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From Italy to Spain: Wine City Title Passes

Italian authorities hand over title, reflect on successful year

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Cariñena (Spain) has officially been named European Wine City 2025, taking over from the Italian region of Alto Piemonte and Gran Monferrato during a ceremony held Tuesday at the Town Hall of Casale Monferrato, Italy. This event marks the beginning of

a year in which the Zaragoza town and its Denomination of Origin (D.O.) will play a leading role in Europe's wine scene, under the coordination of the European Network of Wine Cities (RECEVIN), which represents more than 600 cities across 11 countries.

The Spanish delegation was led by Sergio Ortiz, mayor of Cariñena, and Antonio Ubide, president of the D.O. Cariñena. Both officials emphasized the importance of this recognition and outlined the key events and initiatives planned for the coming year. Ortiz announced an extensive program featuring cultural activities, conferences, and festivals, highlighting the inclusion of the renowned Aragonese painter Francisco de Goya, who was born in Fuendetodos, a town connected to the D.O. Cariñena. The mayor stated that incorporating Goya into the initiatives would strengthen the relationship between art, culture, and wine while underscoring the project's impact on the Aragón region.

One of the most anticipated events is the inauguration of the renovated Environmental Interpretation Center of the Vineyard and Wine of Cariñena, which will serve as a hub for visitors and viticulture specialists. Additionally, the premiere of the film Cariñena, vino del mar by Aragonese filmmaker Javier Calvo is scheduled. Shot in the municipalities that comprise the D.O., this film seeks to celebrate the region's winemaking tradition and historical significance while promoting wine tourism in the area.

Antonio Ubide highlighted the community-focused nature of the project, noting that its benefits will extend beyond Cariñena to the 16 municipalities within the Denomination of Origin and other wine-producing areas of Aragón. He stated that this European recognition is a pivotal platform for boosting wine tourism and promoting Aragonese wines in international markets.



The ceremony in Casale Monferrato included an official reception, visits to wineries and historic landmarks in the Italian region, and concluded with the formal transfer of the title. Italian authorities reflected on their achievements during 2024, while the Cariñena representatives pledged to continue showcasing the cultural, scenic, and gastronomic richness tied to wine.

This accolade not only solidifies Cariñena's position in the wine industry but also creates new opportunities to enhance Aragón's wine identity at the European level. Throughout 2025, the city and its surrounding areas will implement a schedule that blends tradition and innovation, placing wine at the core of the region's culture and economy.