

# Grandes de La Rioja

## Tasting event notches up a decade

This year the event will be held from 11th to 14th September

The trade tasting event, Grandes de La Rioja, now in its sixth edition, is to make some changes to its usual dates and format. These latest innovations do not involve substantial differences to the event's overall philosophy, with which the

La Rioja Regional Government aims to offer a spectacular showcase of the very best wines from the region's bodegas.

Grandes de La Rioja started life in the year 2000 from an idea developed by journalist Andrés Proensa, editor of PlanetAVino magazine and the Guía Proensa, who, ten years later, still heads the event. This trade tasting event is an activity created to form part of the Foro Mundial del Vino (World Wine Forum), the biennial technical congress organised by the La Rioja Regional Agriculture, Livestock and Rural Development Agency.

In every one of the previous five editions, held in spring, the invited trade journalists from around the world had more than a hundred wines from as many Riojan bodegas at their disposal; each wine carefully chosen by the bodegas and subject to a prior selection process by the organisers.

All together, in previous editions, a total of 575 wines have been tasted, to which has to be added those offered straight from the bodega by the fifty winemakers who were visited by over two hundred trade journalists; half from Spain and half from more than 30 countries in Europe, America, Asia and Australia.

On this occasion, the date for the sixth edition has been changed to the month of September, to be more precise, from 11th to 14th. This will also be the first time that the wine to be tasted will not be chosen by the bodegas but by the event's organising committee.

The organisers will base their choice on two criteria. First, they will choose those wines given the best ratings by the five most important wine guides published in Spain (Anuario de Vinos, Peñín, La Guía, Gourmets, and Proensa). And second, this important list of wines will be rounded off with a series of wines which were highlighted in previous editions of Grandes de La Rioja, as well as some particularly noteworthy new wines.

As a result, sixty wines will be selected to form part of three theme tastings which are interwoven into the habitual tasting sessions and which on this occasion will be devoted to white wines, grandes reservas, and fine wines. All of which comes to a total of around a hundred wines plus those offered by the twelve bodegas hosting the forty Spanish and international journalists who are invited to participate in the programme, which will be spread over two days of tastings and the two days previous.

As part of the La Rioja Capital activity plan carried out by the La Rioja Regional Government since February 2010 through March 2011, the Grandes de La Rioja 2010 trade tasting event is a showcase aimed at boosting wines from La Rioja via its most prestigious bodegas and wines. The event brings together an extensive selection of products ranging from the most traditional wines, represented by grandes reservas, and the booming white wine sector, to wines which can be bought in European stores all with the internationally recognised unparalleled quality of La Rioja.

Grandes de La Rioja is organised by the La Rioja Regional Agriculture, Livestock and Rural Development Agency, and directed and coordinated by VadeVino Editorial. This tasting event does not benefit from the collaboration or participation of any other entity in any of its organizational aspects.