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Madrid Top Wine by Peñín Debuts With 300 Wineries in an International Push

Organizers limited the trade fair to 1,700 wines that scored 90 to 100 points in the 2027 Peñín Guide

Tuesday, November 17, 2026



More than 300 wineries and 1,700 wines took part in Madrid Top Wine by Peñín 2026, a trade fair in the Spanish capital that organizers said is entering a more international phase while keeping quality as its main selection standard.

The event was held on Monday, November 16 and Tuesday, November 17 at IFEMA Madrid and marked the first edition under the Madrid Top Wine by Peñín name. It was backed by the regional government of the Community of Madrid, which used the gathering to underline its support for premium wine production and for Madrid's role as a business hub for the industry.

The fair brought together wineries, distributors, buyers, sommeliers and other trade professionals. According to organizers, all wines presented had received scores between 90 and 100 points in the 2027 edition of the Peñín Guide, one of Spain's best-known wine references. That requirement, they said, is meant to set the event apart from other industry fairs by limiting participation to wines that have already received high ratings.

Inés Satrústegui, chief executive of Peñín, said the rebranded fair is intended to strengthen its reach outside Spain while keeping quality as the only selection criterion. The company's strategy reflects a broader effort to position Madrid not only as a domestic showcase for Spanish wine, but also as a meeting point for international producers and buyers.

Jorge Rodrigo, the Community of Madrid's regional minister for environment, agriculture and interior, opened the event. In remarks released by organizers, he said the fair could help strengthen the wine sector, support its commercial development and turn professional contacts into lasting business relationships.

The regional government also used the event to highlight local production. Wines from the D.O. Vinos de Madrid appellation were given a dedicated institutional space at the fair, alongside 15 microproducers that presented small-scale projects to trade visitors. The regional presence fit into a wider effort by Madrid officials to raise the profile of local wineries in a market where larger and more established Spanish regions often draw more attention.

Organizers also emphasized the fair's international dimension. Wineries from Germany, Argentina, the United States, France, Georgia and Portugal were represented, adding a cross-border element to an event that has traditionally focused on Spain's premium wine segment. That mix of domestic and foreign producers is part of the new format's

stated goal of giving the fair a broader commercial and professional scope.

The professional program included a series of tastings and discussions aimed at buyers and industry specialists. On Monday, November 16, the schedule featured seven tastings led by the regulatory councils of Rioja, Valencia, Campo de Borja, Cava, El Hierro and Terra Alta, as well as the wine group Zamora Company. Those sessions were designed to give participants a focused look at specific regions, styles and producers.

On Tuesday, November 17, the program shifted its attention to Madrid wines and to the international standing of Spanish wine. Activities promoted by the D.O. Vinos de Madrid were paired with a roundtable on how Spain's best wines can build greater prestige abroad.

That discussion, titled Creating International Prestige With the Best Spanish Wines, was moderated by Pedro Ballesteros, a Master of Wine, and included Meritxell Juvé, chief executive of Juvé & Camps Prime Brands; Pedro Ruiz Aragoneses, chief executive of Grupo Alma Carraovejas; Xandra Falcó, president of Círculo Fortuny; and Satrústegui. The panel reflected one of the central issues facing Spanish wine producers: how to convert strong quality credentials into stronger international brand recognition and pricing power.

Spain is one of the world's largest wine producers, but the industry has long faced pressure to improve margins and global positioning, especially in premium categories. Events such as Madrid Top Wine by Peñín are aimed at helping wineries reach importers, distributors and other decision-makers who can influence both sales and reputation in foreign markets. By concentrating highly rated wines in one place, the organizers are seeking to make the event more useful for professionals looking for a curated selection rather than a broad consumer-facing showcase.

The fair's backers also see a local economic role for Madrid. While the region is not Spain's biggest wine-producing area, it has advantages as a transport, trade and events center. Holding the gathering in the capital allows organizers to draw producers from across Spain and abroad while making it easier for buyers and media to attend.

Madrid Top Wine by Peñín’s organizers said the event is meant to consolidate the city’s place as a center for wine business, professional recommendation and promotion of quality wines. The 2027 edition is scheduled for November 29 and 30, 2027, again at IFEMA Madrid.