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Navarra wine exports to Denmark surge as promotional event draws strong interest in Copenhagen

Danish market sees 172 percent growth in Navarra wine imports, signaling new opportunities for Spanish producers in northern Europe

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The Navarra Wine Regulatory Council has taken a significant step to boost its wine exports in Denmark by organizing a professional event in Copenhagen. This commercial mission, held in early June 2024, aimed to strengthen the presence of Navarra wines in the Danish market, which has seen remarkable growth this year. According to official data, exports from the Navarra Denomination of Origin (D.O. Navarra) to Denmark increased by 172% compared to the previous year, surpassing 130,000 liters sold.

The event took place at an exclusive gastronomic venue in central Copenhagen and was attended by a select group of wine professionals. Importers, buyers, sommeliers, and specialized journalists from Denmark were invited. The focus was on creating direct business opportunities and fostering relationships between Danish professionals and Navarra wineries.

Seven wineries from D.O. Navarra participated: Bodega Inurrieta, Bodegas Marco Real, Bodega Otazu, Quaderna Vía, Señorío de Sarría, Tandem, and Pago de Larrainzar. Each winery presented its range of wines and shared its history and philosophy with attendees. The program included a walk-around tasting session, business-to-business meetings, and a masterclass led by Anders Halskov-Jensen. Halskov-Jensen is a well-known Danish sommelier and winner of Masterchef Denmark. He guided participants through a tasting of selected Navarra wines and provided insights into their characteristics.

Attendees showed strong interest in the wines and engaged actively with all participating wineries. Many expressed curiosity about the diversity of styles and the quality of the products. According to organizers, this positive response suggests promising commercial prospects for Navarra wines in Denmark.

Although Denmark is not traditionally one of the main export markets for D.O. Navarra, recent figures show growing demand. The sharp increase in exports this year motivated the Regulatory Council to organize this targeted promotional action in Copenhagen. Puy Trigueros, manager of the Regulatory Council, explained that Denmark serves as a strategic entry point to Nordic countries because it has fewer import barriers than neighboring markets with state monopolies. She noted that Danish consumers have a strong interest in wine, and most restaurants offer extensive wine lists featuring

international selections.

Trigueros emphasized that the goal of the event was to facilitate direct contact between Navarra wineries and Danish importers to establish stable distribution channels. She described the outcome as very positive for a first encounter and expressed hope that these efforts will lead to further actions in Denmark in coming years.

This commercial mission aligns with D.O. Navarra’s broader strategy to support its wineries in expanding into international markets. The initiative also reflects current trends in global wine consumption and seeks to capitalize on new growth opportunities for Spanish wines abroad.

The event was made possible through collaboration with the Government of Navarra and funding from the European Agricultural Fund for Rural Development. Organizers believe that continued investment in international promotion will help consolidate Navarra’s position as a leading Spanish wine region on the global stage.