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RIOJA NEWS
里奥哈新闻

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Denominación de Origen Calificada Rioja
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Saber quién eres.



里奥哈推出最新全球品牌 主张：“SABER QUIÉN ERES” (辨酒识君)

作为具有领先国际市场地位的西班牙品牌之一，里奥哈正在将正品保障作为一项基本价值观融入自身DNA，实现对品牌形象的升级。

里奥哈法定葡萄酒优质原产地全新国际市场品牌主张：“Saber quién eres”（辨酒识君）的正式发布地点选择在西班牙皇家语言学院。这正是为了凸显以西班牙语向全球发布品牌发展宣言的重要意义。这项全新品牌主张的相关市场活动将会包含全套总计11件用里奥哈葡萄酒创作的绘画作品。

里奥哈法定葡萄酒优质原产地向市场推出了品牌定位和市场推广的创新战略，定义了品牌深厚的价值内涵：传统、多元和原创。

里奥哈法定葡萄酒优质原产地总裁Fernando Salamero先生表示，这一全新品牌口号“是一个意义非凡的概念，将一个地区的身份和根源进行了提炼，也给选择我们的消费者带来身份认同”。他还指出：“这个口号宣告了以正品承诺和坦诚的态度将里奥哈葡萄酒和广大消费者连接起来的原则和愿望。”

里奥哈已经是西班牙国家级品牌的全球标准代言人。在历史上，里奥哈就一直忠于自己的品牌宗旨，而这个新的市场活动更是将里奥哈推向引领全球市场风尚的至高地位。

本次品牌主张创意企业Shackleton的总裁Pablo Alzugaray先生表示：“我们在第一次会议上就提出了三个重点理念：精华、自豪和超越。法定葡萄酒原产地本身是对当地精华的提炼，而品牌语言则明确表达出品牌的根源。语言是品牌主张传递的载体，而“Saber quién eres”同时表达对品牌根源的自豪和超越性远见，因为这是历史上第一次出现以西班牙语口号推出的全球范围市场活动。”

对本次市场活动进行图形化展现的绘画作品是由里奥哈当地著名画家Carlos Corres用里奥哈葡萄酒为材料创作的。这是为了突出里奥哈土生土长的葡萄品种以及它们和这个西班牙历史最古老葡萄酒原产地的文化和价值观之间有着紧密关联。

里奥哈致力于继续在西班牙国内市场保持遥遥领先的地位，并在已经进入的130多个国家/地区市场推动增长。

RIOJA PRESENTS “SABER QUIÉN ERES”, ITS NEW WORLDWIDE BRAND MESSAGE

Rioja, one of the Spanish brands with a stronger international presence, renews its image by stressing authenticity as a basic value in its DNA.

D.O.Ca. Rioja presented its new international claim “Saber quién eres” (to know who you are) at Spain’s Royal Academy for the Spanish Language, to highlight the importance of having a message in Spanish for the whole world. The communication plan of the new claim will be supported by 11 graphic Works painted with Rioja wine.

D.O.Ca. Rioja presented an innovative strategy for Brand positioning and communication which defines its deep internal values: tradition, diversity and origin.

Mr. Fernando Salamero, President of D.O.Ca. Rioja, said that the new slogan “is a meaningful concept that summarizes the identity and the origin of a region, and of the person who chooses us”. He added that “it is based in a declaration of principles and intentions that connect Rioja wine to the consumer in an authentic and transparent way”.

Rioja appears before the world as a standard bearer for Brand Spain. Rioja has traditionally been loyal to its principles and this new campaign is a firm step showing that it is above any market fads.

Pablo Alzugaray, president of Shackleton agency (which created the new message), stated that “already in our first meeting we highlighted three words: Essence, Pride and Transcendence. A Designation of Origin is a distillation of essence, and the language expresses clearly the origin. The language is also the message and “Saber quién eres” is a proud and transcendent reflection of that origin because this is the first campaign in history to be used worldwide with a slogan in Spanish”.

The graphic Works that illustrate the campaign have been painted using Rioja wine by the Riojan painter Carlos Corres, in order to highlight the grape varieties that are autochthonous from Rioja and that are so intimately linked to the culture and values of the oldest Designation of Origin in Spain.

Rioja aims to maintain its huge lead in the Spanish market while reinforcing its growth in the more than 130 countries where its wines can be found.

2017年份， 巨大努力获得丰硕回报

里奥哈法定葡萄酒优质原产地管委会正式将2017年度评定为“优良”等级，并对里奥哈葡萄酒从业者们在一个环境十分复杂的年份中所付出的巨大努力表示充分肯定。

年份评定过程共对4000多款样酒进行品测并采用严格的质量标准，这使得里奥哈持续成为葡萄酒业界最高品质水平的标杆。

作为一个在四月就遭受霜冻并随后经历干旱考验的复杂年份，2017年份获得的葡萄酒品质仍然保持在相当高的水准。

本年份获得里奥哈法定葡萄酒优质原产地认证的葡萄酒共有2.4957亿公升（2160万公升白葡萄酒，1207万公升桃红葡萄酒以及2.159亿公升红葡萄酒）。原产地管委会技术总监Pablo Franco表示：“本年度的葡萄酒富有多样性，这一部分源自较低的产量，另外也得益于优秀的陈化潜力。同时，一部分酒款获得了近年来最高的专业评分。”

“优良”年份评定是严格管控流程的结果。这个流程包括对管委会技术人员提供的样酒直接采样后进行实验室分析和品测。

2017年份葡萄酒的平均酒精含量略高于2016年份。对2017年份葡萄生长周期作出详细介绍的技术报告显示，“葡萄树总体健康状况十分良好，特别是在生长周期的最后阶段”。2017年度的收获季是里奥哈原产地历史上最早的，同时总产量较小而品质优秀。在前期经历过霜冻和干旱后，生长周期最后阶段的好天气十分重要，并提升了对年份品质的总体预期。

同时，里奥哈原产地管委会在整个种植酿造过程中加强了管控，以求确保最佳品质。

2017 VINTAGE, REWARD FOR A HUGE EFFORT

The Regulatory Board of D.O.Ca. Rioja has officially qualified the 2017 as VERY GOOD, and has highlighted the huge effort done by the Rioja wine sector in a complicated year.

The stringent requirements to achieve the rating maintain Rioja as a point of reference for the highest quality, after the tasting of over 4,000 samples.

The 2017 vintage has brought very good quality results, at the end of a complicated year marked by the frost in April and subsequent drought.

A total of 249.57 million litres have been certified by D.O.Ca. Rioja (21.6 white, 12.07 rose and 215.9 red). Mr. Pablo Franco, technical Director of the Regulatory Board, stated that "this year has brought very interesting diversity in the wines, marked in part by the short yields and by a good result in terms of ageing potential. Also, some particular wines have received the highest marks seen in the last few years".

The qualification of VERY GOOD is the result of the strict control procedure through analysis and tasting of over 4,000 samples taken directly from deposits by the Board's technicians.

The average alcohol content in 2017 is slightly higher than 2016. The technical report that explains the growing cycle of 2017 vintage highlights "the excellent general health of the vines, especially in the last phase of the cycle". The harvest in 2017 was the earliest one in recorded Rioja history, small in total yield and with very good quality. The good weather at the end of the cycle was important and improved the expectations since the earlier frost and drought.

The Regulatory Board has also intensified its controls during the whole campaign in order to ensure optimal quality.

里奥哈官方葡萄年份评定表 RIOJA OFFICIAL VINTAGE RANKINGS

B=良好 MB=优质 E=特优 B=Good, MB=Very Good, E=Excellent

年份Year	评级Rating	年份Year	评级Rating
2017	MB	2005	E
2016	MB	2004	E
2015	MB	2003	B
2014	B	2002	B
2013	B	2001	E
2012	MB	2000	B
2011	E	1999	B
2010	E	1998	MB
2009	MB	1997	B
2008	MB	1996	MB
2007	MB	1995	E
2006	MB	1994	E

东里奥哈， 一个值得铭记的新名字

里奥哈原产地管委会去年批准将原先称为下里奥哈的区域重新命名为“东里奥哈”，并已批准该名称作为对地理位置更清晰的表达方式而正式生效启用。本次重命名投票中没有出现任何反对票，表明里奥哈各界在这个问题上高度一致的意见。

新的名称对于该地区的地理位置描述更为精确，并受到酒庄界和葡萄酒市场人士的欢迎。他们都认为原来的“下里奥哈”名称并没有表达出正确的含义。酿酒师Álvaro Palacios表示：“这个名字更好地代表了地区特点：位置偏东，阳光充足，而且葡萄酒风格多样化。”

这个地区最近还开辟了“里奥哈东方葡萄酒旅程”，对发挥该地区葡萄酒旅游业务潜力作出进一步推动。

EASTERN RIOJA, A NEW NAME TO REMEMBER

The Rioja Regulatory Board, that approved last year the new name of Eastern Rioja for the area formerly known as Rioja Baja, has ratified its entry into force as a clearer indication of geographical situation. There were no votes against the new name, which indicates the clear consensus in Rioja about this.

This new name is a more accurate geographical description and has been well received by both wineries and the market, that considered that the former name of "Baja" didn't offer a clear indication of its meaning. The winemaker Alvaro Palacios stated that "this is a much better way to communicate an area that is actually more Eastern and full of light, and with a multitude of wine styles".

This zone recently created the Rioja Oriental Wine Route as an exciting development of its potential for wine tourism.





往届活动： PAST EVENTS:

里奥哈奇妙盛会

在四月，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春季版。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 García大厨领队。活动于4月21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。里奥哈奇妙盛会已经成为业界知名的不容错过的活动，所以本次盛会的出席人数再创新纪录！每位来宾都尽兴而归。我们盛情邀请您参加我们来年秋季的餐酒派对！

RIOJA FANTÁSTICO

In April we held our Spring 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 April 23rd. 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. There was a record attendance as Rioja Fantástico gets famous as a must-attend event! Everybody leaves this party happy, we invite you to join our next Autumn edition!

近期活动：

COMING EVENTS:

里奥哈品牌路演： 武汉和宁波

里奥哈品牌路演活动再次启程，并将造访更多的中国二线城市。本次我们将会访问武汉（6月12日）和宁波（6月14日）两个城市，而参与的里奥哈法定葡萄酒优质原产地酒庄总数超过60家。本次路演必将再次大大提升里奥哈的市场影响力和品牌号召力。

RIOJA ROADSHOW: WUHAN AND NINGBO

Rioja Roadshow returns, visiting more Tier 2 cities around China. This time we will visit the cities of Wuhan (June 12) and Ningbo (June 14) with more than 60 D.O.Ca. Rioja wineries represented. It will surely be an event with a big impact and a powerful image for Rioja.

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