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Rioja's budget totals $17 million in 2024

Rioja's Strategic Investments: A Roadmap for Wine Excellence and Sustainability

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In Spain, the Regulatory Council of the Qualified Designation of Origin (DOCa) Rioja, the Spanish body legislating and regulating the quality of Rioja wine, has demonstrated its steadfast commitment to promotion and market position strengthening by approving a notable budget for the year 2024, amounting to €15,721,698.45 ($17,090,586.24 approximately). Financed by the wineries and viticulturists constituting the

Denomination, this figure represents a concerted effort to face a year anticipated to be full of challenges and potential uncertainties for the wine sector.

This year's budgetary approach continues to place a strong emphasis on promotion, allocating over €9.3 million ($10.11 million), approximately 59% of the total resources. This focus is strategic, as promotion has been established as a key pillar for Rioja wines. In an increasingly competitive and saturated global market, investment in promotion is crucial for maintaining and enhancing Rioja's presence, both nationally and internationally.

Among the notable initiatives is participation in renowned events, such as the Prowein fair, where Rioja will have a sizeable institutional stand. These events provide an excellent platform for international exposure and recognition, enabling Rioja wines to capture the attention of a diverse and specialized audience. The presence in exhibitions in cities like Mexico City, Chicago, Toronto, Edinburgh, Shanghai, and Madrid underscores the internationalization strategy of DOCa Rioja.

Digitalization and education also hold prominent positions in the Regulatory Council's plans. Projects like the Rioja Wine Academy, and the launch of new educational formats such as "Rioja Camp", aim at loyalty building and attracting new audiences, adapting to current trends in wine consumption and new learning and communication dynamics.

Furthermore, the Regulatory Council does not overlook the importance of quality, as reflected in the recent implementation of the sensory control plan of the Tasting Panel and the use of Artificial Intelligence for the improvement of vineyard control. These initiatives seek not only to maintain the quality standards that have made Rioja a benchmark in the world of wine but also to continuously improve them.

Enotourism and sustainability are two other fundamental pillars in the DOCa Rioja's Strategic Plan 2021-2025. These aspects, increasingly valued by consumers, are crucial for a wine industry facing a changing and challenging environment. Investment in these areas not only contributes to the preservation of the region's heritage and natural environment but also strengthens the relationship between Rioja wine and its terroir, a key element in the perception of quality and authenticity by consumers.

The budget approved by the Regulatory Council of DOCa Rioja aligns with a long-term strategic vision, aiming not just to maintain the denomination's relevance in the current market but also to strengthen and expand it. This comprehensive vision ranges from focusing on product quality to innovation in marketing and promotion, and investing in technology and sustainability.

The emphasis on promotion and advertising, especially in the national realm, plays a crucial role in DOCa Rioja's strategy. Advertising campaigns, as well as collaborations with international influencers and specialized media, are essential tools for increasing Rioja brand awareness. In a context where image and perception are as important as product quality, investing in advertising and public relations is a wise and necessary decision.

Another area of focus is support for digitalization, an increasingly indispensable element in an interconnected world. Projects like the Rioja Wine Academy demonstrate a clear understanding of the importance of adapting to new technologies and forms of communication. Digitalization not only facilitates the dissemination of knowledge and culture of Rioja wine but also opens doors to new markets and demographics, especially among younger consumers.

The Regulatory Council also shows a clear understanding of the importance of enotourism, a rapidly growing sector. Wine-linked tourism offers a unique opportunity for visitors to experience the region, its culture, and products in a direct and personal way. Investments in this sector benefit not only the wine industry but also the local economy of the region, fostering more comprehensive and sustainable development.

Regarding sustainability, DOCa Rioja recognizes the importance of responsible and environmentally friendly viticultural practices. In a world increasingly aware of climate and environmental challenges, sustainability has become a decisive factor for many consumers. Investing in sustainable practices is not just an ethical responsibility but also a smart business strategy.

With this budget, the Spanish Regulatory Council of Rioja positions itself not only as a defender of quality and tradition but also as an innovator and leader in adapting to the global market. The combination of promotion, quality, innovation, and sustainability

forms a robust and well-balanced strategy aimed at ensuring not just the survival but the flourishing of DOCa Rioja in the coming years.