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## 里奥哈法定葡萄酒优质原产地正式启动2018年度里奥哈葡萄酒官方认证讲师计划报名

- 这将是第三批里奥哈葡萄酒官方认证讲师

感兴趣的学员可通过讲师计划官方网站<http://education.riojawine.com/> 进行报名，并陈述希望成为里奥哈葡萄酒认证讲师的原因。

报名截止日期为2018年1月31日。原产地管委会将会通过对报名学员的简历和沟通能力的审核确定正式人选。报名学员必须具备两年以上葡萄酒行业从业经验，相关领域包括：市场营销、知识传播、侍酒师、葡萄酒零售或葡萄酒分销。

讲师计划内容包括支持西班牙语和英语的在线课程、相关考试、期末测评以及在里奥哈本地进行的为期一周的深入培训。

获得认证的讲师可以独立或者与里奥哈酒庄和进口商合作举办相关培训活动。认证有效期为4年。

## D.O.Ca. Rioja opens 2018 registration for the Official Rioja Wine Educators Programme

- This will be the third group of Official Rioja Wine Educators

Interested candidates can apply through the official programme website <http://education.riojawine.com/> explaining why they wish to be Rioja Wine Educators.

Registration is open until 31 January 2018. The Control Board will select candidates based on their CV and communication skills. Candidates must have at least two years' professional experience in the world of wine in one of the following areas: marketing, education, sommelier, wine retail sales or wine distribution.

The educational programme includes an online course available in Spanish and English, with tests, a final paper and further training during a week's stay in Rioja.

Certified Educators will be able to organise training activities on their own or together with Rioja wineries and importers. Certificates are valid for 4 years.

## 往届活动

### PAST EVENTS

里奥哈在过去的三个月中举办了丰富多彩的活动

The last 3 months have been full of exciting Rioja activities!

## 里奥哈品牌路演和讲座

### RIOJA ROADSHOW & SEMINARS

我们和51家里奥哈酒庄的国内分销商共同访问了长沙和杭州这两个城市，旨在向这两个城市的葡萄酒专业人士和消费者展现这些酒庄的精品葡萄酒。里奥哈认证讲师陈翔宇先生在每个城市都主持了两堂大师课。在每个城市都有60位希望对里奥哈法定葡萄酒优质原产地作深入了解的听众参加了这些大师课。

在这两个城市的活动都是在里奥哈葡萄酒和中国美食之间的搭配晚宴上降下帷幕的。晚宴邀请的嘉宾都是葡萄酒业界的意见领袖。

We traveled to Changsha and Hangzhou with the distributors of 51 Rioja wineries, in order to showcase their fine wines to professionals and buyers in those cities. Our Rioja certified Educator Sam Chen presented 2 Rioja masterclasses with 60 attendees in each city looking to learn more about DOCa Rioja.

We finalized our activities in each city with pairing dinners of Rioja wines with Chinese food, inviting opinion leaders as our guests.



## 顶尖里奥哈葡萄酒

### TOP RIOJA

今年十月，里奥哈利用中国市场上最重要的西班牙精品葡萄酒展示活动：顶级西班牙葡萄酒盛大品鉴会进一步推动了里奥哈品牌认知度并巩固了作为高端品牌的市场地位。我们在北京、上海和深圳的活动现场都举办了大师课。西班牙葡萄酒大师 Pedro Ballesteros 先生在课程中展现了10款已经进入中国市场的顶尖里奥哈葡萄酒。

在每个城市的活动中都有100位幸运来宾获得品尝这10款美妙葡萄酒的机会并且聆听 Pedro Ballesteros 大师充满知识性和智慧的讲解。来宾们的纷纷发来极高的赞誉！

Ballesteros 先生还在这三个城市的活动中联手最有地位的意见领袖、讲师和侍酒师共同主办了里奥哈葡萄酒美食搭配晚宴。

In October, Rioja used Spain Top Wines, the most important event for Fine Spanish Wines in China, as a springboard to further push its brand awareness and premium positioning. We organized Masterclasses in Beijing, Shanghai and Shenzhen, where the Spanish Master of Wine Pedro Ballesteros presented 10 of the TOP Rioja wines in the Chinese market.

One hundred lucky guests in each city were fortunate to taste these 10 amazing wines and listen to the knowledgeable and wise explanations of the down-to-earth Pedro Ballesteros MW. The feedback we got as amazing!

Mr Ballesteros also presided Rioja wine pairing dinners in those 3 cities with some of the most important opinion leaders, educators and sommeliers.



## 里奥哈风云榜

### RECOMMENDED RIOJA

“里奥哈风云榜”是由西班牙里奥哈葡萄酒优质原产地中国推广机构于2017年首次主办的葡萄酒品鉴及评选活动。活动目的在于帮助中国葡萄酒爱好者了解中国市场上许多里奥哈葡萄酒的不同之处，从而能够很容易地选择符合他们口味和喜好的葡萄酒。

此次活动的评审团是由李德美领衔的一众酒圈名人，与来自网络媒体平台的美食达人，以及从里奥哈官方微信平台粉丝中通过考核筛选出的普通消费者组成。评审团聚集上海，对每款葡萄酒盲品后进行打分，由此评选出不同类别、不同价位的里奥哈葡萄酒榜单。保证评选结果客观公正。

“里奥哈风云榜”的举办旨在让广大中国消费者们更加了解里奥哈的葡萄酒，我们在为公众提供购买指南的同时，也帮助大家挑选到适合自己的里奥哈葡萄酒。

你可以在我们的完整榜单页面找到你中意的里奥哈葡萄酒 <http://www.riojawine.cn/recommended-rioja/zh-hans/> 酒单，若想获取更多关于里奥哈的资讯，可以关注我们的官方微信平台：西班牙里奥哈葡萄酒。

Recommended Rioja is a new activity within the DOCa Rioja communication campaign in China. Its goal is to empower Chinese wine lovers by helping them understand the differences among the many Rioja wines in the China market, and thus be able to easily choose the ones that match their taste and preferences.

We selected a group of top wine experts, lead by Professor Li De-mei, who tasted all the wines and ranked them according to the perceived quality and their value, according to their price range. It was a blind tasting by the panel of judges, which included some well-known experts and some opinion leaders, as well as some selected followers of Rioja WeChat who won a competition and showed great knowledge to qualify!

We are happy to share the results with you at <http://www.riojawine.cn/recommended-rioja/zh-hans/>, and we are sure that you will find your own personal favourite among these fantastic wines. Make sure to join Rioja WeChat to be updated about all activities, games and competitions coming your way.

## “里奥哈美食美酒夜来香”活动

### RIOJA FANTÁSTICO

十一月初，我们邀请著名大厨，举办了里奥哈葡萄酒和西班牙特色小吃餐酒派对的秋季版。里奥哈与7位国际著名大厨合作。大厨们由来自夜来香餐厅的 Pol Garcia 大厨领队。活动于11月4日周六在上海市中心举办。每一位大厨都为搭配里奥哈葡萄酒而烹饪了特色菜肴。来宾们都为这些美食的优秀品质赞叹不已。而各款菜肴与最佳里奥哈葡萄酒都组成了完美搭配。每位来宾都尽兴而归。我们盛情邀请您参加我们来年春季的餐酒派对！

At the beginning of November we held our Autumn edition of this Tapas & Rioja party with famous chefs. Rioja cooperated with 7 international chefs directed by chef Pol Garcia (from restaurant La Maison), to hold a Tapas & Rioja party in downtown Shanghai on Saturday November 4th. Each chef cooked a special dish to be paired with a Rioja wine, and guests were amazed at the excellent level of these dishes, which paired wonderfully with the best Rioja wines. Everybody leaves this party happy, we invite you to join our next Spring edition!



## 侍酒师烹饪对决

### SOMELLIER COOK-OFF

里奥哈于12月17日在上海举办了第三届侍酒师烹饪和搭配大赛。

香格里拉酒店集团葡萄酒总监，同时也是中国第一位也是迄今为止唯一一位大师级侍酒师吕杨先生一如既往地担任里奥哈品牌大使，并确保了本届活动再次大获成功。

这是一场烹饪和搭配竞赛。侍酒师每两位组队，为指定的里奥哈葡萄酒烹饪搭配菜肴。本届比赛共有24位侍酒师参赛者。除了来自上海顶尖酒店和餐厅的侍酒师之外，甚至还有从北京、成都和宁波的顶尖侍酒师赶来参与！

On December 17th, in Shanghai, Rioja hosted its 3rd Sommeliers Cook-off Competition.

Lv Yang (杨吕), Wine Director of Shangri-La Hotels Group and China's first (and by now only!) Master Sommelier, acted as usual as Rioja Brand Ambassador ensuring that the event was a resounding success once more.

This is a cooking and pairing competition, where the sommeliers are arranged in teams of 2 and each team must cook a dish to be paired with their assigned Rioja wine. We had 24 sommeliers of the top hotels and restaurants in Shanghai, and this year we even had top sommeliers joining us from Beijing, Chengdu and Ningbo!



## 里奥哈优质原产地中国推广机构

### D.O.Ca. RIOJA CHINA AGENCY

企立亚-雅高葡萄酒咨询公司 是里奥哈法定优质原产地在中国的官方代理机构。我们很乐意为里奥哈酒庄和进口商、分销商们提供协助。

我们还建立了里奥哈法定优质原产地的中文官方网站，包含各种推广活动信息。网址为：[www.riojawine.cn](http://www.riojawine.cn)

**Enasia is the official agency for D.O.Ca. Rioja in China.** We will be happy to offer our cooperation to all D.O.Ca. Rioja wineries and importers/distributors.

We have also set up a D.O.Ca. Rioja website in Chinese where all information about promotional activities will be uploaded:  
[www.riojawine.cn](http://www.riojawine.cn)



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