



GARNACHA GRENACHE

EUROPEAN QUALITY WINES

FROM FRANCE AND SPAIN

European Garnacha/Grenache, latest trend at New York's largest trade show, Vinexpo America

The Asociación Garnacha Origen from Spain and the Conseil Interprofessionnel des Vins du Roussillon (CIVR) from France, showed the many qualities of Garnacha/Grenache, and the history that surrounds it, to the American public at New York's most iconic industry trade show, Vinexpo America.

This special variety is booming in the USA and is making progress in terms of consumption, according to the recent survey conducted by Wine Intelligence.

New York, March 2023. The European [Garnacha/Grenache](#) grape seduced Americans attending **Vinexpo America** on March 8th and 9th in New York City -the most emblematic fair of the wine sector- for several reasons: for its long and interesting history, its European origin and quality standards (its European Quality Systems), its Geographical Indications (PDO and PGI), its food safety, traceability, labeling and nutritional aspects related to the environment and sustainability. The attendees came to stand number 208 to taste them and discover the wide variety of Garnacha/Grenache wines available, their excellent taste and pairing capability.

This special variety is booming in the USA and is making progress in terms of consumption. A study carried out recently by Wine Intelligence shows that 22% of regular wine drinkers in the US (those who drink wine at least once a month) have tasted Garnacha/Grenache in the last six months, six points more than in the last year, which is a considerable advance with respect to other varieties.

The increase in consumption in the US is based on a greater demand for both red and white, whose market penetration has increased from 8% in 2022 to 13% in 2023, and from 11% in 2022 to 14% in 2023, respectively, according to the recent survey conducted by Wine Intelligence of people over 21 years of age from January 2022 and January 2023.

The perception of the quality of this peculiar variety has also increased among the US public. Eighty percent of red and white Grenache consumers consider Garnacha wine to be high-quality

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top-rated wines from Grenache/Grenache producing countries in Europe (Northeast Spain and South of France, Roussillon) with an 8.3 out of 10.

In Vinexpo, the Asociación Garnacha Origen from Spain and the Conseil Interprofessionnel des Vins du Roussillon (CIVR) of France organized a masterclass entitled "**Introduction to Garnacha/Grenache Quality Wines**" by one of the world's leading experts Eric Aracil, Associate Manager of this program, and Carolina de Funes, Manager of this program, European Garnacha/Grenache Quality Wines. It was a successful event because it was attended by many people that exceeded all expectations.

Eric Aracil and Carolina de Funes brought to the public the necessary knowledge about the Garnacha/Grenache grape; they explained its great capacity to adapt to different climatic changes and its excellent response in ripening and winemaking have made it the preferred grape of the American public, wineries, and professionals.

The public attending this masterclass also had the opportunity to taste these excellent wines and learn first-hand about their European quality standards.

The International Competition Grenaches du Monde moves to the USA

New developments were also announced at **Vinexpo America: The International Competition Grenaches du Monde** will be held this year for the first time in the heart of New York City under the slogan "From Europe to the World". Attendees were also informed of the pre-celebration of International Garnacha/Grenache Day, which will take place on September 14th at a magnificent gala in New York City, where the winners of the 11th edition of **The International Competition Grenaches du Monde** will be honored. A unique opportunity that wine lovers should not miss.

These activities are part of a promotional campaign co-financed by the E.U., "**European Garnacha/Grenache Quality Wines**", which will run until February 2024.

About Asociación Garnacha Origen from Spain

The Asociación Garnacha Origen brings together five Spanish Protected Designations of Origin (Somontano, Terra Alta, Cariñena, Calatayud and Campo de Borja) and their stakeholders, including individual producers, agricultural research institutes such as CITA (Aragon Center for Agrifood Research and Technology), and other public organizations such as AREX (Aragon Foreign Trade and Investment Agency). All the wines promoted by Garnacha Origen are single-varietal Garnacha (>85% of their content, according to European regulations) and have PDO certification. With some 5,500 viticulturists and 144 wineries, the five PDOs that primarily cultivate Garnacha cultivate 34,945 hectares.

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About Wines of Roussillon

Shaped like an amphitheater and nestled in the south of France, between Spain, the Mediterranean Sea, the Pyrenees, and the Corbières mountains, Roussillon is known for its diversity of wines and terroirs. The unique geology and microclimates of the region allow each of the 25 authorized grape varieties to reach their maximum expression in these soils. The region encompasses a community of 2,200 winegrowing families, 25 cooperatives, and 350 private wineries. With its unique mosaic of microterroirs, Roussillon offers a diverse range of red, white, and rosé wines (14 PDOs and 3 PGIs), including dry still wines and Vins Doux Naturels (fortified sweet wines). www.winesofroussillon.com

For more information, contact:

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