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Aragon Opens 2027 Export Promotion Aid to Help Wineries Reach Non-EU Markets

Applications run from November 20 through December 31, with each winery limited to requests worth no more than 5% of the annual promotion budget

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The Government of Aragon has opened a new round of public aid for wine promotion in markets outside the European Union, creating a financing channel for wineries in the Spanish region that want to expand their presence abroad in 2027.

The call was published on Thursday, Nov. 19, in the Official Gazette of Aragon through Order AGA/1681/2026, dated Nov. 7. It was issued by Aragon's Department of Agriculture, Livestock and Food, the regional body responsible for farm policy and agricultural market programs.

Applications will be accepted from Friday, Nov. 20, through Dec. 31. The program covers promotion and communication activities tied to wine in non-EU markets. The eligible actions are scheduled to run from March 1, 2027, through Dec. 31, 2027, and will be charged to the 2028 financial year.

The order sets one clear limit for applicants: the subsidy requested by each wine company cannot exceed 5% of the total budget of the relevant promotion intervention for that financial year. The order does not present that figure as the share of expenses that will be reimbursed. Instead, it is a ceiling on how much a single company can request under the program.

That distinction is important because the call does not yet establish the final aid intensity for each project. It also does not amount to grants already awarded. The publication opens the application process and defines the framework for companies seeking support, but approvals and final funding levels will depend on the review of submitted proposals.

The measure is aimed at helping wineries based in Aragon strengthen commercial diversification beyond the EU. For wine producers, promotion in overseas markets can include actions intended to improve visibility, support brand positioning and expand sales opportunities in destination countries outside the bloc.

The financing section of the order does not specify a total amount in euros for the call. It therefore sets procedural and eligibility conditions without disclosing an overall budget figure in the published notice. The available information also does not show any budget change from the previous call.

Aragon is one of Spain’s wine-producing regions, and the regional government has used its agriculture department to manage market support tools for the sector. By launching this call, the administration is offering a specific route for wineries to seek public backing for export promotion efforts during the 2027 activity period.

The primary source for the measure is the Official Gazette of Aragon, on the government’s BOA website, which published the full text of Order AGA/1681/2026 on Thursday, Nov. 19.