



European Quality Garnacha/Grenache: The New Hit Grape from the Old World

Spain and France join forces with the European Commission to unveil the grape's true potential in North America

New York, NY, August 17th 2017 – **Garnacha Origen Association** and **Wines of Roussillon** (Conseil Interprofessionnel des Vins du Roussillon) are thrilled to announce their alliance in launching **“Garnacha/Grenache: The New Hit Grape from the Old World,”** a three-year European Union co-funded campaign to **raise awareness of European quality Garnacha/Grenache wines in the USA and Canada.** Garnacha, also known by its French *nom de vin* Grenache, is one of the **world's oldest** and **most widely planted** wine grapes. Luscious, fruity and very diverse, it is **perfectly suited to Europe's Mediterranean climate and terroirs**, where it can reveal its most intense and enamoring expressions.

European quality Garnacha/Grenache has been gaining momentum and appreciation amongst American wine trade professionals, who recognize Euro-Mediterranean wine producers' efforts in breaking new levels of quality:

“Our Garnacha offerings have long been a favorite internally; it is great to see that consumers are recognizing the value of this varietal. Each year, our *Vinas Viejas* and joven Garnacha showcase the dynamic growing conditions of the region,” stated **Julia Nader, Director of Marketing with the E&J Gallo Winery**

In fact, this growing appreciation is clearly expressed by export trends of Garnacha/Grenache-based wines from both Spain and France. **From 2014 to 2016, Garnacha/Grenache's market share has extraordinarily increased by 34% in terms of value, going from 12.2 million USD in 2014 to 15.1 million USD in 2016.** However, Garnacha/Grenache has yet to become a mainstream variety in the minds of American consumers. The Garnacha/Grenache campaign will aim to change that, in order to make the grape a staple in both wine stores and restaurants.

“Our objective with this campaign is to increase the competitiveness of EU quality wines, specifically those produced with the Garnacha/Grenache grape, by increasing its awareness as an EU agricultural product and raising the grape's profile in high growth third countries, including the USA and Canada,” said **Sofia Gonzalez, Manager of European Garnacha/Grenache Quality Wines Program.**

Launching in 2017, the campaign will peak on September 15th 2017 (Garnacha/Grenache Day), during which consumers will be able to discover more about the grape through tastings in stores and restaurants, virtual tastings on Twitter, social media activations and the walk-around Wine Fest tastings.

With red and white, rosé, and even sweet and sparkling wines, Garnacha/Grenache is capable of great diversity. Characterized by excellent balance and an expressive nature, Garnacha/Grenache is sometimes dubbed the most food-friendly grape in the world, and is widely available at less than \$25 a bottle, making it ideal to please Americans' growing curiosity and appreciation for high-quality wines.

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About Garnacha Origen Association

The **Asociación para la Promoción del Vino de Garnacha** (Garnacha Origen) regroups 5 Spanish Protected Designations of Origin (Somontano, Terra Alta, Cariñena, Calatayud and Campo de Borja), and their stakeholders, including individual producers, agricultural research institutes like CITA (Agrifood Research and Technology Centre of Aragon) and other public organizations like AREX (Aragón's Foreign Trade and Invest Agency). Founded in 2014 to promote PDO Garnacha-based quality wines, it is the largest Garnacha wines promotion conglomerate in Spain and in the EU. All of the wines promoted by Garnacha Origen are monovarietal Garnacha wines (>85% of their content, according to European rules) and are PDO certified. With about 5,500 winegrowers and 144 wineries, Garnacha Origen's five PDOs cultivate 34,945 hectares of vineyards and produce 750,000 hl of wine (season 13/14), with an average yield of 20 hl/ha.

For more information, please visit www.garnachaorigen.com

About Wines of Roussillon

Shaped like an amphitheater and nestled in the South of France between Spain, the Mediterranean Sea, the Pyrenees & the Corbières Mountains, Roussillon is known for its diversity of wines and terroirs. The region's unique geology and microclimates allow each of the 25 authorized grape varieties to reach its fullest expression in these soils. Bringing together a small community of 2,200 winemaker families, 25 coops and 350 private cellars, the sunniest region of France produced 604 457 hl in 2016, with an average yield of 29 hl/ha. With its unique patchwork of micro-terroirs, Roussillon offers a diverse range of wines in all colors (14 PDOs & 3PGIs) including dry still wines and Vins Doux Naturels (Fortified Sweet Wines).

For more information, please visit www.winesofroussillon.com

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