



# GARNACHA GRENACHE

## EUROPEAN QUALITY WINES

FROM FRANCE AND SPAIN

## Consumers of Garnacha/Grenache in the USA rate these European wines 8.3 out of 10

*The European [Garnacha/Grenache](#) quality wines won over the gastronomy and hospitality professionals in two walk-around tastings held on April 24 and 26 at emblematic gastronomic venues in Chicago and Los Angeles.*

*A recent study carried out by **Wine Intelligence** in the United States, indicates that 80% of wine consumers score wine made in Europe, with Garnacha Tinta and Garnacha Blanca, 8.3 out of 10 and consider them to be of high quality.*

**May 2023. European Garnacha/Grenache** variety was the star of two walk-around tastings held in Chicago on April 24 -at the emblematic Bar Avec- and in Los Angeles on April 26 -at the new Girl & the Goat restaurant, run by Chef Stephanie Izard, winner of the fourth season of “Top Chef”. Both events were organized by the **Asociación Garnacha Origen from Spain** and the **Conseil Interprofessionnel des Vins du Roussillon of France** and focused on showing the **European Garnacha/Grenache** universe to professionals from the hospitality and gastronomic world (sommeliers, restaurant experts, distributors, importers, and the media). All who witnessed the benefits of this peculiar European variety like its exquisite taste, its ability to pair with food and its European quality values.

The perception of the quality of **European Garnacha/Grenache** has risen in the US. According to a study carried out by **Wine Intelligence**, 80% of consumers of Garnacha Tinta and Blanca in this market consider wines from the countries producing this grape in Europe (northeastern Spain and southern France) to be of high quality and rate them 8.3 out of 10. This increase is explained by a greater demand for both red and white, whose penetration has risen 5 points and 3 points, respectively, in one year, according to the aforementioned survey of people over 21 years of age between January 2022 and January 2023.

The growing interest of the US public in European **Garnacha/Grenache** was evident at the **two walk-around tastings in the US** where **Garnacha/Grenache** captivated the professional public through a tasting, a visit with the main producers of the '**European Garnacha/Grenache Quality Wines**' program and through a seminar given by Eric Aracil, Associate Manager of this project, and Carolina de Funes, manager of the same European program.

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Both explained the history behind **European Garnacha/Grenache**, how it is grown in a sustainable way and the whole winemaking process in which the most traditional and the most avant-garde technology are combined. With these promotional actions, the attendees were able to taste this peculiar variety that is currently trending in the US due to its European origin and its sustainable cultivation and winemaking process.

According to US Customs data analyzed by the **Spanish Wine Market Observatory (OeMv)**, the United States increased its wine imports by 3.3% in volume and 3.7% in value during 2022, to 1,437 million liters and \$7,321.3 million. These are the largest purchases of wine made by the United States to date, after breaking records in 2021, when its imports already grew at an exceptional rate after a poor 2020 in terms of value.

During this evolution, **European Garnacha/Grenache** is making progress in the US and is chosen by wine consumers for all its traceability and versatility qualities. 22% of regular wine consumers in the US (those who drink wine at least once a month) have tasted **Garnacha/Grenache** in the last six months of 2022, six points more than in the same period of the previous year, which is a considerable advance over other varieties, according to **Wine Intelligence**.

### **The International Competition Grenaches du Monde moves to the U.S.A.**

The **INTERNATIONAL COMPETITION GRENACHES DU MONDE** will be held in New York for the first time. Until now, it has been held in Europe. This great news was announced to industry professionals at walk-around tastings in Chicago and Los Angeles. Attendees were also informed about the celebration of the pre-International Grenache Day, which will take place at a magnificent gala in New York City on September 14, in which the winners of the 11th edition of the **International Competition Grenaches du Monde** will be honored.

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

### ***About Asociación Garnacha Origen from Spain***

*The Association for the Promotion of Garnacha Wine (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 ARES*

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*(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.*

### **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](http://www.winesofroussillon.com)*

### **For more information, contact:**

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