered with the Control Board and third parties; and, thirdly, deals with requests for documentation from various legal bodies (particularly those of a civil nature) regarding vineyards protected by the Designation that are the subject of complaints by individuals.

Finally, the Legal Department maintains a permanently updated legal documentation service, which has been available to Control Board website users since 2001. Available files include the Spanish wine legislation on vineyards and quality wines applicable to both the DOCa Rioja and the other wine Designations of Origin, as well as the regulations enacted by the Autonomous Communities of La Rioja, the Basque Country and Navarre, and

the Official Circular Letters issued by the Control Board with regulatory content since 1968 and indexed by subject and chronologically.

### Regulation of new mentions to make Rioja labeling more dynamic

With the aim of enriching the labels of wines protected by the Designation and making it more dynamic in line with the demands of the sector, in 2019, the Board regulated the use of new mentions, among which the following should be highlighted: 'Madurado en bodega' (winery-matured); 'Selección Especial' (special selection); 'Viñas Viejas' (old vines); 'Viñedos centenarios' (century-old vineyards); 'Viñedos de Altura' (high altitude vineyards); 'Viñedos propios' (estate-owned/own vineyards); 'Fermentado en hormigón' (concrete fermented) and 'Macerado en tinaja de barro' (macerated in clay/earthenware jars). The standards approved by the Council define



the scope of these texts on the back labels, as well as the possibility of mentioning soil and sensory characteristics.

The Control Board Plenary agreed on two occasions during 2019 to modify the 'Minimum requirements to be complied with by the labels of wines of the *Denominación de Origen Calificada Rioja*', in order to regulate these new mentions based on the work entrusted to the Regulations Committee, of which the Legal Department counsel is secretary. This Committee has undertaken to carry out six-monthly reviews to include or develop of new mentions, a clear indication of the dynamism sought in this area.

### New 'Crianza' ageing periods for whites and rosés

The Control Board Plenary also agreed in 2019 to modify the requirements for the use of the traditional term 'Crianza' for white and rosé wines, which is now set at a minimum of 18 months. The wines will continue with the traditional mixed ageing system in oak barrels of approximately 225 litres capacity, continuously and without interruption for no less than six months, followed by complementary ageing in the bottle. These changes to the DOCa Rioja Designation Specifications responds to the sector's interest in producing and marketing white and rosé wines, enabling quicker market releases, while helping set apart the Reserva category and matching the definition in Spanish regulations to ensure compliance with the applicable legal framework.

### The first Viñedos Singulares

The Designation reached a new milestone in 2019 when the Ministry of Agriculture, Fisheries and Food published Order APA/816/2019 of 28 June in the Spanish Official Gazette, which recognised the first 84 viñedos singulares (vineyards with unique characteristics) within the *Denominación de Origen Calificada Rioja*. This was the culmination of a process in which 50 vineyard owners promoted up to 84 projects representing 155 hectares, which had its starting point in mid-2017, when it was decided to include in the Rioja Designation Specifications the possibility of identifying a more specific origin for certain wines, which has the value of being certified by the Control Board. After its official approval, the Minister of Agriculture, Fisheries and Food gave these first fifty operators of viñedos singulares a certificate of recognition at the Control Board headquarters.

In addition, the Control Board plenary approved two



amendments to the Designation Specifications in 2019, one to define the demarcation of the viñedos singulares and the other to reinforce the mandatory nature of labelling requirements.

### Processing of files

In 2019, the department processed a total of 1734 administrative reports arising from actions of other departments of the Control Board. Non-disciplinary proceedings arise from notifications of new label designs, registration of productive vineyards after they are authorised by the Departments or Regional Ministries of Agriculture of the three Autonomous Communities in which the wine region is located, incidents observed on the field by the Empowered Overseers Service with respect to vineyards in their second year (discrepancies related to how many vines can be held, grape varieties grown, plantation densities, location, etc.), allegations related to the wine classification process, claims on the amount of protected grapes, etc.

In the case of disciplinary proceedings, reports were forwarded to the Food Information and Control Agency for labelling violations, omissions and errors in the guarantee certificate usage statement, volume discrepancies, pruning- and irrigation-related violations, non-compliance with requirements regarding experimental growing

practices and planting unauthorised grape varieties. A total of 135,540.84 euros in fines were collected for the National Treasury Department in 2019. These sums are from proceedings instituted on or before 2019 and closed this year.

### Favourable judgements

Within the legal sphere, the Control Board received 31 court rulings from the Courts of Administrative Litigation No. 1 and 2 of La Rioja, referring to the same sequence of events that took place during the 2016 harvest. All the arguments put forward by the applicants in both the administrative and the contentious proceedings were rejected.

Furthermore, various courts have requested reports and certifications from the Control Board in relation to disputes involving vineyards, planting rights and authorisations of registered vineyards or assets belonging to wineries.

## MARKETING & COMMUNICATION DEPARTMENT

The Marketing & Communication Department is in charge of developing the strategy, planning and management of public relations, communication and promotional activities carried out by the Control Board, in accordance with the budgets allocated by the Plenary. Likewise, the department is in charge of communications for all Control Board areas, which are executed in accordance with an annual plan that is adapted to the Designation's priority interests at any given time. It is also responsible for the development of two global training and wine tourism projects, as well as for planning and coordinating market and image polls with specialist companies when required by any of the Control Board's areas for decision-making purposes. .

With regard to promotional campaigns, the Marketing & Communications Department is responsible for proposing initiatives, in terms of both advertising and public relations (its own events, trade fairs, seminars, tasting courses, etc.), which help to improve the level of awareness and raise the perception of the Rioja brand and its protected wines among consumers.

As an important part of the Control Board's strategy, the Marketing & Communications department manages relations with the media. The department schedules and implements informative campaigns, issuing more than one hundred communiques, reports and special contributions every year, and deals on an individual basis with the numerous requests for information received from the media and trade journalists, in addition to designing and attending the press missions organised by the Board.

The department is also in charge of the Board's various publications (the CONSEJO newsletter, the annual report of activities, the website and various promotional and informative materials, which are re-edited and reprinted regularly due to high demand), as well as online support for disseminating information targeted both at trade professionals and final consumers: constantly updating the institutional website [www.riojawine.com](http://www.riojawine.com) the newsletter, Riojawine TV, etc.

### New team members

The Control Board's Marketing & Communication department brought two new members on board in early 2019: Íñigo Tapiador Larrañaga, as manager and Ana López-Cano Lamarain as project manager.

Other activities include managing the Rioja Wine Information Office, which attends to the many people, both Spanish and foreign, who visit the Board's headquarters or contact it by phone or email.

The Control Board's Marketing & Communication department currently has a team of six people under the direction of Íñigo Tapiador. In addition, eight communications agencies in as many countries manage the promotion of Rioja in each country under the Department's coordination. In order to measure and evaluate the effectiveness and results of the promotional campaigns in the different countries, the Control Board hires the services of the specialist external consultancy firm Wine Intelligence.

### 'Saber Quién Eres' looks to the future

#### Rejuvenating and changing of perception of the image of Rioja, the new strategy aimed at younger consumers

In Spain, Rioja enjoys remarkable brand recognition and undisputed market leadership. However, various market studies indicate that this reputation is less well established among the younger generation. That is why a new strategy was launched in 2019 to rejuvenate and change the perception of Rioja among consumers aged 30 to 45. The tone and visual line of the 'Saber Quién Eres' campaign was refreshed, adapting it to the look, language and communication channels closest to this audience, which represents the future of Rioja sales.

In this sense, actions were carried out to capture current trends, such as growing daytime consumption and the boom in occasions such as aperitifs, early evening drinks or weekend festivals and markets. In addition, advertising messages were targeted strongly at digital channels and social media.



### Appearance of the first 'Viñedo Singular' wines

In addition to modernising its image, Rioja faces the constant challenge of transmitting its know-how and strengthening the credibility and authority of its wine proposition. The opinion of industry critics and professionals is fundamental in this respect and, for this reason, a programme of specific communication actions was launched in 2019 for this audience, using the presentation of wines from new geographical indications as the main argument. The launch of the first 'Viñedo Singular' wines

was an undeniable lure for two presentations held in Madrid and Seville, with an attractive staging inspired by the typical markets of Riojas.

In international markets such as the United Kingdom or Switzerland, where Rioja's presence was consolidated many years ago and where the Region's reputation among consumers is very significant, the same objectives as in Spain were applied (improving perception, rejuvenating and 'premiumising' the brand). All the actions carried out in 2019 were in line with this approach, with a large num-

ber of campaigns aimed at consumers and an outstanding presence of the Rioja brand at sponsorships, festivals and events.

Some markets, such as Russia and China, are becoming more and more important for Rioja, but brand awareness is still low among consumers in these countries, which is why promotional activities are mostly aimed at wine sector professionals and the trade media. In these markets, the challenge is to 'educate' professionals and opinion leaders so they can recommend Rioja and transmit its message to consumers, although there are also some activities selectively organised for them along with point-of-sale activities to establish partnerships with the



main retail chains.

In short, in 2019 the Control Board earmarked almost 11 million euros for promotional campaigns in 13 key markets for Rioja sales: the United Kingdom, Germany, the United States, Switzerland, Russia, China, Canada, Mexico, Ireland, Denmark, the Netherlands and Japan; not forgetting that Spain continues to be Rioja's main market, with more than 60% of total sales.

### **Wine Tourism Plan and Rioja Wine Academy, strategic global projects**

In addition to the specific campaigns in 13 international markets, in 2019, the Control Board rolled out two major strategic global projects, the Wine Tourism Plan and the launch of the Rioja Wine Academy.

The Wine Tourism Plan continues to grow and help position Rioja as a clear leader in quality tourism among Spanish wine regions, as shown by the almost 860,000 visits to Rioja wineries recorded in the second Wine Tourism Monitor. The programme carried out by the Control Board in 2019 included specific training sessions on marketing applied to sales and customer loyalty, as well as an ambitious business tourism plan. Similarly, the Control Board headquarters hosted a meeting with the network of the main regional incoming travel agencies.

This year was also the year of the development of the strategy and preparation of the 'Rioja Wine Academy' platform, launched in February 2020. This project is based on the enormous demand generated by the 'Rioja Educators' programme, which was launched in 2016 and has enabled the Control Board to certify close to one hundred trainers who spread knowledge about Rioja in more than 20 countries. Apart from teaching the trainers, the course aroused considerable interest among other industry professionals who market Rioja wines, as well as among the people involved in promoting wine tourism at the different wineries. There was also a growing number of queries from wine enthusiasts, so the idea was to respond to this whole demand that could not be met solely through the Educators programme.



## PROMOTIONAL ACTIVITIES IN SPAIN

### Rioja presents its new quality indications in Bilbao

Rioja presented the updated concept of its labels, “one of the biggest projects we have undertaken in recent years,” according to the president of the DOCa Rioja, Fernando Salamero, at the New Geographical Indications show held on 1 July at the Azkuna Zentroa in Bilbao and attended by more than 250 trade professionals. Around fifty winemakers submitted a total of 75 references to the DOCa Rioja in line with the new regulations which the Designation implemented in 2017 by introducing a traceability system for ‘Vinos de Municipio’ identical to that of ‘Vinos de Zona’ launched in 1998, which allows the names of the municipalities to appear on the label. These new indications, which include ‘Viñedo Singular’ wines, increase the visibility of smaller geographical units, defining and certifying the specific origin of the wines on the label itself. “Immersed in a process of continuous improvement,” concluded Salamero, “Rioja continues to enrich its wine offerings, proving to be a vibrant and dynamic brand that adapts to the passage of time, always seeking consumer satisfaction without ever losing the authenticity of its roots, which truly makes us unique.”



### Presentation of the new Rioja geographical indications in its own ‘Plaza Mayor’ in Madrid and Seville

Under the name ‘Plaza Mayor de Rioja’, the Control Board presented its new Geographical Indications in Madrid and Seville with the aim of highlighting the origin, terroir and values of this commitment to smaller geographical entities and to recognise the diversity and contribution to excellence of Rioja wines. Both the event held at the Lázaro Galdiano Museum in Madrid on 30 September and the one held at the Carriage Museum in Seville on 25 November were presented by Almudena Alberca, the first female Master of Wine in Spain, accom-





panied by Kike Sola, a former footballer and wine lover. Both presentations showcased the current portfolio of the Designation in a new and original way with around one hundred wine and food industry professionals, tasting 60 'Vinos de Zona' and 'Vinos de Municipio' as well as the much-anticipated first thirteen 'Viñedos Singulares'. In addition to a speech by Pablo Franco, director of the

Control Board's Control Department, a delegation of winemakers from the region discussed these new milestones in the sector (Juan Carlos Sancha, Paco Hurtado de Amézaga and Gorka Etxebarria in Madrid; Carlos Piserra, Carlos San Pedro and Chema Pangua in Seville).



### A book and a Rioja

Leyre Chordá, a student at the La Rioja School of Design, was the winner of the design competition for the label and poster 'A book and a Rioja, the pleasure of culture,' an initiative to celebrate 'World Book Day' in Rioja. This action is supported by the booksellers of La Rioja, the Control Board, and the La Rioja Economic Development Agency.

### Rioja takes part in Sur Wines & Gourmet in Malaga and FEVINO in Ferrol

The DOCa Rioja Control Board took part in the FEVINO trade fair in Ferrol and in the Sur Wines & Gourmet fair in Malaga, organized by the food supplement of newspaper Diario SUR, Málaga en la Mesa, and Grupo La Reserva. At both events the Control Board discussed the new wine labelling situation in depth. Pablo Franco, technical director of the Control Board, gave a masterclass through a guided tasting session, providing details of the new mentions that, since 2017, have rounded off and enriched the traditional Rioja portfolio

### An autumn full of 'Rioja experiences'

As new generations are introduced to the world of wine, the type of consumer is evolving and new consumer trends are being created, which put an increasing emphasis not only on the origin and quality of the products themselves but also on the growing interest of these new audiences in the search for memorable experiences. Spain, the main market for Rioja wine, is no stranger to this changing scenario, which is why the Designation has launched an ambitious communication plan that speaks directly to these new consumers through disruptive and experiential proposals. During the last four months of the year differ-



Guided DOCa tasting  
at FEVINO



A group of professionals tastes 'Vinos de Municipio' at the official Rioja booth in FEVINO

ent actions were planned within the framework of this strategy, designed in partnership with Mediterránea de Medios. With a contemporary language and visual style, a travelling Rioja wine bar with a terrace and photocall visited five of the main 'weekend markets' in the two main Spanish cities: the famous Design Market, Motor Market and Brunch in the City, which attracted almost 90,000 visitors.

### 'Saber Quién Eres' makes the jump to the windows

The advertising campaign 'Saber Quién Eres' has gone a step further, jumping from the pages of newspapers and magazines or the television itself to the shop windows of some thirty shops in trendy neighbourhoods of Madrid and Barcelona. This innovative window dressing action has become a new wave of advertising with a qualitative impact, through which passers-by are surprised by 3D ads of Rioja in the most unexpected spaces such as clothing stores, bookstores or hairdressers. The campaign has also been extended to regular wine points of sale with posters, brand recognition elements and gifts that make the Rioja brand and the message 'Saber Quién Eres' stand out in more than 400 food and hospitality establishments in Madrid, Barcelona, Castile and Galicia, encouraging people to buy.



Urban markets with Rioja participation



## INTERNATIONAL PROMOTIONAL ACTIVITIES

### Success of the 'Rioja 10×10' in London

More than 500 wine and food lovers gathered in an iconic building on London's South Bank to taste a representation of Rioja wines at the fifth edition of the 'Rioja 10×10' event. The 100 wines were chosen by a blind tasting of almost 400 samples by a select jury of twelve wine professionals led by Tim Atkin MW and Sarah Jane Evans MW, who divided the tasting session into the following categories: unoaked whites, oaked whites, rosados, Crian-



### A great welcome for Rioja's new products at Prowein

For the fifth year running, the Control Board took part with a multi-experience stand at Prowein, the wine industry's leading international fair held in Düsseldorf in March. The Control Board's aim was to add value to the outstanding representation of almost 170 Rioja wineries attending the fair. In the 'Masterclass Arena' area, dedicated to training, 600 trade professionals interested in the latest Rioja wines attended twelve seminars given by the renowned influencers Tim Atkin, David Schwarzwälder, Yvonne Heistermann, Peer F. Holm, Marco Antonio Aguado and Jürgen MathäB.

za, Reserva (£10–£14.99), Reserva (£15+), Gran Reserva, generic premium wines (£15+) and non-Tempranillo reds, plus a final selection chosen by the panel.

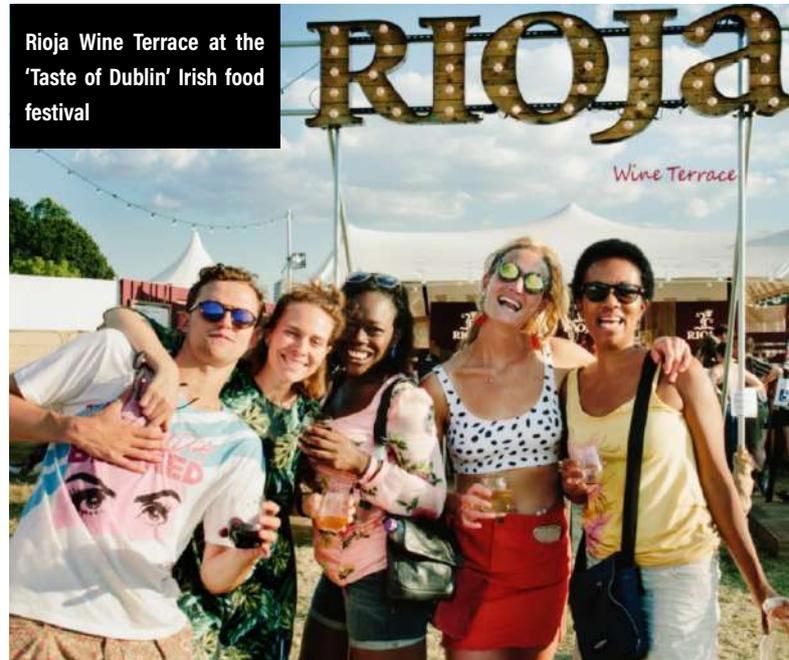
### 'Rioja Recognises' awards for its top partners in the United Kingdom

The Control Board recognised the work of Fiona Beckett, Richard Bigg, Dawn Mannis and Pierre Mansour, four great ambassadors of Rioja wine in the British market, at the fifth edition of 'Rioja Recognises'. This gala event celebrates the contributions of key wine sector professionals to the development of Rioja in a market that is still its main consumer country, to which almost 200 Rioja wineries currently export their wines. The master of ceremonies was Tim Atkin MW, a well-known influencer and expert on Rioja, accompanied by the Board's marketing Director, Iñigo Tapiador, who presented the awards and thanked the professionals present for their involvement and support "to consolidate Rioja as the Spanish region of reference and the leader in this market."

### Rioja wines 'refresh' the summer in Ireland and the United Kingdom

In June, the DOCa Rioja took part in 'Taste of Dublin', Ireland's premier food and drink festival, where it set up its own stand that included a wine bar and an educational area. The terrace, located in the central Iveagh Gardens in the country's capital, served more than 2,000 glasses of Rioja, offering visitors the chance to taste a wide range of wines with a selection of tapas provided by Bar Tozino, a

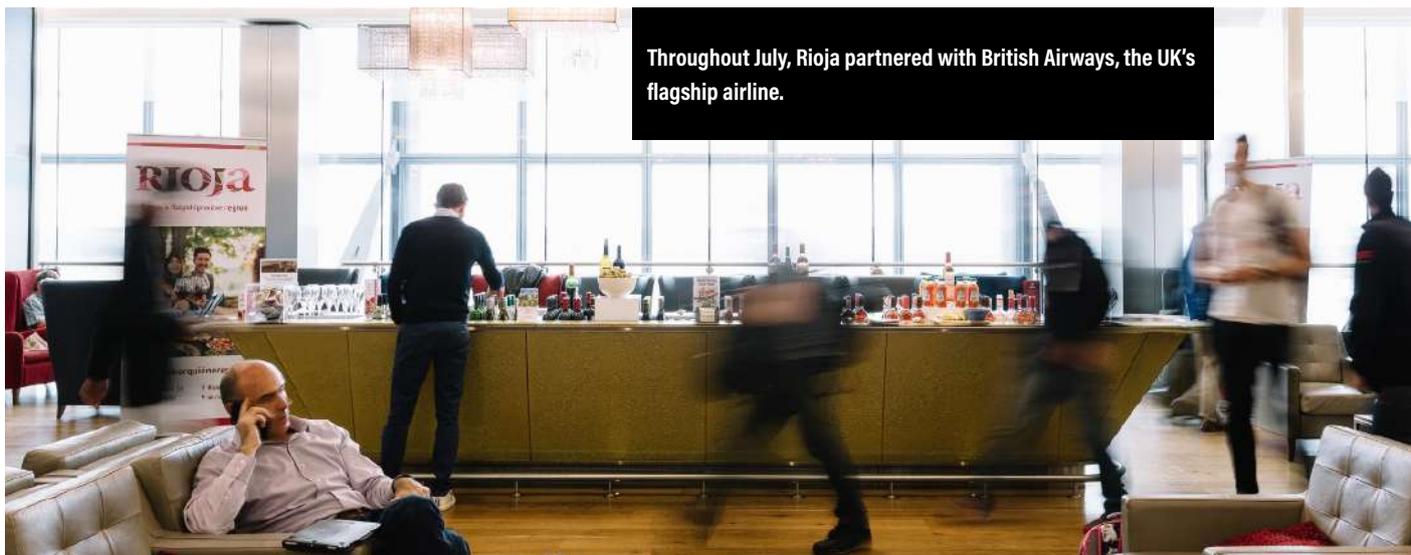
Rioja Wine Terrace at the 'Taste of Dublin' Irish food festival



well-known establishment based in Bermondsey, while a number of bands provided the atmosphere for the more than 30,000 people who attended the event. In addition, wine expert Kevin Ecock was responsible for presenting several seminars to give the audience all the latest news about Rioja. Numerous bloggers and influencers took part in the tasting sessions, using their different media to broadcast the wine pairings with the latest gourmet trends.

Rioja wines were also ubiquitous at the Wilderness Music Festival in Oxfordshire and at Port Elliot in Cor-

Throughout July, Rioja partnered with British Airways, the UK's flagship airline.





In February 2019, New York was the setting for the presentation of the new Rioja Geographical Indications and its global brand message 'Saber Quién Eres'.

nwall in July and August. Here the Rioja terrace was opened again to offer a wide variety of white, red and rosé wines. In addition, the well-known Spanish television presenter, Raúl Díaz, conducted several tasting sessions, offering an original tour of Rioja's unique character in a warm and festive atmosphere.

Throughout the month of June, Rioja worked with British Airways, the UK's leading airline, in the different VIP lounges in Terminals 3 and 5 of Heathrow Airport. Tasting areas were set up to showcase Rioja wines, offering travellers the chance to have the unique experience of enjoying first-hand all the flavours and charms of the land of a thousand wines.

### 'Saber Quién Eres' touches down in New York

The Control Board held one of the last presentations of its global brand message 'Saber Quién Eres' in New York in February 2019. The event was attended by renowned opinion leaders, press and wine industry professionals, who were also able to learn about the latest developments in the Designation, especially the new geographical indications. Ana Fabiano, director of the Point of Sale Programme and brand ambassador in the United States, gave a talk in which she explained these new Rioja indications, "whose aim is to highlight the unique origin of the terroir, recognise this diversity, and continue to establish quality requirements that guarantee the high standard of Rioja

wines around the world.”

The worldwide launch of ‘Saber Quién Eres’, the new brand positioning and communication strategy launched in 2018 by the Control Board, consisted of local and global advertising campaigns in the press, radio and digital media as well as various presentation events held in key markets for Rioja wines: Spain, the United Kingdom, Germany, the United States, Canada, China, Denmark, the Netherlands, Ireland, Mexico, Russia and Switzerland. Iñigo Tapiador, the Control Board’s marketing Director, explained that Saber Quién Eres is a message that connects Rioja wine with consumers in an accessible way, it is a concept that captures the most intrinsic values of Rioja: tradition, diversity and origin. With this new campaign, Rioja is showing that it is above fleeting trends and always committed to the most authentic values.”

### Outstanding presence of Rioja in the Miami art scene

‘Rioja Month’ in Florida offered an ambitious calendar of actions framed within Art Basel, the prestigious art fair that brings together more than 4,000 artists and 70,000 visitors in the city of Miami during the month of December. Through exhibitions, tasting sessions and guided tastings held in hotels and more than a dozen galleries in the city, art, film and music were paired with over 50 wines from 30 Rioja wineries for the enjoyment of art lovers and collectors, mostly young people, the target audience for Rioja’s current wine promotion strategies. In addition, Rioja stood out on every street in the city’s central district with an eye-catching bus that served as a shuttle between galleries. The popular influencer Jamie Knee hosted 200 guests for a fun ‘Rioja, art and brunch’ experience on wheels.

### Munich and Berlin toast with Rioja

Coordinated by the prestigious German publishing house Meininger, Munich and Berlin hosted the ‘Taste the Best - Rioja on Tour’ event which brought together consumers and wine sector professionals at one of the largest Rioja wine tasting sessions in Germany. Around one hundred Rioja wines were selected for a blind tasting by a panel of experts from Meininger magazine.

### Rioja ‘on film’ in Switzerland

As part of the plan to promote Rioja on the Swiss market, the Designations fourth largest export destination, Rioja





wines were the stars of several of the most renowned gastronomic events in Switzerland in May, such as the popular 'Food Zurich' festival, which welcomed over 75,000 visitors to a department store in Jelmoli, near the central station. In addition, the FC Basel football stadium was the venue for a private presentation of the 'Rioja trade booklet' communication tool, an annual catalogue detailing the key facts about the region and Rioja wines. About a hundred professionals from the wine sector attended, including importers, buyers, restaurateurs and the main trade media. And for the third year running, Rioja wines took part in the open-air film festivals in July and August, which were attended by more than 100,000 people. On the screens set up on the banks of Lake Zurich and in the central Munster Square in Basel, the summer film sessions were paired with Rioja wines, a region that is becoming increasingly popular in the Swiss market.

### Moscow hosts the fifth Rioja Wine Show

Rioja wines continue to win devotees in Russia. This was clearly demonstrated during the fifth edition of the Rioja Wine Show in Moscow, which welcomed more than 1,000 people to a luxurious shopping gallery located in front of the Kremlin. The event was directed at operators either with or without an importer, and the objective was to provide wineries with the chance to get together with some of the top trade professionals and opinion leaders to achieve greater penetration in Russia. José Luis Lapuente, the Control Board's general director, held a private meeting with influencers and bloggers at which, apart from getting a first-hand insight into the current situation of



the Designation, they were able to learn much more about the latest news with regard to legislative matters.

### **Rioja Week in Toronto**

Under the slogan 'Rioja Revelation', a host of activities were held in different locations of the city of Toronto to promote the region and its wines in Canada. Toronto's historic event space, The Carlu, hosted a large tasting session that attracted nearly 500 attendees and featured a representation of 100 Rioja wines from 30 wineries. The day was rounded off with lectures, master classes and promotional activities aimed at consumers, wine industry professionals and the media.

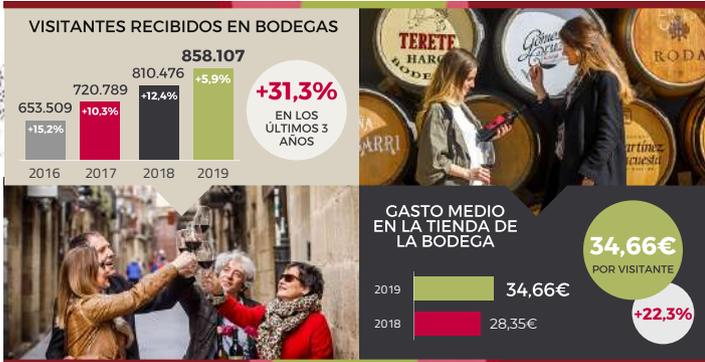


### **Jump to the Japanese market**

A group of 150 wine industry professionals, including importers, distributors, retailers, specialist journalists, wine educators, sommeliers and managers of well-known Japanese wine clubs attended the Wine Show organised by the Control Board in Tokyo with the aim of strengthening the image of Rioja wines in Japan and boosting sales in a market to which 79 Rioja wineries already export.



OFERTA ENOTURÍSTICA DE LAS BODEGAS



PROCEDENCIA DE LOS VISITANTES



Fuente: Monitor de Enoturismo de la DOCa Rioja 2019

More than a third of the tourists who visited Rioja wineries in 2019 were foreigners

The DOCa Rioja's Wine Tourism Monitor 2019 ratified the region's sustained growth and leadership, with almost 860,000 visits to the 195 wineries that formed part of the tourist offering last year, a rise of 5.9% over the previous year.

It is worth noting the considerable increase in international tourism, which went from 30.5% of all tourism in 2018 to a significant 36.8% in 2019. This progress is especially important if we take into account the fact that foreign tourists spend more on average and make more purchases in winery shops. The figure also exceeds the national average of such important regions as Napa Valley (19.2%) and is very close to that of France (42%). According to this new monitor, the biggest source of foreign tourists to Rioja are, in order, the United States, the United Kingdom, France and Germany.

The Control Board's wine tourism development plan was rolled out throughout the year by facilitating meetings between the sector and specialist tourism-related agencies and training plans for the wineries.

Manual to promote Rioja wine to business visitors

The DOCa Rioja has developed a new Manual to promote business tourism. It was presented during a meeting with wineries and specialists in business travel and aims to facilitate the marketing of business tourism by promoting incentives, conferences, meetings and trade fairs in the Designations wineries.

Some 55 wineries and 12 business travel experts and event organisers from the corporate sector took part in the EnoMICE workshop and meeting. The aim of this meeting was to continue facilitating the marketing of the Designations wineries, with a particular emphasis on opening up wine tourism to the business sector.

The MICE plan was developed by the Control Board in partnerships with the expert in corporate tourism, Alicia Estrada. The initiative began last June with a training session and has been rounded off with the development of this working tool which highlights the region as a business tourism destination, as well as the facilities of the 55 wineries featured in its pages.

The manual serves to present the destination's wine tourism offering to industry professionals who, on the first familiarisation trip carried out this week and a subsequent meeting with well-known event planners in



Winery and Control Board representatives at the meeting with the region's tour operators



Barcelona, which will enable them to get to know the region, its people and its wineries at first hand.

According to the event organisers, the manual “will help the Designation to continue adapting its message and highlighting the unique and attractive aspects of wine tourism, such as sustainability and its alignment with the corporate social responsibility policies of many companies, both of which are essential values to continue this commitment to a high quality tourism model among organisers of business events.”.

### **Rioja wineries undergo training to attract more visitors**

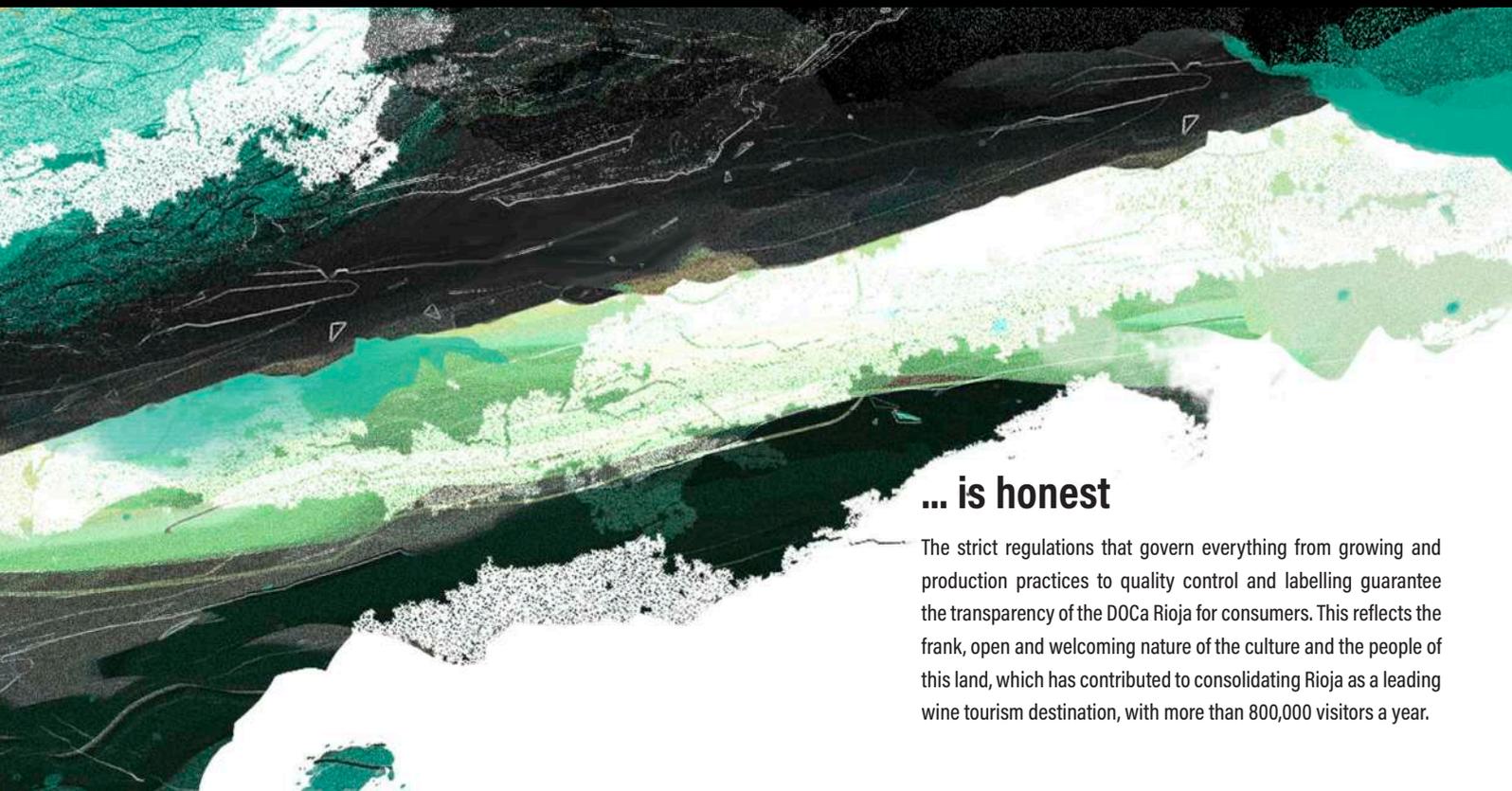
Some 70 Rioja wineries met at the headquarters of the Control Board to take part in a number of initiatives organised to help market the Designation's wine tourism product.

The two-day course focused on new technologies applied to sales, during which the wineries took note of the most modern tools. During the morning sessions on Tuesday and Wednesday, Adela Pereira, an expert in digital marketing, gave a course whose contents revolved around new technologies applied to sales, focusing on the task of attracting and retaining customers.

Meanwhile, along the lines of the workshops instigated in 2018 by the Control Board itself, a business meeting was held with some of the region's biggest incoming tour operators. The operators highlighted “the diversity offered by Rioja wineries through their many unique and complementary activities”, and congratulated them on their cooperation in making the region such a unique destination.



# RIOJA



## ... is honest

The strict regulations that govern everything from growing and production practices to quality control and labelling guarantee the transparency of the DOPa Rioja for consumers. This reflects the frank, open and welcoming nature of the culture and the people of this land, which has contributed to consolidating Rioja as a leading wine tourism destination, with more than 800,000 visitors a year.

## CONTROL DEPARTMENT

### Assure quality and origin, transmitting credibility and trust

The Control department is responsible for guaranteeing the origin of the products issued by DOCa Rioja operators and for ensuring fair competition among them in accordance with the Designation Specifications and Operating Articles, as well as the Control Board's other regulations on the production and marketing of wines protected by the DOCa Rioja. The Control department which is comprised of the Empowered Overseers Service. To carry out inspections, it uses a number of overseers or inspectors authorised by the Ministry of Agriculture who are presumed to be truthful in their actions. It is currently accredited in compliance with the UNE-EN ISO/IEC 17020 standard and is in the process of implementing and accrediting the UNE-EN ISO/IEC 17065 standard.

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Each year the Control department fulfils a series of inspection and control targets, both in person and administratively, under the supervision of the Ministry of Agriculture, at the behest of its director and in agreement with the General Secretary-Director of the Control Board. If they identify any breach of the regulations, the Overseers record it by filing an affidavit which leads to the opening of proceedings of either an administrative or disciplinary nature.

In order to carry out its specific tasks, the Control department enjoys the collaboration and support of the Management Body departments. It also carries out other technical, support and information tasks that are necessary for the proper operation of the Management Body. For example, based on all the information processed by the IT Services department, the Control department generates statistical studies on the production structure, marketing, etc. that are of great interest to the sector. Another example is the collaboration of the Control department's staff in the educational activities organised by the Control Board, such as commented tastings, conferences, etc.

### 'Nimbus': the new tools of the digital age

The implementation of the Nimbus computer platform, in use since the 2019 harvest, is a key new feature in the Control Board's use of tools that provide its control systems with greater speed and efficiency. This translates into improved traceability of wines and enhanced guarantees of quality and authenticity for consumers.

As it has since software was first introduced for the management of control systems, in 2019 the Control Board invested heavily in upgrading its devices with better features, updating applications and incorporating programmes into a new environment that is more effective in meeting its objectives. The Nimbus software is a case in point, and although it required a tremendous effort from the whole sector, we can confirm that the results were worth it. This software behaves like a self-control system for the wineries, facilitating compliance with the requirements established by current regulations in terms of traceability. Nimbus provides detailed information on the winemaking process and the controls that each wine consignment passes through, from the source of the grapes through to the release of the finished product on the market.

### 2019 ACTIVITIES

#### A year of intense activity, with 103,474 vineyard and winery inspections

The current Empowered Overseers Service team, with the support of specially hired technicians, carried out a total of 103,474 inspections during 2019, a 'field' task that took up around two-thirds of their working hours, broken down roughly as follows: 20% to vineyard inspections, 40% to winery inspections, 27% to wine verification, and 13% to harvest supervision. The overseers spent the other

## THE CONTROL DEPARTMENT'S ACTIVITIES:

- Management of the Register of Vineyards and the Register of Wineries of the Designation (the data of registrations, cancellations or modifications of ownership are kept permanently updated, as well as the list of different containers and their capacities, and the number and capacity of the barrels of every winery).
- Inspection of the facilities of any winery that applies for registration in the Control Board's Register of Wineries to check that it complies with the provisions of the Designation Specifications for each of the four types of register: winegrowers, storage facilities, cooperatives and ageing facilities.
- Systematic inspection of the protected vineyards, from planting (density, authorised varieties, etc.) to growing practices (pruning, irrigation, etc.).
- Monitoring of the progress of each phenological stage of the vines, including weather incidents, pests and diseases that may affect canopy development and harvest yield.
- Control of grape ripening and management of the rigorous control system established by the Control Board Plenary each year in the Harvest Season Standards in order to guarantee the origin and quality of Rioja wines.
- Implementation and coordination of the rating process of the wines produced each year (the so-called classification), which includes processing the data from laboratory and sensory tests of more than 5,000 samples.
- Management of wine ageing controls (monthly declaration by the wineries on the movement of wines and stocks, reflected in the control sheets of each vintage) and wine marketing.
- Quality control of the wines in the finished product phase, both during the ageing process in the winery (inspections are made in the finished products warehouse for sampling) and in the marketing phase (sampling of wines released for sale).
- Since 2019, product certification audits have been carried out in the wineries based on the criteria established in the UNE-EN ISO/IEC 17065 standard, with the aim of verifying compliance with the requirements established in the Designation Specifications.
- Delivery to the wineries of the guarantee of origin documents (back labels, seals and pilfer capsules), as



**Pablo Franco, director of the Control department, in the Control Board's tasting room where the sensory evaluation of the wines is carried out for their classification.**

well as monitoring their use by means of winery capacity checks.

- Systematic inspection of the registered wineries for the wine stock capacity in each type of container and checks of their supporting documents.
- Authorisation for the transfer of wines between wineries in the Designation and their analytical and sensory control by means of extensive sampling. Control of the removal from the Designation of the by-products of the winemaking process and any wines that have been refused protection and downgraded.
- Investigation of any complaints about the misuse of the *Denominación de Origen Calificada Rioja* both inside and outside its territory.

third of their time dealing with queries in person or by telephone received at the Control Board headquarters; assessing the verification files of each winemaker; authorizing the transfer of wines and the delivery of Guarantee of Origin Documents; drawing up reports to supplement the inspections of vineyards and wineries or, if required, affidavits; writing reports on the annual growing cycle, including weather incidents and the progress of the harvest in each area; and, finally, constantly assessing any incidents identified in the movement of wines from the wineries.

Similarly, the staff assigned to the IT Section of the Board's Technical Service provided personalised attention by telephone to the numerous queries from grape growers regarding the harvest and the second-year management period for vineyard yields. Meanwhile, ageing facilities, storage facilities, cooperatives and grape growers also required personalised attention to resolve any concerns and incidents arising from issues as varied as wine movements, stocks, standardisations, statistics, etc.

### Verification of the 1,316 vineyards planted in 2017

As it has done systematically since 1994, in 2019 the Control Board's Control department conducted on-the-spot checks of all the vineyards planted in 2017 before they went into production, and hence before they were included in the Grape Grower's Card. For this task the Control Board hired 17 specialist staff who, coordinated by the Control department, carried out on-site inspections in June and September, visiting 1,316 wineries across 108 municipalities belonging to 1,004 owners. The purpose of this inspection of vineyards planted in 2017, with prior authorisation from the relevant administration, was to check that the registration data corresponded to the planted vineyard and to verify the vineyard owner's compliance with the Designation's regulations on growing practices, such as vineyard management, pruning, planting density, and correlation between the grape varieties authorised and those actually planted.

Any incidents found are assessed by the Control department and sent to the Legal Services department of the Control Board, which opens an incident file to study the situation. Of the 1,316 vineyards visited, a total of 119 had incidents, mostly of an administrative nature that could be easily resolved, such as changes in planted varieties (49.5%); different planted areas from those authorised (10.5%); errors in plot identification (12%); dif-



**Vineyard monitoring:** as a noteworthy meteorological incident this season, on 8 July 2019, a hailstorm affected 56 owners and 366 hectares of vineyards, with production damage on the plot exceeding 40%.



**Monitoring of grape ripening,** intended to determine the most appropriate harvesting dates for each locality

ferent years of plantation or grafting (17%); a percentage of irregularities higher than 15% (5%); rootings (3%); and finally, abandoned or unplanted plots (3%).

During the second quarter of the year, the Board's

Past experience and the improvements of the last fourteen years since the implementation of the Grape Grower's Card have resulted in very positive and satisfactory feedback from registered growers. The aim is to even further optimise the harvesting process, during which the Control department provides an immediate response to any issues arising from the use of grape growers' cards.



The original hard copy grape growers' record books, introduced in 1993, were replaced in 2006 by the current digital system, which has also evolved considerably.

Technical Service reviewed and assessed the files submitted by the different Autonomous Communities that affect the Register of Vineyards (registrations, cancellations, changes in ownership, etc.), processing the data and returning sealed copies to the affected parties. If a vineyard owner does not withdraw his or her Grape Grower's Card at harvest time, or does not justify the reason, he or she is removed from the register. Each cooperative is also sent a list of the grape growers who are registered as members in order to compare them and deal with any changes that have taken place. Once these updates to the Register of Vineyards have been made, the Board issues the corresponding receipts for the collection of the compulsory fees from the grape growers.

#### X-ray of Rioja wine through 177 'control vineyards'

The Control department selected 177 plots to monitor the progress of vineyards during the 2019 season and compare them with previous seasons, a task for which it has the collaboration of a support technician. These plots are used as a reference for assessing the progress of the various phenological stages, such as bud break, fertility, setting, veraison and ripening, in order to inform the Control Board Plenary and the registered growers of the situation of the vineyard at each stage of the growth cycle. These plots also allow the production expectations and qualitative aspects of each vintage to be monitored continuously.

During the 2019 season, inspections were carried out to identify vineyards with high production levels in order to inform owners about incidents in their vineyards so they could take the necessary corrective measures. To do so, the Control department had the support of 17 technicians who were specially hired for this purpose. There was a prior sampling taken in all the municipalities and 26.543 ha of vineyards across the wine region were inspected. Of these, 626 were found not to conform. Each of the growers with excess yields was notified of the irregular situation so that they could adjust yields to the Harvest Standards at the outset of veraison. Production was adjusted in all of them except for 10 vineyards where proceedings to downgrade the grapes were initiated.

Monitoring of grape ripening, which is intended to determine the most appropriate harvesting dates for each locality, is an important service provided by the Board to the grape growers. In 2019, the harvest took place between 26 August and 30 September. The samples collect-



A total of 144 professionals collaborated with the Board in rating the 2018 harvest

ed by the Board's overseers in the control vineyards were analysed by the accredited laboratories of the three Autonomous Communities and the results were widely disseminated by the Board to grape growers and winemakers through a total of six newsletters giving the weight of the grapes, potential alcoholic strength, total acidity (tartaric acid), pH, malic acid, potassium, TPI, anthocyanins and colour intensity, specifying the data on the grape variety, year of planting, altitude and location of the plot to which each sample analysed belonged.

### 2019 Harvest Season Standards

The management of the rigorous control system established by the Control Board Plenary in the 2019 Harvest Season Standards to guarantee the origin and quality of Rioja wines was carried out by the Control department's team of overseers with the support of 14 technicians. Their inspection work included monitoring neighbouring areas, randomly checking the harvesting of vineyards and loading of grapes, checking the transfer of grapes and their entry into wineries, verifying grape quality and overseeing the work of the Harvest Supervisors.

In 2019, the Board hired a total of 191 Harvest Su-



pervisors, whose mission was to oversee the delivery and weighing of the grapes on each of the scales located at winemaking premises. Each Harvest Supervisor was equipped with one of the 290 'harvest terminals' in operation this season, which were used to process the data from the grape deliveries corresponding to a total of 14,827 Grape Grower's Cards. These data are transmitted remotely to the Control Board server, providing a constant stream of real-time information on the production and yield of each grape grower and how much wine is being made in each winery.



The Board controls the quality of wines at the marketing stage by taking samples of wines released for sale

In addition to managing the grape growers' cards and processing the data on grape deliveries during the harvest, the IT Service checks and processes around 600 harvest and vinification affidavits submitted by grape growers, winemakers and agers, storage facilities and cooperatives between November and December, checking the data against those collected from the harvest terminals used to manage grape deliveries with the grape growers' cards. Between January and March, the IT Service checked the data on the harvest, production and winemaking processes, issuing vinification reports with the data on protected grapes and wine to the wineries and opening a period for complaints and queries. At the end of this period, a harvest report is also sent to all the grape growers, providing information on the protected harvest and any overproduction figures.

### Rating of 2018 vintage wines

The Control department began the process of rating the wines from the 2018 vintage with the early rating requests from 72 wineries during November 2018, which affected 10% of their production. In response to requests from winemakers and with the help of eight specially hired technicians, the programme of systematic sample collection from all the winemakers' tanks lasted from the official start date of 1 December through to 7 March 2019.

In the first stage, 5,212 samples were taken, representing 349.82 million litres of wine from the 2018 vintage made in the DOCa Rioja. The rating process involves

dealing with the files and processing the data obtained from laboratory and sensory tests, and every owner is sent a report on each batch of wine. A second sample was taken of all the disqualified wines against which appeals had been lodged between 13 December 2018 and 9 June 2019, resulting in a total number of 5,353 samples taken during the season, very much higher than usual.

Chemical tests of samples were carried out in the laboratories of the Oenological Stations in the respective Autonomous Communities, free of charge for registered growers. The sensory analyses are carried out in the Control Board's tasting room, which hosted five tastings a day, resulting in a total of 371 tasting sessions conducted by 144 tasters with whose collaboration the Control Board was able to verify the 2018 harvest. These tasters were responsible for determining which of the samples tasted were considered suitable for obtaining DOCa Rioja certification. They also carried out a qualitative assessment of each sample to obtain the overall assessment of the 2018 vintage, which ultimately resulted in a rating of GOOD.

After the rating process, a control sheet is opened for each batch in which all the movements affecting that particular batch of wine are recorded. At the same time, another control sheet is used to ensure that the wines that have been refused certification and downgraded are removed from the winery in accordance with the regulations. In addition to the collaboration of the 144 tasters mentioned earlier, the Control Board invested heavily in other personnel for rating the 2018 vintage, assigning

one-third of the work to the eight official Overseers for three months plus two tasting coordinators and one driver for three months; one secretary for five months, and seven specialists for taking samples for one-and-a-half months.

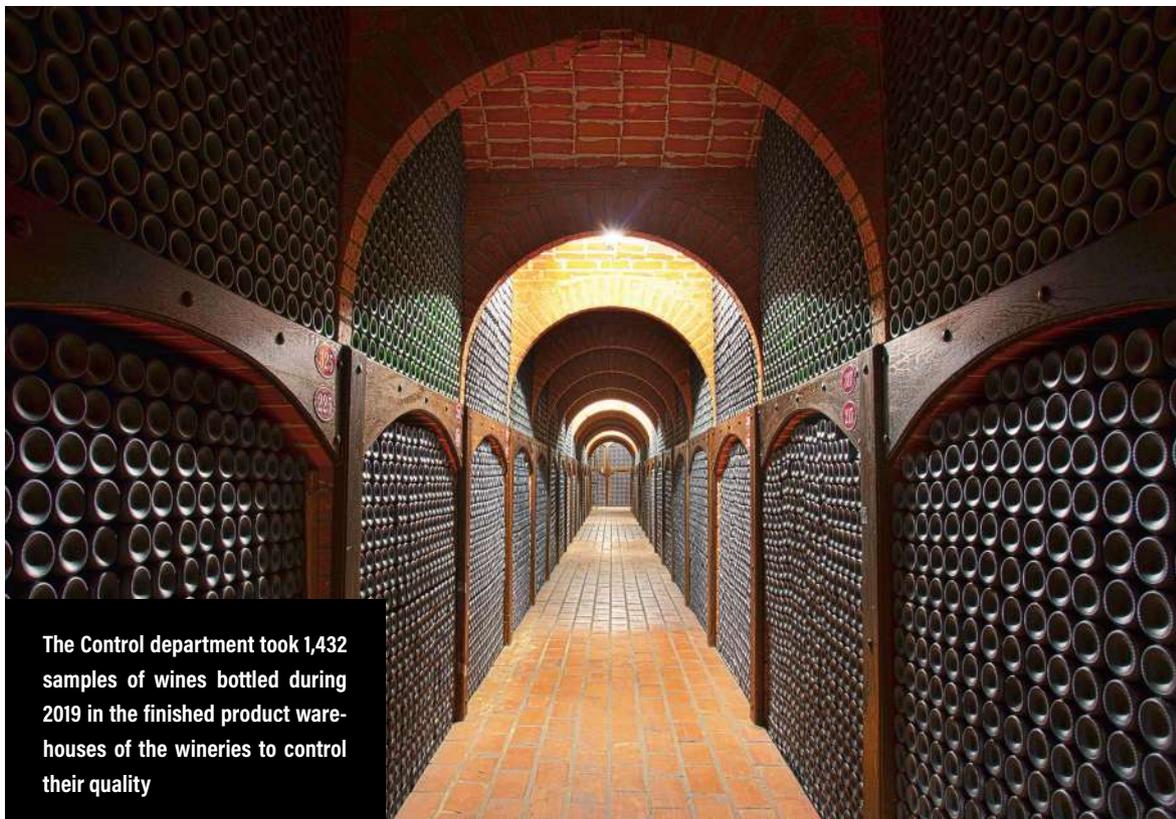
### **Winery by winery stock and wine ageing controls**

During 2019, the Control department carried out a total of 545 winery stock inspections which were undertaken systematically to check the stocks of wine in different containers (tanks, barrels and bottles) by wine type and vintage, which allows the ageing process to be monitored. The use of the guarantee documents (back labels and seals) by the bottling wineries was also checked at these stock inspections by counting the stocks of those documents to ensure that the quantity matched those delivered by the Board to the winery less those that the winery declared as having been used.

The results of the stock inspections are checked against the data held by the Control Board in its 'vintage and wine movement control sheets', which are submitted by wine ageing facilities, storage facilities, cooperatives and grape growers before the tenth day of each month

and which, as a whole, involve the computer processing of a monthly average of around 7,000 wine movements. Almost all the winery owners now provide this data electronically. As an example of the level of detail reached by this control process, the Board checks the data on compulsory withdrawals due to the losses that occur during the wine's time in the barrel.

In parallel with the wine movement records, the wineries send the Control Board data on marketing in the external market (about 300 declarations per month). Based on these declarations, the Control Board's IT Service compiles statistics on the marketing of Rioja wine compared to the previous year in both the domestic and international markets by type of winery, category and type of wine, etc., which are sent to the members and associations for their information and analysis.



The Control department took 1,432 samples of wines bottled during 2019 in the finished product warehouses of the wineries to control their quality

## THE EXCELLENCE OF RIOJA

### **The Control Board Technical Service, which coordinates the classification process, underscores the superb quality of the 2019 wines**

The Control Board of the DOCa Rioja has awarded the 2019 vintage an official rating of EXCELLENT. Optimal ripening at the end of the growth cycle translated into optimal results.

Vine condition and development were excellent throughout the harvest season and the condition of the clusters, which were loose, well aerated and accompanied by moderate plant vigour, produced top quality grapes. Pablo Franco, director of the Control department at the Control Board explained that “the year was marked by stable development in the vineyards, albeit not exempt from a few, highly-localised, weather incidents of little significance in general terms.” This situation became more evident during the month of September, with the harvest taking place in a staggered fashion across the different zones. Good weather made it possible to pick selectively. Yields were moderate and grape quality was excellent.

**The Control Board Plenary of the *Denominación de Origen Calificada Rioja* awarded the official rating of EXCELLENT to the 2019 vintage, which has aroused high expectations and will undoubtedly go down in history as one of the great Rioja vintages.**

The ‘EXCELLENT’ rating (the first since 2011) is the outcome of a rigorous, transparent classification procedure consisting of laboratory tests and tastings of all the wines intended for sale on the market. The assessment started at the fermentation tanks, where Board technicians collected more than 4,500 samples that were subsequently tasted by a panel of 150 professionals. A total of 267.27 million litres of the 2019 vintage qualified for certification as wines protected by the DOCa Rioja (22.11 ML white, 12.50 ML rosé and 233.08 ML red).

### **Progress of the growth cycle**

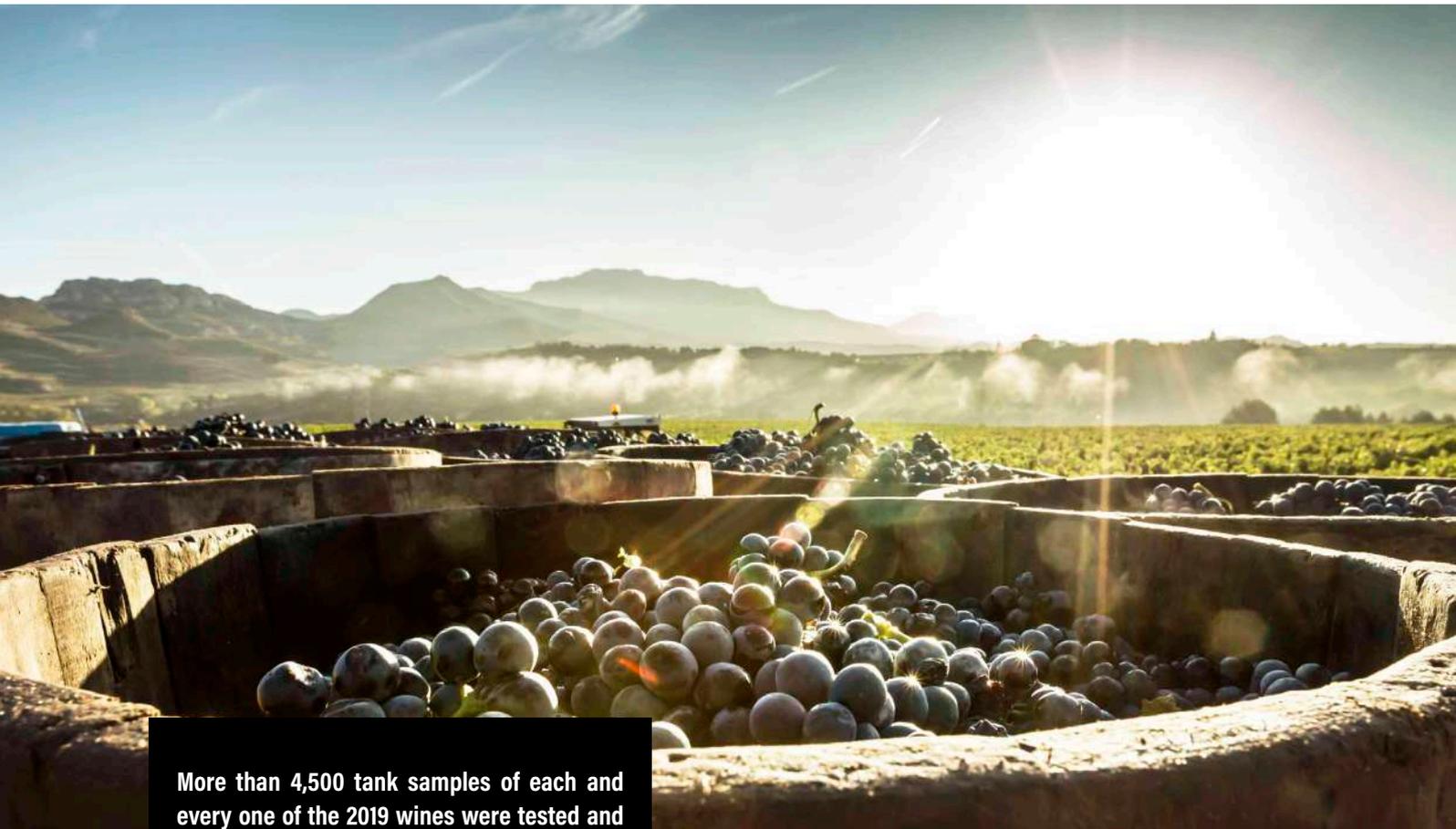
The growing season started with a winter with little rainfall that resulted in a somewhat weaker than normal bud break. The green shoots grew less than usual during the first stage of the cycle. This was due to low light levels during the day, relatively cold temperatures and scarce rainfall until late April. Bunch counts per vine taken at the beginning of the cycle were comparatively lower than normal, and this led to a moderate harvest volume.

Rainfall intensified during the month of June, with above average values. At the flowering stage, abundant rains generally resulted in more irregular fruit set. Moderate fertility values and a low bunch count from the start were compounded by fewer berries per bunch after flowering. This prompted moderate production and outstanding grape condition, key factors when it comes to attaining maximum quality.

The official closing of the harvest came early, on 15 October, and the Rioja 2019 vintage amounted to 385 million kg of grapes. This is a moderate figure, about 20% below that of 2018. Total production was 342 million kg of red grapes and 43 million kg of white grapes. By zone, 187 million kilos were processed in Rioja Alta wineries, 109 in Rioja Oriental and 89 in Rioja Alavesa.

### **Highly structured red wines suitable for ageing**

When awarding the 2019 vintage an EXCELLENT rating, the Control Board Plenary highlighted the extraordinary ripening of the grapes, particularly with regards to tannins, as reflected in the report drawn up by the Board's Technical Service, which coordinates the wine classification process. The round, very silky tannins that have characterised the red wines since their vinification, are a very pleasant surprise, as it is still early days and this is also unusual in wines with a polyphenol load as high as this year's. Total polyphenol index (TPI) figures reveal highly structured wines of intense colour, very suitable for ageing.



**More than 4,500 tank samples of each and every one of the 2019 wines were tested and tasted, attesting to the highly demanding process that leads to the classification of Rioja wines, making the Region a benchmark of the highest quality in the world of wine.**



Meanwhile, lighter hues prevail in the rosé wines, with a predominantly aromatic expression leaning towards floral notes. Pablo Franco concluded his summary by stating that “the white wines are very expressive, with outstanding volume in the mouth, in line with what we found in the reds, underscoring the Region’s commitment to native grape varieties and a great evolution in vinification quality.”

There is no doubt that, in view of vineyard performance, 2019 will be ‘the vintage’. It is a vintage that reflects Rioja grape growers’ and winemakers’ masterful management of key processes.



## SALES

### A year of transition for Rioja sales in a very complex international context

The DOCa Rioja closed 2019 with a total volume of 255,914,084 litres sold in 124 countries, which represents a slight drop of 2.84% compared to the previous year, although sales value only fell by half of that figure. In a year that could be defined as 'transitional', given the political and economic uncertainties that have affected international markets, it is worth noting that Rioja's final sales results led to a significant recovery compared to the trend that closed 2018 and the figures of the first half of 2019. This is a positive conclusion despite a 2.24% drop in exports, and a 3.18% reduction in domestic sales.

The evolution of Rioja wine sales in 2019 was in line with the general performance of wines of a similar category in international markets. If we take as a reference sales in Rioja's 12 main foreign destinations (United Kingdom, Germany, United States, Switzerland, Netherlands, Sweden, Belgium, China, Canada, Norway, Mexico and Ireland), we see that Rioja represents 2.4% in terms of volume and 2.8% in terms of value of all the bottled wines from all over the world that these countries import, while the average price of Rioja wine is 14.4% above the average (4.67 euros per litre compared to 4.09 euros per litre).

Compared with Spanish wines, 2019 Rioja sales abroad represented 31.5% of the total volume exported by all the Designations of Origin, which was 6.7% lower than the previous year (-2.2% in the case of Rioja). With regard to the value of wine sales abroad, Rioja accounts for 40.8% of the total value of DO wine exports, which in aggregate fell by 4.4% compared to 2018, while Rioja rose 0.8%. The average price of exported Rioja wines was 50% higher than the average for other DO wines (4.81 euros per litre compared to 3.20 euros per litre), a difference that is even greater when compared to Spanish wine exports as a whole, whose average price is 1.12 euros per litre.

A breakdown of Rioja sales by country reveals disparate situations, linked to the events that have marked the course of 2019. Thus, in the United Kingdom, despite the evident transition of a market that concentrates a third of Rioja exports, for now, the DO has managed to halt the decline experienced a year ago, limiting it to a slight fall in volume of 2.87% and a situation of practical stability in terms of value. Another strategic market for Rioja is Germany, where sales fell by 7.93%, although this figure is significantly lower than in previous years. In the case of the United States there was a slight drop in volume

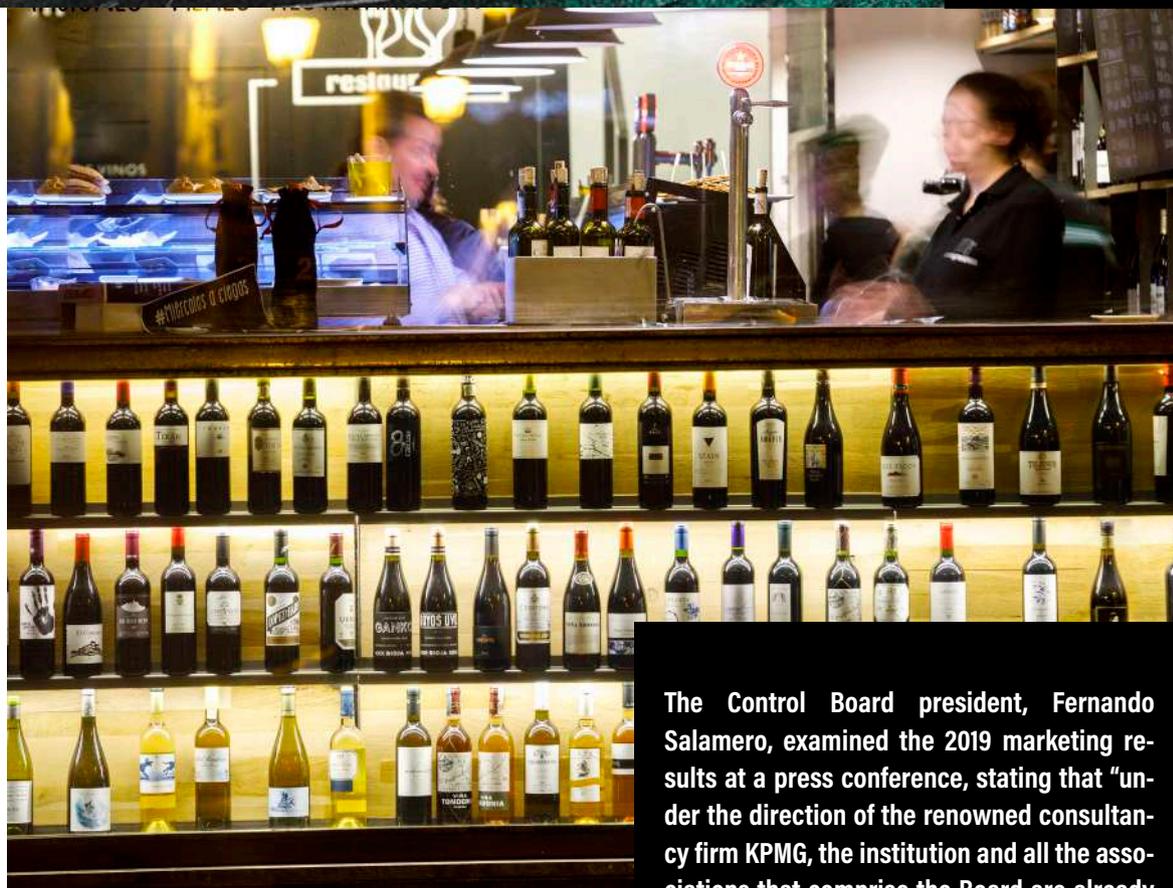
(-1.38%), but which translates into positive values in terms of value.

As for China, already positioned among the main destinations of Rioja, a complicated situation continued to be observed, with a significant drop in sales of 17.72%, which was marked by the instability of this market, something that also significantly affected wine imports from other regions. The remaining export markets were essentially stable or growing, with Rioja sales making significant headway in Russia (+22.86%), Japan (+6.05%), Ireland (+4.79%) and Canada (+3.45%).

On the Spanish market, which absorbs 63% of Rioja sales, these fell by 3.18% in 2019, slightly more than the estimated total for the category of wines protected by a Designation of Origin, translating into a slight loss of market share that nonetheless fails to threaten Rioja's absolute leadership. This leadership is reflected by close to a third of total DO wine sales, a market share that reaches 60% in the case of aged red wines and even 80% if we consider only the on trade, the main sales channel for this type of wine. This means that eight out of every ten bottles of aged red wine sold in this channel are from Rioja.

An analysis of sales of the different types of wine shows that the growth in demand for Rioja continues to be driven by whites and rosés (+11.36% and +14.74% respectively). Strong increases in Rioja rosé sales in Spain (+23.21%) and whites abroad (+18.28%) explain these rises and confirm the sector's effort to adapt its offer to global drinking trends. On the other hand, the sale of red wines weighs down the whole, dropping by 5.07 points, which would be explained mainly by falling sales in the Reserva category. The marked 27.04% rise of Gran Reserva sales in the Spanish market deserves special mention.

The Control Board president, Fernando Salamero, examined the 2019 marketing results at a press conference,



stating that “under the direction of the renowned consultancy firm KPMG, the institution and all the associations that comprise the Board are already working on a Strategic Plan for 2020-2030 that will enable this Designation of Origin to face the new decade with confidence.”

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SALES OF RIOJA WINE IN 2019		
MARKET	TOTAL LITRES	Δ% 2018
SPAIN (63% OF TOTAL)	161,625,056	-3.18%
ABROAD (37% OF TOTAL)	94,289,028	-2.24%
TOTAL SALES	255,914,084	-2.84%

SPANISH WINE EXPORTS 2019			
EVOLUTION IN:	RIOJA WINE	SPANISH DO WINES	ALL SPANISH WINES
VALUE	+0.8%	-4.4%	-6.2%
VOLUME	-2.2%	-6.7%	+4.7%

2019 RIOJA EXPORTS			
RIOJA COMPARED TO	VOLUME	VALUE	AVERAGE PRICE
SPANISH PDO WINES	31.5%	40.8%	+129.7%
TOTAL IMPORTED WINES*	2.4%	2.8%	+14.4%

\* 12 main Rioja importing countries

# RIOJA



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1 A. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA

	1985	1990	1995	2000	2005	2010	2015	% CHANGE 1985/2015	
PRODUCTIVE VINEYARDS (Hectares)	38,817	43,074	47,346	52,029	59,212	61,960	61,870	+ 59.4%	
CERTIFIED PRODUCTION (Millions of litres)*	173.35	161.24	217.91	310.80	273.94	255.90	298.83	+ 72.4%	
Yield (Hectolitres / Hectare)	44.5	37.43	46.03	59.74	46.26	41.30	48.30	—	
SALES (millions of litres)	Domestic market	67.75	77.75	125.78	120.12	179.44	181.26	177.41	+ 162%
	Foreign markets	28.63	26.03	59.12	39.86	71.23	85.86	106.61	+ 272.4%
	TOTAL SALES	96.38	103.78	184.90	159.98	250.67	267.12	284.02	+ 195%
STOCKS on 31 December (millions of litres)	Previous years	182	315.91	246.89	459.42	529.63	587.67	496.03	+ 173%
	Last harvest	173	161.24	214.12	309.81	273.06	254.93	296.68	+ 72.4%
	TOTAL STOCKS	355	477.15	461.01	769.23	802.69	842.60	792.71	+ 124%
STOCKS-TO-SALES RATIO	3.7	4.28	2.41	4.62	3.13	3.07	2.73	—	
TOTAL NO. OF BOTTLING WINERIES	58	310	372	443	559	572	594	+ 925%	
NUMBER OF AGEING WINERIES	58	103	153	222	324	375	381	+ 557%	
NUMBER OF BARRELS (thousands)	450	547	598	939	1,161	1,292	1,271	+ 183%	

\* Certifiable production prior to rating

1 B. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE DOCa RIOJA OVER THE LAST DECADE

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
PRODUCTIVE VINEYARDS (Hectares)	61,960	62,143	62,153	61,840	61,645	61,870	62,620	64,215	65,001	65,726	
CERTIFIED PRODUCTION (Millions of litres)*	255.90	267.65	245.70	253.44	295.16	298.83	317.83	250.16	336.12	270.90	
Yield (Hectolitres / Hectare)	41.30	43.07	39.53	40.98	47.88	48.30	50.76	38.96	51.71	41.22	
SALES (millions of litres)	Domestic market	181.26	176.99	169.45	174.98	175.00	177.41	178.77	175.83	166.89	161.62
	Foreign markets	85.86	91.92	96.97	102.18	105.79	106.61	103.77	108.34	96.45	94.29
	TOTAL SALES	267.12	268.91	266.42	277.16	280.79	284.02	282.44	284.17	263.34	255.91
STOCKS on 31 December (millions of litres)	Previous years	587.67	568.81	563.69	525.30	491.58	496.03	506.47	532.69	512.59	584.97
	Last harvest	254.93	266.88	244.51	252.49	293.20	296.68	314.98	248.09	334.37	270.36
	TOTAL STOCKS	842.60	835.69	808.20	777.79	784.78	792.71	821.45	780.78	846.96	855.33
STOCKS-TO-SALES RATIO	3.07	3.03	2.96	2.74	2.72	2.73	2.84	2.68	3.14	3.25	
TOTAL NO. OF BOTTLING WINERIES	572	583	581	587	600	594	601	607	600	574	
NUMBER OF AGEING WINERIES	375	382	386	392	403	381	391	396	396	449	
NUMBER OF BARRELS (thousands)	1,292	1,290	1,278	1,262	1,284	1,271	1,326	1,368	1,385	1,356	

## 2. RIOJA GRAPE PRODUCTION - 2019 HARVEST

		PRODUCTION IN KG			AVERAGE YIELDS		
		RED	WHITE	TOTAL	RED	WHITE	TOTAL
LA RIOJA	TOTAL	235,234,952	32,888,108	268,123,060	5,736	7,273	5,888
	PROTECTED	234,114,215	32,697,954	266,812,169	5,708	7,231	5,860
	STOCK	412,203	o	412,203	10	o	9
	EXCESS	708,534	190,154	898,688	18	42	19
ÁLAVA	TOTAL	66,990,308	6,516,376	73,506,684	5,496	7,213	5,615
	PROTECTED	66,923,188	6,499,850	73,423,038	5,491	7,195	5,608
	STOCK	20,698	o	20,698	2	o	2
	EXCESS	46,422	16,526	62,948	3	18	4
NAVARRE	TOTAL	40,352,819	3,828,356	44,181,175	6,164	6,919	6,223
	PROTECTED	40,002,854	3,811,531	43,814,385	6,110	6,888	6,171
	STOCK	162,784	o	162,784	25	o	23
	EXCESS	187,181	16,825	204,006	29	31	28
TOTAL	TOTAL	342,578,079	43,232,840	385,810,919	5,734	7,231	5,870
	PROTECTED	341,040,257	43,009,335	384,049,592	5,708	7,194	5,843
	STOCK	595,685	o	595,685	10	o	9
	EXCESS	942,137	223,505	1,165,642	16	37	18

## 3. VINIFICATION OF PROTECTED WINE - 2019 VINTAGE (LITRES)

	TYPE OF WINERY	RED	ROSE	WHITE	TOTAL
ÁLAVA	WINEGROWERS	4,697,824	10,802	114,621	4,823,247
	CO-OPERATIVE	6,532,584	229,153	346,718	7,108,455
	WINE KEEPERS	1,636,329	20,990	211,328	1,868,647
	AGEING WINERIES	44,986,434	2,090,328	4,334,312	51,411,074
	TOTAL	57,853,171	2,351,273	5,006,979	65,211,423
LA RIOJA	WINEGROWERS	2,733,951	199,681	356,322	3,289,954
	CO-OPERATIVE	53,186,543	2,751,671	6,708,902	62,647,116
	WINE KEEPERS	1,935,628	138,123	449,408	2,523,159
	AGEING WINERIES	105,283,962	6,618,320	8,943,621	120,845,903
	TOTAL	163,140,084	9,707,795	16,458,253	189,306,132
NAVARRE	WINEGROWERS	o	o	o	o
	CO-OPERATIVE	5,146,133	103,362	430,325	5,679,820
	WINE KEEPERS	o	o	o	o
	AGEING WINERIES	9,333,739	608,912	755,504	10,698,155
	TOTAL	14,479,872	712,274	1,185,829	16,377,975
TOTAL	WINEGROWERS	7,431,775	210,483	470,943	8,113,201
	CO-OPERATIVE	64,865,260	3,084,186	7,485,945	75,435,391
	WINE KEEPERS	3,571,957	159,113	660,736	4,391,806
	AGEING WINERIES	159,604,135	9,317,560	14,033,437	182,955,132
	TOTAL	235,473,127	12,771,342	22,651,061	270,895,530

Those wines which have not passed the approval process will be discounted from these production figures

**4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, AND WINE PRODUCTION**

YEAR	PRODUCTIVE HECTARES			PRODUCTION IN KG	AVERAGE YIELDS (kg/ha)	CERTIFIED VINIFICATION (litres)
	RED	WHITE	TOTAL			
1985	29,903	9,094	38,817	241,296,770	6,319	173,346,717
1986	29,936	9,079	39,015	173,529,246	4,448	119,830,258
1987	30,206	9,065	39,271	186,151,310	4,740	133,749,709
1988	33,049	8,997	42,046	180,410,559	4,291	131,082,102
1989	33,851	8,840	42,691	223,279,641	5,230	160,609,524
1990	34,182	8,669	42,851	225,635,498	5,266	161,242,940
1991	34,381	8,509	42,889	213,410,823	4,976	145,345,353
1992	35,848	8,227	44,075	214,637,991	4,870	149,938,412
1993	37,528	8,247	45,775	249,738,789	5,456	173,920,771
1994	38,955	8,238	47,193	241,689,232	5,121	168,843,546
1995	39,267	8,090	47,357	303,643,224	6,412	217,910,968
1996	39,378	7,923	47,301	340,408,707	7,197	244,468,446
1997	39,920	7,844	47,764	359,612,606	7,529	253,574,457
1998	40,679	7,709	48,388	386,776,917	7,993	273,560,471
1999	42,522	7,484	50,006	305,342,334	6,106	216,241,745
2000	44,676	7,339	52,015	490,669,779	9,431	310,801,915
2001	46,999	6,799	53,798	367,989,290	6,848	242,347,992
2002	49,459	6,086	55,545	284,289,535	5,118	196,823,899
2003	51,194	5,386	56,580	437,607,739	7,734	298,418,768
2004	53,161	4,975	58,136	472,281,522	8,124	269,695,002
2005	54,567	4,645	59,212	445,091,696	7,517	273,940,000
2006	55,931	4,458	60,389	421,440,239	6,979	278,180,000
2007	56,569	4,204	60,773	412,617,538	6,789	273,687,537
2008	56,825	4,057	60,882	396,622,326	6,515	272,118,653
2009	57,344	3,926	61,270	412,387,909	6,731	277,558,000
2010	58,109	3,851	61,960	395,196,593	6,378	255,904,080
2011	58,375	3,768	62,143	387,618,868	6,238	267,647,691
2012	58,389	3,764	62,153	354,904,866	5,710	245,704,466
2013	58,026	3,814	61,840	368,421,839	5,958	253,441,316
2014	57,761	3,884	61,645	434,006,506	7,040	295,164,588
2015	57,866	4,004	61,870	441,887,833	7,142	298,825,948
2016	57,998	4,621	62,619	462,472,339	7,385	317,828,229
2017	58,623	5,592	64,215	349,494,277	5,443	250,164,769
2018	59,037	5,965	65,001	485,854,620	7,475	336,124,391
2019	59,747	5,979	65,726	385,810,919	5,870	270,895,530

### 5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWNS

LA RIOJA	HECTARES		TOTAL	LA RIOJA	HECTARES		TOTAL
	RED	WHITE			RED	WHITE	
ÁBALOS	686.4423	46.4043	732.8466	CIDAMON	60.6670	0.0000	60.6670
AGONCILLO	164.2182	5.6024	169.8206	CIHURI	330.2984	17.5538	347.8522
AGUILAR DEL RÍO ALHAMA	38.8159	1.1924	40.0083	CIRUEÑA	28.9997	3.8819	32.8816
ALBELDA DE IREGUA	145.1735	47.3047	192.4782	CLAVIJO	174.2079	26.3878	200.5957
ALBERITE	234.5304	25.5877	260.1181	CORDOVÍN	112.1022	103.8011	215.9033
ALCANADRE	530.2443	69.6398	599.8841	CORERA	196.3739	3.0642	199.4381
ALDEANUEVA DE EBRO	1,491.0022	86.5732	1,577.5754	CORNAGO	16.1494	2.4754	18.6248
ALESANCO	424.2003	172.6570	596.8573	CUZCURRITA DEL RÍO TIRÓN	548.5993	67.2879	615.8872
ALESÓN	204.6843	24.4095	229.0938	DAROCA DE RIOJA	11.3140	1.7009	13.0149
ALFARO	4,032.6722	326.4670	4,359.1392	ENTRENA	673.8211	89.7387	763.5598
ANGUCIANA	52.4051	1.1642	53.5693	FONCEA	16.1000	3.4467	19.5467
ARENZANA DE ABAJO	317.3790	45.6000	362.9790	FONZALECHE	293.8559	22.9220	316.7779
ARENZANA DE ARRIBA	175.3241	25.1003	200.4244	FUENMAYOR	1,553.7301	78.8363	1,632.5664
ARNEDILLO	1.5674	0.0084	1.5758	GALBARRUJI	135.0529	18.5863	153.6392
ARNEDO	319.2040	11.8074	331.0114	GALILEA	163.8152	14.8295	178.6447
ARRÚBAL	4.9747	0.0000	4.9747	GIMILEO	101.3971	8.7099	110.1070
AUSEJO	1,569.8765	106.9825	1,676.8590	GRÁVALOS	27.9555	10.7164	38.6719
AUTOL	1,009.8665	92.0423	1,101.9088	HARO	1,062.8263	108.3431	1,171.1694
AZOFRA	429.3375	63.2095	492.5470	HERCE	67.3269	2.3022	69.6291
BADARÁN	426.0896	81.6159	507.7055	HERRAMELLURI	9.2972	0.0000	9.2972
BAÑARES	106.2326	13.2881	119.5207	HERVÍAS	51.8942	12.0649	63.9591
BAÑOS DE RIOJA	70.0184	15.0066	85.0250	HORMILLA	361.2466	82.8383	444.0849
BAÑOS DE RÍO TOBÍA	149.4517	35.6480	185.0997	HORMILLEJA	203.8327	26.4069	230.2396
BERCEO	13.1097	2.6293	15.7390	HORNOS DE MONCALVILLO	152.2312	33.8009	186.0321
BERGASA	297.4092	132.0330	429.4422	HUÉRCANOS	1,193.1176	85.3837	1,278.5013
BERGASILLAS BAJERA	4.7056	0.0000	4.7056	IGEA	108.0053	7.4757	115.4810
BEZARES	3.9975	0.0000	3.9975	LAGUNILLA DE JUBERA	122.0778	8.2208	130.2986
BOBADILLA	17.7628	2.1016	19.8644	LARDERO	52.8631	2.2094	55.0725
BRIÑAS	95.9424	4.0023	99.9447	LEIVA	24.0861	4.2890	28.3751
BRIONES	1.277.8609	123.2529	1,401.1138	LEZA DE RÍO LEZA	6.1625	0.2729	6.4354
CALAHORRA	735.9356	64.0907	800.0263	LOGROÑO	1,040.0674	97.6221	1,137.6895
CAMPROVÍN	142.4228	27.6199	170.0427	MANJARRÉS	171.3557	25.0750	196.4307
CANILLAS DE RIO TUERTO	101.0691	29.0766	130.1457	MATUTE	7.7713	1.3600	9.1313
CAÑAS	105.9665	21.5069	127.4734	MEDRANO	271.5974	39.4627	311.0601
CÁRDENAS	112.9918	40.8125	153.8043	MURILLO DE RÍO LEZA	740.8189	32.2464	773.0653
CASALARREINA	70.0486	9.6662	79.7148	NÁJERA	947.6846	241.6449	1,189.3295
CASTAÑARES DE RIOJA	14.8964	3.2804	18.1768	NALDA	115.5424	35.4602	151.0026
CELLORIGO	40.6963	2.0180	42.7143	NAVARRETE	948.0559	89.5619	1,037.6178
CENICERO	1,976.4916	92.0861	2,068.5777	OCÓN	469.6642	58.8052	528.4694
CERVERA DE RÍO ALHAMA	331.6891	22.5029	354.1920	OCHANDURI	34.3988	5.3295	39.7283

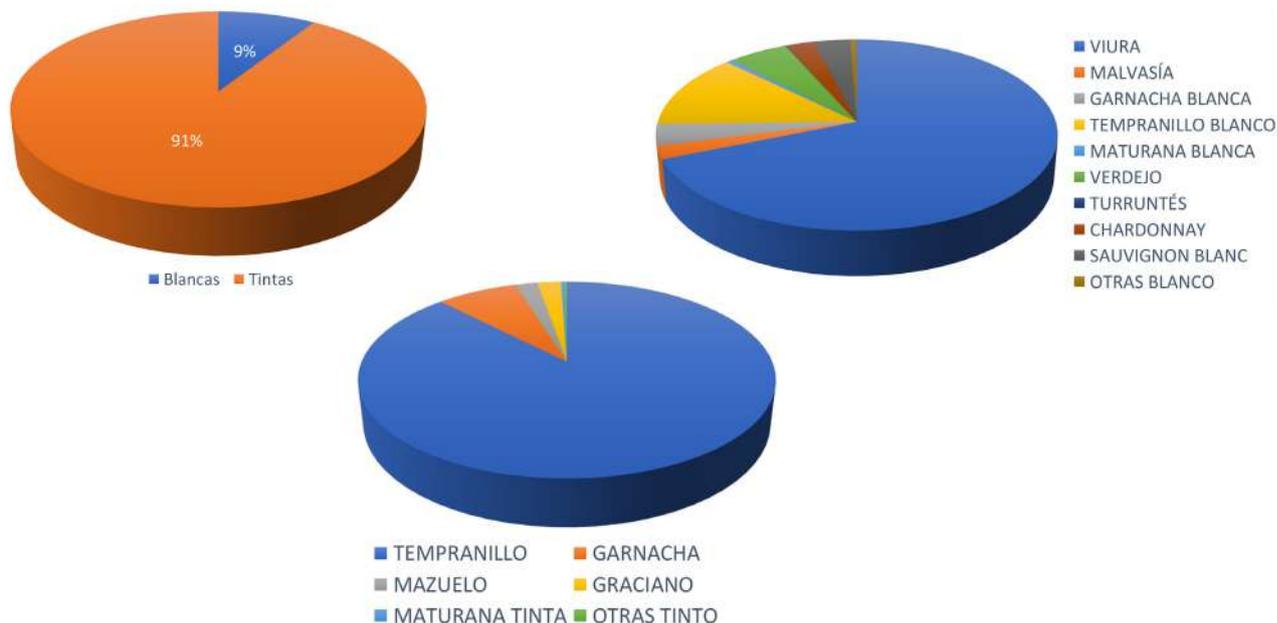
5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWNS

LA RIOJA	HECTARES		TOTAL	ÁLAVA	HECTARES		TOTAL	
	RED	WHITE			RED	WHITE		
OLLAURI	78.2391	6.7985	85.0376	BAÑOS DE EBRO	470.1553	41.1637	511.3190	
PRADÉJÓN	240.1432	14.3729	254.5161	CRIPAN	179.3971	9.6925	189.0896	
PRÉJANO	10.8753	0.3764	11.2517	ELCIEGO	1,024.5584	45.8541	1,070.4125	
QUEL	573.6515	80.4111	654.0626	EIVILLAR DE ÁLAVA	813.5253	66.5815	880.1068	
EL REDAL	264.7417	11.7340	276.4757	LABASTIDA	1,082.1917	68.0468	1,150.2385	
RIBAFRECHA	352.3312	20.9256	373.2568	LAGUARDIA	3,336.3280	239.1695	3,575.4975	
RINCÓN DE SOTO	247.7558	33.3003	281.0561	LANCIEGO	1,035.8311	81.8728	1,117.7039	
RODEZNO	495.9354	14.9772	510.9126	LAPUEBLA DE LABARCA	292.4985	23.8178	316.3163	
SAJAZARRA	325.7453	30.0696	355.8149	LEZA	389.8927	29.9128	419.8055	
SAN ASENSIO	1,602.3830	370.6638	1,973.0468	MOREDA	276.3339	28.1755	304.5094	
SAN MILLÁN DE YECORA	8.1709	0.1303	8.3012	NAVARIDAS	580.6755	45.9135	626.5890	
SANTA COLOMA	7.3178	2.5000	9.8178	OYÓN	1,207.9666	96.5854	1,304.5520	
SANTA ENGRACIA DE JUBERA	269.4381	43.8318	313.2699	SAMANIEGO	472.3058	46.8802	519.1860	
SANTA EULALIA BAJERA	9.7087	0.0000	9.7087	VILLABUENA DE ÁLAVA	489.3483	49.6340	538.9823	
SAN TORCUATO	14.6012	0.4769	15.0781	YÉCORA	537.7589	30.0891	567.8480	
SAN VICENTE DE LA SONSIERRA	1,757.3352	105.0274	1,862.3626	TOTAL ÁLAVA	12,188.7671	903.3892	13,092.1563	
SOJUELA	98.6046	38.9053	137.5099					
SORZANO	71.6843	12.5937	84.2780					
SOTÉS	263.6270	27.7797	291.4067					
TIRGO	160.1194	7.7330	167.8524					
TORMANTOS	22.2980	0.8226	23.1206					
TORRECILLA SOBRE ALESANCO	138.2891	29.8446	168.1337					
TORREMONTALBO	213.9520	24.4268	238.3788					
TREVIANA	121.7088	14.2879	135.9967		NAVARRE	HECTARES		TOTAL
TRICIO	144.6741	31.6359	176.3100			RED	WHITE	
TUDELILLA	716.6439	24.8004	741.4443		ANDOSILLA	964.5446	115.8931	1,080.4377
URUÑUELA	759.1955	66.1337	825.3292		ARAS	81.0557	15.4084	96.4641
VENTOSA	204.5575	17.3845	221.9420		AZAGRA	1,452.7076	80.5859	1,533.2935
VIGUERA	2.1349	0.0000	2.1349	BARGOTA	413.5161	43.1405	456.6566	
VILLALBA DE RIOJA	325.7014	24.9029	350.6043	MENDAVIA	1,620.9426	135.4931	1,756.4357	
VILLAMEDIANA DE IREGUA	307.6868	33.3270	341.0138	SAN ADRIÁN	593.0593	40.9703	634.0296	
EL VILLAR DE ARNEDO	281.7419	7.0090	288.7509	SARTAGUDA	19.3814	0.0777	19.4591	
VILLAR DE TORRE	45.3776	19.5293	64.9069	VIANA	1,401.5764	121.7581	1,523.3345	
VILLARROYA	2.4494	0.0000	2.4494	TOTAL NAVARRE	6,546.7837	553.3271	7,100.1108	
ZARRATÓN	240.0475	39.6421	279.6896					
ENCLAVE "EL TERNERO"	100.1468	17.6667	117.8135					
TOTAL LA RIOJA	41,012.0842	4,522.1259	45,534.2101	TOTAL DOCa RIOJA	59,747.6350	5,978.8422	65,726.4772	

6. VINEYARDS BY GRAPE VARIETY - 2019 (HECTARES)

	6. VINEYARDS BY GRAPE VARIETY - 2019 (HECTARES)									
	La Rioja	% S/T	Álava	% S/T	Navarre	% S/T	Total	% White	% Vineyard S.A.	
WHITE	VIURA	3,110.0027	68.58%	814.6743	89.95%	199.1356	35.89%	4,123.8126	68.78%	6.23%
	MALVASÍA	99.5974	2.20%	22.3613	2.47%	10.7109	1.93%	132.6696	2.21%	0.20%
	GARNACHA BLANCA	154.6419	3.41%	7.7716	0.86%	54.4455	9.81%	216.8590	3.62%	0.33%
	TEMPRANILLO BLANCO	608.9596	13.43%	32.0705	3.54%	117.0349	21.09%	758.0650	12.64%	1.14%
	MATURANA BLANCA	37.6487	0.83%	0.1830	0.02%	0.9910	0.18%	38.8227	0.65%	0.06%
	VERDEJO	206.5159	4.55%	2.0675	0.23%	118.1071	21.28%	326.6905	5.45%	0.49%
	TURRUNTÉS	4.9150	0.11%	0.0130	0.00%	0.0000	0.00%	4.9280	0.08%	0.01%
	CHARDONNAY	115.5688	2.55%	8.8042	0.97%	31.9807	5.76%	156.3537	2.61%	0.24%
	SAUVIGNON BLANC	162.7272	3.59%	16.6379	1.84%	21.7033	3.91%	201.0684	3.35%	0.30%
	OTHER WHITE	34.0796	0.75%	1.1173	0.12%	0.8058	0.15%	36.0027	0.60%	0.05%
	TOTAL WHITE	4,534.6568	100%	905.7006	100%	554.9148	100%	5,995.2722	100%	9.05%
	RED	La Rioja	% S/T	Álava	% S/T	Navarre	% S/T	Total	% Red	% Vineyard S.A.
TEMPRANILLO		35,451.5957	85.69%	11,852.2657	96.58%	5,542.8245	83.96%	52,846.6859	87.72%	79.78%
GARNACHA		3,970.5039	9.60%	101.3038	0.83%	452.5265	6.85%	4,524.3342	7.51%	6.83%
MAZUELO		880.1839	2.13%	97.8855	0.80%	248.6076	3.77%	1,226.6770	2.04%	1.85%
GRACIANO		838.6843	2.03%	168.0430	1.37%	309.1800	4.68%	1,315.9073	2.18%	1.99%
MATURANA TINTA		155.5088	0.38%	23.1828	0.19%	26.5872	0.40%	205.2788	0.34%	0.31%
OTHER RED		73.5042	0.18%	29.7723	0.24%	22.2668	0.34%	125.5433	0.21%	0.19%
TOTAL RED		41,369.9808	100%	12,272.4531	100%	6,601.9926	100%	60,244.4265	100%	90.95%

	La Rioja	of Total	Álava	of Total	Navarre	of Total	Total
TOTAL D.O.Ca.RIOJA	45,904.6376	69.30%	13,178.1537	19.89%	7,156.9074	10.80%	66,239.6987



### 7. VINEYARDS BY PLANTING YEAR (HECTARES)



PLOTS	
LA RIOJA	78,536
ALAVA	25,212
NAVARRRE	9,297
<b>TOTAL</b>	<b>113,045</b>

### 8. DEVELOPMENT OF REGISTERED VINEYARDS IN THE DOCa RIOJA (HECTARES)

Vineyards registered on 31-12-1983	VARIATIONS																			
	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	
La Rioja	27,395	1,129	1,212	783	1,331	-210	-826	1,417	-28	1,037	878	982	-191	260	1,237	497	1,250	1,630	2,398	1,029
Álava	8,039	596	333	468	291	96	43	395	-40	72	205	269	61	-13	342	288	210	400	323	414
Navarre	2,915	135	-14	84	-28	539	249	600	271	161	166	-92	-88	-149	-48	189	470	246	6	379
<b>Total</b>	<b>38,349</b>	<b>1,860</b>	<b>1,531</b>	<b>1,335</b>	<b>1,594</b>	<b>425</b>	<b>-534</b>	<b>2,412</b>	<b>203</b>	<b>1,270</b>	<b>1,249</b>	<b>1,159</b>	<b>-218</b>	<b>98</b>	<b>1,531</b>	<b>974</b>	<b>1,930</b>	<b>2,276</b>	<b>2,727</b>	<b>1,822</b>

	VARIATIONS																	Vineyards registered on 31-12-2019
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
La Rioja	-10	533	-29	-17	115	197	-540	449	-176.46	-496.94	-151.26	457.19	1,070.76	415.69	-3.99	617.89	378.2	45,904.63
Álava	-65	434	-153	-98	73	-49	140	220	134.9	-90.94	-18.29	-50.09	15.56	3.10	100.70	-159.96	-50.69	13,178.15
Navarre	229	360	204	-10	11	-11	24	14	-33.4	60.79	9.37	-2.07	-67.15	31.82	217.44	56.49	71.4	7,156.90
<b>Total</b>	<b>154</b>	<b>1,327</b>	<b>22</b>	<b>-125</b>	<b>199</b>	<b>22</b>	<b>-377</b>	<b>683</b>	<b>-74.95</b>	<b>-527.10</b>	<b>-160.18</b>	<b>405.03</b>	<b>1,019.17</b>	<b>450.61</b>	<b>314.15</b>	<b>514.41</b>	<b>398.92</b>	<b>66,239.69</b>

### 9. VINEYARDS BY PLOT SIZE - 2019

PLOT SIZE IN Ha.	0-0.10	0.10-0.25	0.25-0.50	0.50-1	1-2	2-3.50	3.50-5	5-7.50	7.50-10	10-15	15-30	30-50
No. of PLOTS	11,049	28,942	31,153	25,667	13,031	2,890	536	317	106	62	40	4
% TOTAL	9.77	25.38	27.32	22.51	11.43	2.53	0.47	0.28	0.09	0.05	0.04	0.00
SURFACE AREA	675.6842	4,895.8012	11,054.3559	17,772.2311	17,584.9353	7,365.2064	2,308.5474	1,915.0742	918.6004	790.6251	827.4884	131.1491
% TOTAL	1.02	7.39	16.69	26.83	26.55	11.12	3.49	2.89	1.39	1.19	1.25	0.20

### 10 A. PRODUCTION OF 2019 GRAPES AND WINE UNDER THE NEW INDICATIONS

GEOGRAPHICAL INDICATIONS	Harvested grapes (millions of kg).	Vinification (millions of litres)	% of total protected wine 2019
VINO DE ZONA	37.12	26.36	9.7 %
VINO DE MUNICIPIO	7.91	5.61	2%
VIÑEDO SINGULAR	0.65	0.42	0.15%
SPARKLING WINE	0.18	0.11	0.04%

### 10 B. NUMBER OF GRAPE GROWERS 2019





### 11. PROTECTED WINE STOCKS ON 31-12- 2019 (LITRES)

TYPE	WINEGROWERS	CO-OPERATIVES	WINE KEEPERS	AGEING WINERIES	TOTAL
WHITE	370,399	4,843,557	438,483	27,710,375	33,362,814
ROSÉ	273,783	2,546,111	198,495	14,097,394	17,115,783
RED	8,588,314	89,693,865	4,814,837	701,753,562	804,850,578
TOTAL	9,232,496	97,083,533	5,451,815	743,561,331	855,329,175

### 12. PROTECTED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2019 (LITRES)

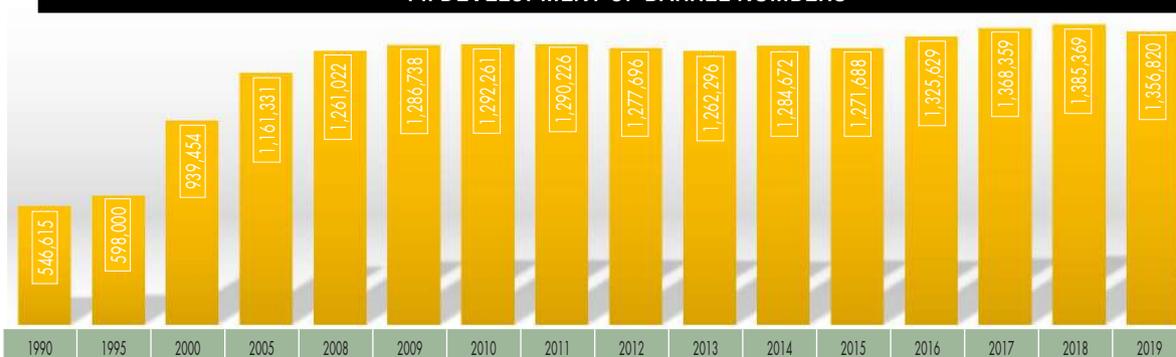
TANKS	BARRELS	TANKS (ageing)*	BOTTLES	TOTAL
362,690,051	276,097,127	12,140,8817	95,133,180	855,329,175

\*Aged wines stored in tanks

### 13. PROTECTED WINE STOCKS BY VINTAGE ON 31-12-2019 (LITRES)

AÑADA	EXISTENCIAS	AÑADA	EXISTENCIAS	AÑADA	EXISTENCIAS
CA	485,543	1993	10,825	2008	1,187,586
CVC	382,003	1994	8,8721	2009	2,392,547
1980	24,037	1995	78,656	2010	3,794,513
1981	103,316	1996	2,261	2011	6,747,336
1982	2,157	1997	12,936	2012	5,819,272
1983	11,321	1998	104,427	2013	6,759,567
1984	148	1999	6,6517	2014	16,029,343
1985	17,875	2000	223,744	2015	50,216,096
1986	9,762	2001	645,720	2016	108,423,839
1987	21,799	2002	2,171	2017	140,902,941
1988	10,101	2003	64,318	2018	238,114,559
1989	10,352	2004	451,525	2019	270,360,222
1990	5,701	2005	443,789	TOTAL 855,329,175	
1991	28,154	2006	489,497		
1992	7,559	2007	715,786		

### 14. DEVELOPMENT OF BARREL NUMBERS



Development in 2019: The total number of 225 litre oak barrels for use in ageing was **1,356,820** on 31-12-2019 down 28,549 from the previous year

15. WINERIES REGISTERED IN RIOJA ON 31-12-2019

TYPES	LA RIOJA		ÁLAVA		NAVARRE		TOTAL		WINERIES REG. AS BOTTLERS	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Ageing Wineries	226	218	142	138	13	13	381	369	396	388
Wine Keepers	48	46	43	36	0	0	91	82	69	63
Co-operatives	27	27	7	7	3	3	37	37	28	28
Winegrowers	124	93	148	127	0	0	272	220	107	95
Totales	425	384	340	308	16	16	781	708	600	574

16 A. RIOJA WINERIES BY CAPACITY TIERS ON 31-12-2019

CAPACITY RANGES	<1M LITRES	1-3M LITRES	3-5M LITRES	5-10M LITRES	>10M LITRES	TOTAL
Ageing Wineries	290	92	21	18	28	449
Wine Keepers	88	5				93
Co-operatives	1	11	5	15	7	39
Winegrowers	232	2				234
Totales	611	110	26	33	35	815

16 B. DEVELOPMENT OF STOCK AND AGEING CAPABILITY OF RIOJA WINERIES (LITRES)

YEAR	TANKS	BARRELS	TOTAL
1982	371,047,288	91,484,700	462,531,988
1993	708,219,134	131,308,241	839,527,375
1998	865,913,648	181,158,584	1,047,072,232
2008	1,123,523,840	284,350,863	1,407,874,703
2019	1,185,349,612	305,774,573	1,491,124,185
Ageing Wineries	855,389,716	295,369,048	1,150,758,764
Wine Keepers	25,117,207	0	25,117,207
Co-operatives	261,568,628	10,405,525	271,974,153
Winegrowers	43,274,061	0	43,274,061

17. RIOJA WINERIES BY SALES TIERS ON 31-12-2019

TYPE OF WINERY	THOUSANDS OF LITRES (TIERS)	No. WINERIES	% OF TOTAL SALES	TYPE OF WINERY	THOUSANDS OF LITRES (TIERS)	No. WINERIES	% OF TOTAL SALES
9,001 - 10,000	1	3.59	0 < 500	46	0.41		
8,001 - 9,000	2	6.55	TOTAL WINE KEEPERS	46	0.41		
7,001 - 8,000	2	5.75	CO-OPERATIVES	Más de 7,001	1	3.30	
6,001 - 7,000	3	7.67		2,001 - 7,000	0	0.00	
5,001 - 6,000	2	4.07		1,001 - 2,000	3	1.60	
4,001 - 5,000	5	8.63		501 - 1,000	3	0.77	
3,001 - 4,000	2	2.53		0 < 500	18	1.08	
2,001 - 3,000	10	9.56		TOTAL CO-OPERATIVES	25	6.76	
1,001 - 2,000	11	5.97	WINEGROWERS	0 < 500	70	0.51	
501 - 1,000	19	5.22		TOTAL WINEGROWERS	70	0.51	
0 < 500	291	12.33					
TOTAL AGEING WINERIES		351	92.32	TOTALS		492	100%

18. DEVELOPMENT OF RIOJA WINE SALES 1985-2019 (LITRES)

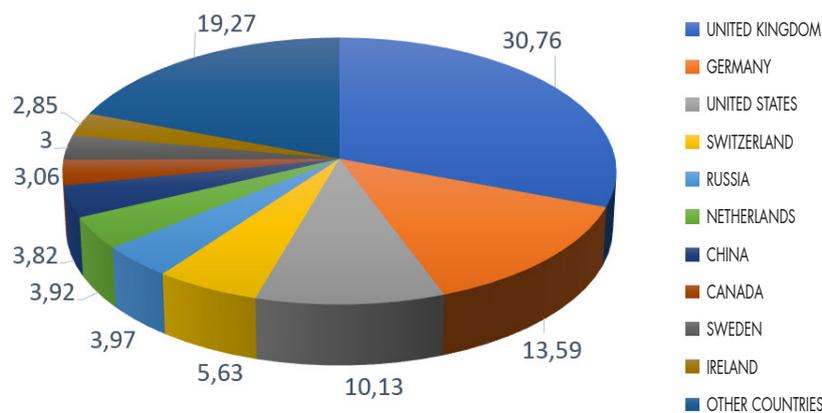
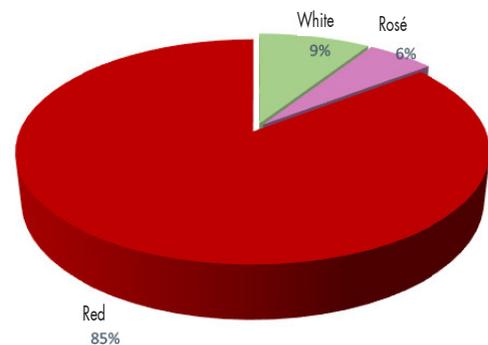
Year	Domestic market		Export market		Total sales	
	LITRES	% YOY	LITRES	% YOY	LITRES	% YOY
1985	67,743,375	—	28,633,625	—	96,377,000	-0.35
1986	74,651,578	10.70	29,902,122	4.43	104,553,700	+8.48
1987	77,442,665	3.74	35,665,935	19.28	113,108,600	+8.18
1988	82,894,300	7.04	34,301,700	-3.82	117,196,000	+3.61
1989	77,784,543	-6.16	26,631,578	-22.36	104,416,121	-10.90
1990	77,252,631	-0.68	26,029,946	-2.26	103,782,577	-0.61
1991	99,841,642	29.2	29,137,809	11.9	128,979,451	24.28
1992	114,478,913	14.6	34,362,372	17.9	148,841,285	15.40
1993	120,199,494	5	38,722,771	12.7	158,922,265	6.77
1994	139,918,321	16.4	56,790,139	46.6	196,708,460	23.78
1995	125,953,908	-9.98	59,116,887	4.1	185,070,795	-5.92
1996	119,444,519	-5.46	58,846,727	-0.46	178,291,246	-3.66
1997	137,458,184	15.08	67,781,317	15.18	205,239,501	15.11
1998	150,682,311	9.47	71,550,035	5.5	222,232,346	8.15
1999	138,445,732	-8.13	57,133,801	-20.67	195,579,533	-11.99
2000	120,119,230	-13.24	39,858,918	-30.24	159,978,148	-18.20
2001	159,986,313	33.28	60,405,880	51.53	220,392,193	37.83
2002	178,115,778	11.27	72,097,169	19.33	250,212,947	13.48
2003	170,209,213	-4.43	66,138,317	-8.26	236,347,530	-5.54
2004	182,308,591	7.10	69,027,451	4.36	251,336,042	6.34
2005	179,565,974	-1.57	71,230,807	3.19	250,796,781	-0.26
2006	182,715,391	1.75	78,965,590	10.86	261,680,981	4.34
2007	187,461,381	2.59	84,589,517	7.12	272,050,898	3.96
2008	171,992,928	-8.25	79,916,305	-5.52	251,909,233	-7.40
2009	163,672,090	-4.89	72,425,805	-9.38	236,097,895	-6.31
2010	181,262,567	10.75	85,855,264	18.53	267,117,831	13.14
2011	176,985,130	-2.42	91,920,407	7.06	268,905,537	0.62
2012	169,448,349	-4.26	96,967,206	5.47	266,415,555	-0.93
2013	174,982,696	3.17	102,184,584	5.39	277,167,280	3.98
2014	175,003,261	0.02	105,786,163	3.52	280,789,424	1.31
2015	177,410,848	1.10	106,612,815	1.20	284,023,663	1.13
2016	178,674,747	0.67	103,770,362	-2.70	282,445,109	-0.59
2017	175,827,159	-1.55	108,344,804	4.39	284,171,963	0.64
2018	166,887,988	-5.12	96,450,717	-10.98	263,338,705	-7.35
2019	161,625,056	-3.18	94,289,028	-2.24	255,914,084	-2.84

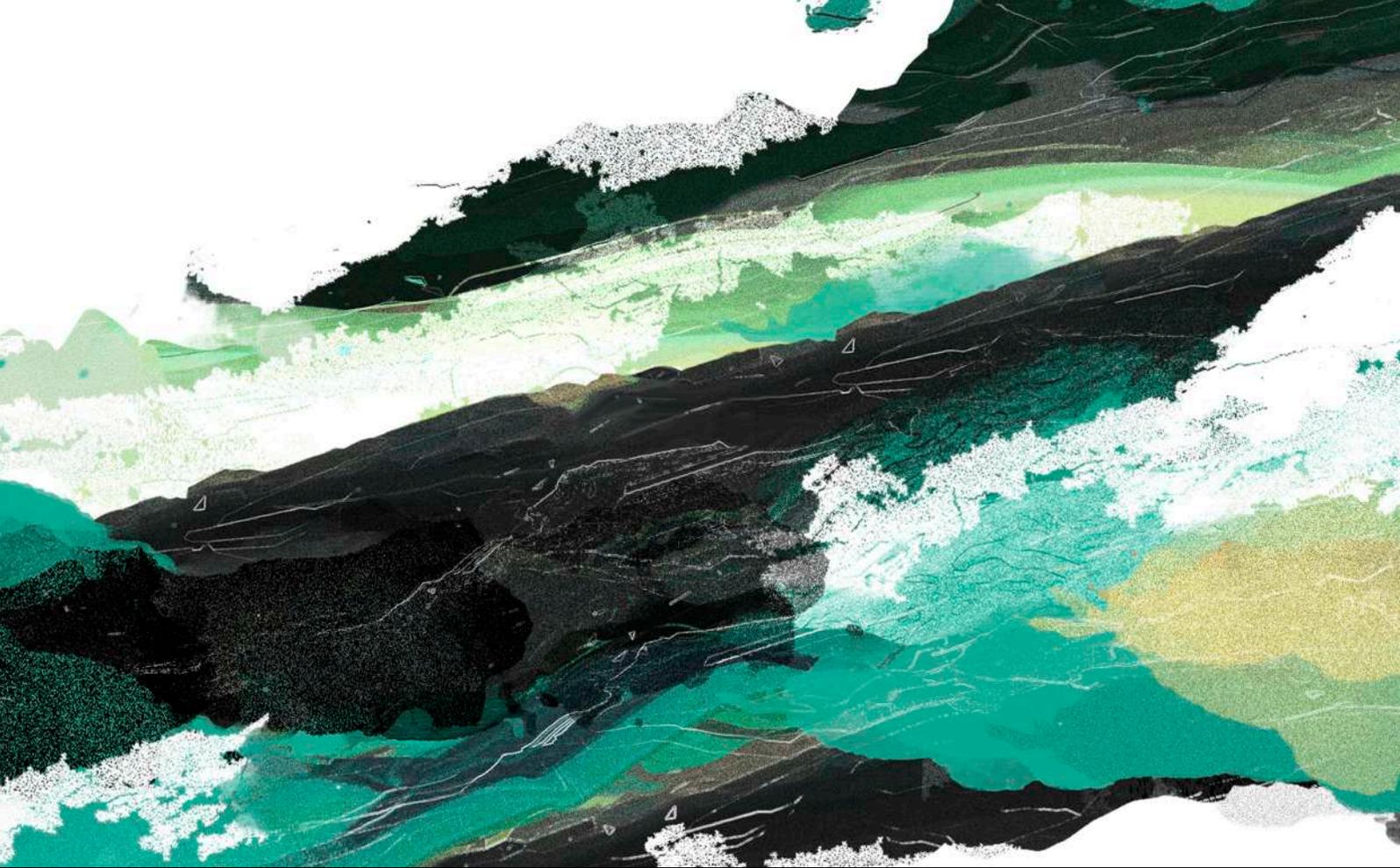
19. RIOJA WINE SALES STATISTICS FOR 2019 (BY CATEGORY AND TYPE OF WINE)

Type	Markets	GENERIC	% of 2018	CRIANZA	% of 2018	RESERVA	% of 2018	GRAN RESERVA	% of 2018	TOTAL	% of 2018
White	Domestic	15,676,648	8.23	76,322	47.29	45,091	0.35	3,370	-12.49	15,801,431	8.34
	Export	7,413,924	18.31	36,558	47.59	67,343	5.40	2,873	-7.53	7,520,698	18.28
	Total	23,090,572	11.27	112,880	47.39	112,434	3.32	6,243	-10.28	23,322,129	11.36
Rosé	Domestic	9,197,420	23.20	60,683	27.67			3,130	-13.32	9,261,233	23.21
	Export	4,813,678	1.31	307	-11.27			9,489	35.81	4,823,474	1.36
	Total	14,011,098	14.69	60,990	27.39			12,619	19.07	14,084,707	14.74
Red	Domestic	41,726,518	-2.23	78,316,479	-1.73	14,391,441	-30.76	2,127,954	27.21	136,562,392	-5.71
	Export	33,504,117	-1.31	20,778,831	-3.28	23,562,595	-7.19	4,099,313	-9.21	81,944,856	-3.97
	Total	75,230,635	-1.82	99,095,310	-2.06	37,954,036	-17.80	6,227,267	0.63	218,507,248	-5.07
TOTAL:	Domestic	66,600,586	3.05	78,453,484	-1.68	14,436,532	-30.69	2,134,454	27.04	161,625,056	-3.18
	Export	45,731,719	1.70	20,815,696	-3.22	23,629,938	-7.16	4,111,675	-9.14	94,289,028	-2.24
	Total	112,332,305	2.50	99,269,180	-2.01	38,066,470	-17.75	6,246,129	0.65	255,914,084	-2.84

20. 2019 RIOJA EXPORTS BY COUNTRY

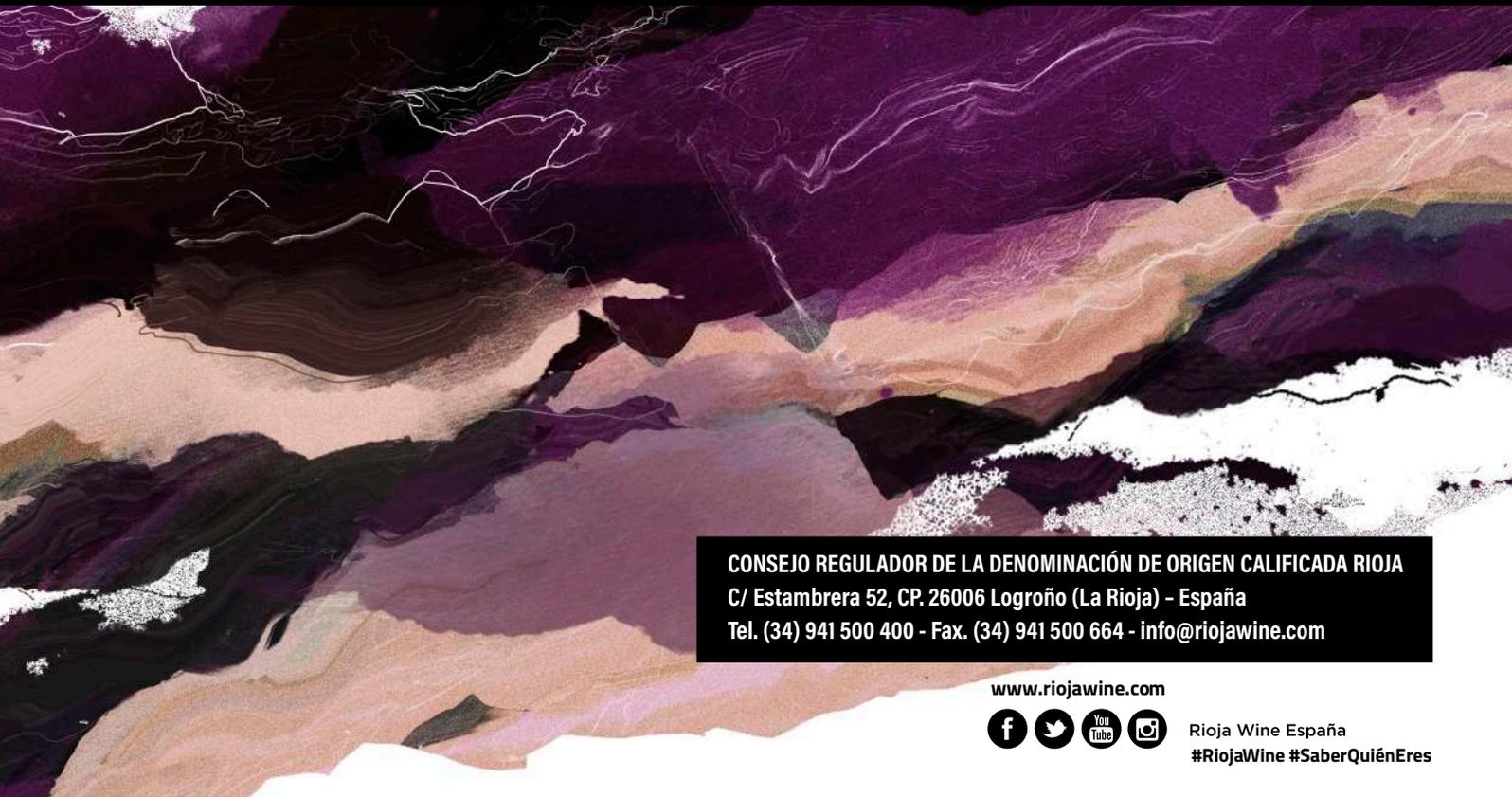
Country	Litres	% of 2018	% of Total
UNITED KINGDOM	29,005,746	-2.87	30.76
GERMANY	12,809,250	-7.93	13.59
UNITED STATES	9,546,950	-1.38	10.13
SWITZERLAND	5,304,824	0.13	5.63
RUSSIA	3,740,094	22.86	3.97
NETHERLANDS	3,692,317	-0.90	3.92
CANADA	3,597,883	3.45	3.82
CHINA	2,881,122	-17.72	3.06
SWEDEN	2,826,990	1.55	3.00
IRELAND	2,685,497	4.79	2.85
OTHER COUNTRIES	18,198,355	-2.17	19.27
TOTAL 2019	96,451,617	-2.24	100%





# RIOJA

SABER QUIÉN ERES



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