



活动，活动，更多的活动！

葡萄酒爱好者们开始欢庆吧！2018年下半年里奥哈将会十分活跃。我们将会推出一系列激动人心的促销活动，提升品牌认知度并为所有里奥哈经销商带来益处。中国是里奥哈产区管委会的重点战略市场。这个定位将会在促销活动的力度上得到充分体现。

现在已经有超过150家里奥哈进口商报名参加相关的促销活动。我们正在召集更多的专业人士和葡萄酒爱好者，组成强大的社区群体。

欢迎参加十一月的里奥哈盛大品鉴会。届时里奥哈产区管委会将会派代表团出席并介绍最新的相关法规以及这些法规将如何进一步提升里奥哈品牌的市场吸引力。另外管委会还将介绍即将在中国推出的最新品牌宣言“Saber quién eres”（了解你自己），重点凸显里奥哈品牌内在的纯正和个性化特点。

EVENTS, EVENTS, AND MORE EVENTS!

Wine lovers rejoice! RIOJA is very active in this second half of the year, with a great list of promotion activities that will increase the brand awareness and benefit all Rioja distributors. China is a strategic market for the Rioja Regulatory Board and that is reflected in the promotion efforts.

More than 150 Rioja importers have registered to participate in the campaign's activities, and we are building together a very strong community of professionals and wine lovers.

Join us in November at the Rioja Grand Tastings, when a delegation from the Rioja Control Board will explain the new regulations and how they will make Rioja even more attractive for the market, as well as launch in China the new global slogan for Rioja “Saber quién eres”, which draws on the essence of Rioja: authenticity and personality.

2016年西班牙里奥哈 葡萄酒盛大品鉴会 2016 GrandTasting of Rioja Wines

RIOJA
西班牙里奥哈
葡萄酒优质原产地



里奥哈盛大品鉴会

里奥哈品牌年度最重要也是最大型的活动即将开幕！2018年里奥哈盛大品鉴会将会在北京（11月26日），上海（11月27日），广州（11月29日）以及香港（11月30日）分别拉开帷幕。

本次参与的里奥哈酒庄数量达到创纪录的83家。这些酒庄将会展现近400款不同的里奥哈葡萄酒。这个活动是里奥哈品牌形象的最强展现平台。里奥哈盛大品鉴会已经举办过五届，总共接待了近8000名来宾。部分来宾是来采购已经在中国市场开始销售的葡萄酒，另一部分则是希望成为尚未进入中国市场的里奥哈葡萄酒品牌的进口商。

按照惯例，里奥哈盛大品鉴会将会结合里奥哈大师讲座以及葡萄酒搭配晚宴。这些配套活动将会邀请每个城市的业内关键意见领袖人物参与，力求在品牌和当地业界最有影响力的专业人士之间建立牢固关联。随后他们将会帮助里奥哈把品牌所包含的品质、多样化和个性化特色传播出去。。

RIOJA GRAND TASTINGS

The largest and most important event of the year for Rioja is coming! The 2018 Rioja Grand Tastings will be held on November 26th (Beijing), 27th (Shanghai), 29th (Guangzhou) and 30th (Hong Kong).

A record number of 83 Rioja wineries joined this year, and they will showcase almost 400 different Rioja wines. This is the strongest event, with the most powerful image for Rioja. The Rioja Grand Tastings have been held 5 times already, receiving a total of almost 8,000 visitors who come to purchase wines that are already in the market, or to become importers for those brands who are not yet represented in China.

As usual, the Rioja Grand Tastings are combined with masterclasses about Rioja and wine pairing dinners with KOLs in each city, in order to build strong links with the most influential people, who will pass on the Rioja message of quality, diversity and personality.

里奥哈本地英雄

这项全新活动将从九月份启动。活动的目标是在全中国的二三线城市加强里奥哈品牌推广力度。为了让活动进行的更加高效，我们希望能够充分利用相关城市的里奥哈分销商已经开发的市场网络以及积累的经验。这样做才是事半功倍的不是吗？与其由里奥哈利用自身资源在这些城市从零开始，不如让已经在当地建立巩固市场地位的经销商充分发挥自身优势，促进活动的开展。

所以里奥哈将会为相关二三线城市的经销商负责的促销活动提供直接的资金支持，前提是活动能够达到以下的最低成效指标：

- * 活动中至少推出三个品牌
- * 必须以高端品牌形象进行促销宣传
- * 需要提交简明活动报告以及活动现场照片若干

如有兴趣，可于近期联系我们！

RIOJA LOCAL CHAMPIONS

This is a brand new activity, starting in September. The aim is to increase the promotion of Rioja brand in Tier 2 and Tier 3 cities all over China. In order to do this in the most efficient way, we want to leverage the networks and experience developed by current Rioja distributors in those cities. It makes sense, doesn't it? Instead of using the Rioja resources starting from zero in those cities, it is better to support the activities of those who are already strong there.

So Rioja will give direct financial support to the promotional activities carried out by distributors in Tier 2 & 3 cities, provided that these activities fulfil some minimum requirements:

- * at least 3 brands must be represented
- * a premium image must be promoted
- * a simple activity report and some images are required

Interested? Contact us soon!

里奥哈美食美酒夜来香聚会

最受我们消费者欢迎的聚会活动将在秋季再次登场！顶级西班牙小食和里奥哈葡萄酒将会在10月13日来到上海的历届举办场地：夜来香餐厅；10月20日来到苏州炫彩缤纷的W酒店；最后在12月来到充满热带风情的南方城市深圳。

这个活动很好地结合了由多名国际大厨料理的创意美味西班牙小食和能够带来完美搭配体验的精选里奥哈葡萄酒。所以历届活动都获得圆满成功。聚会欢乐放松的气氛保证了每年都会有众多消费者参与。



RIOJA FANTÁSTICO

Our favourite party for consumers is back in Autumn! The best taps & Rioja wines will come to Shanghai on October 13th at the regular venue (La Maison), to Suzhou on October 20th at the flashy W Hotel, and to Shenzhen in the balmy Southern December.

This is a consumer's event that has proven to be a great success with its combination of tasty and innovative tapas prepared by a group of international chefs, plus selected D.O.Ca. Rioja wines that perfectly match with those tapas. The fun and relaxed environment ensure that visitors repeat every year.



研讨会/大师课

从今年六月份开始里奥哈分别在上海、广州、东莞、昆明、郑州、沈阳、济南、青岛、宁波、杭州以及武汉举办了研讨会和大师课。共有600多名来宾获得了深入了解里奥哈产区和葡萄酒的机会。

接下来还会有更多活动：里奥哈将会在上海举办的Prowine展会上设有展台，并且在展会期间举办两场研讨会。另外还会在北京、广州、香港、石家庄、天津、西安、昆明等地举办更多的研讨会。

希望在葡萄酒职业道路上更进一步的葡萄酒专业人士可以利用研讨会这个重要的途径来增加里奥哈相关知识积累。同时，不论是初级还是资深葡萄酒爱好者也都可以利用这个机会来增进自己对中意的葡萄酒的了解。

SEMINARS/MASTERCLASSES

Since June, Rioja has organized seminars/masterclasses in Shanghai, Guangzhou, Dongguan, Kunming, Zhengzhou, Shenyang, Jinan, Qingdao, Ningbo, Hangzhou and Wuhan, where over 600 people have had the opportunity to learn about our wine region and its wines.

And there is more still to come: Rioja will have a booth at Prowine fair in Shanghai and it will hold two seminars at the fair, plus seminars in other cities like Beijing, Guangzhou, Hong Kong, Shijiazhuang, Tianjin, Xian and Kunming.

The seminars are a very important way to increase the knowledge about Rioja among professionals who are interested in furthering their professional development, as well as wine lovers in both basic or advanced levels who just want to learn more about the wine they love.



赞助活动

里奥哈会为符合品牌利益的当地活动提供赞助：本季里奥哈的合作对象包括中国年度葡萄酒酒单、中国全国侍酒师大赛、中国盲品大赛、中-西旅游论坛、葡萄酒走进大学校园等等。

SPONSORSHIPS

Rioja brand supports local events that match its interests: this semester Rioja has cooperated with events like China Wine List of the Year, China National Sommelier Competition, China Blind Tasting Competition, Spain-China Tourism Forum, Wine in University...



RECOMMENDED RIOJA

In the constant quest for the improvement of Rioja Brand positioning in China, the activity Recommended Rioja is back in 2018: a panel of wine judges will blind taste and rank the Rioja wines that are available in the Chinese market; this will help us create a list of recommended Rioja wines which will also generate awareness in media and among the trade professionals and consumers. Also, this will convey to the consumer a perception of value-added in those wines, further adding to the premium image of the Rioja brand.

Some other promotional activities will be linked to “Recommended Rioja”. For example: in early November, Rioja will participate in the “Shanghai World Lifestyle Wine Carnival” where we will announce the “Recommended Rioja” to media and also have a booth to show the “Recommended Rioja” to consumers. At Prowein Shanghai, Rioja will have a booth to showcase the “Recommended Rioja”. At the Rioja Grand Tasting Shanghai, Rioja will announce the results at a dinner for all Rioja distributors and media.



里奥哈风云榜

作为持续进行中的里奥哈品牌中国市场地位提升项目之一，里奥哈风云榜活动在2018年再次举办：特邀的葡萄酒评审团将会通过盲品来对中国市场上销售的里奥哈葡萄酒进行评定和排名。通过排名，我们将会推出推荐的里奥哈葡萄酒酒单，并籍此提升里奥哈在中国媒体以及在葡萄酒经销业者和消费者群体中的认知度。同时这个活动还将把这

些葡萄酒包含的品牌附加值概念传递给消费者。这样，里奥哈品牌的高端形象将在中国市场进一步巩固。

另外还将会有一些促销活动与“里奥哈风云榜”进行配套。比如，在十一月初，里奥哈将会参加“上海全球葡萄酒嘉年华”活动，并在活动中向媒体发布“里奥哈风云榜”活动信息并通过现场展台把活动推广给消费者群体。在上海的Prowine展会上，里奥哈将会利用自身展台展示“里奥哈风云榜”活动。在上海举办的里奥哈盛大品鉴会上，里奥哈将会面相所有里奥哈分销商和媒体公布评审团对葡萄酒的排名结果。

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