

Wine Pleasures

Congreso Internacional de Enoturismo

CONFERENCE PROGRAMME

2nd INTERNATIONAL WINE TOURISM CONFERENCE

2º CONGRESO INTERNACIONAL DE ENOTURISMO

Barceló Hotel Montserrat (Barcelona)

www.winepleasures.com

1-4 February 2010

organizado por:

Wine Pleasures

WINE TASTING TOURS

www.winepleasures.com



WELCOME FROM WINE PLEASURES

Dear Delegate

It is my great pleasure to welcome you to the 2nd Wine Pleasures International annual Wine Tourism Conference in the Barceló Hotel Montserrat in the High Penedès wine region of Catalonia, Spain. The team at Wine Pleasures have been working hard over the last year to make sure you have a stimulating and fruitful conference. I hope it proves to be professionally rewarding and also personally enjoyable.

We have read the feedback on last year's conference with care and have responded by making a number of refinements which I hope will make your time here as pleasant and rewarding as possible. We are happy to offer you free WIFI access, space for networking, discussion panels, a programme of evening activities and coach trips to nearby wineries. Please remember to sign up for the coach trips as each one has a limited number of places.

We have four world-class plenary speakers as well as over 40 sessions consisting of talks, workshops, panel discussions and more.

We would like to extend a very warm welcome to first-time delegates. Attending a fairly large international conference can be a daunting experience. We hope you will find the social activities particularly helpful in orientating you and enabling you to meet new friends.

If you are a wine, food or travel blogger or from the media, you have the opportunity to attend the Pre-Conference event on Sunday 31st January. You will visit first the Jean Leon winery followed by a visit to a new winery on the scene, Mas Rodó followed by a "Paella de Montaña" lunch in the winery. Later, back at the hotel there will be live blogging "Cavas from Spain". Please remember to sign up for this as there are only 15 places.

There are many people to thank for their contributions in putting on this event. Our sponsors, exhibitors, committee members, organisers and participants.

This annual conference aims to be best known for its friendly and relaxed atmosphere, where wine tourism and related professionals from many countries are able to network, discuss and socialise.

Welcome to Catalonia. Enjoy meeting old friends and making new ones. Most of all, I hope you look back on your Catalonian experience as memorable.

Anthony Swift
Director Wine Pleasures

Ven y degusta el turismo del vino y el cava del Penedès

Un universo de matices. Una tierra para ser saboreada



Pasea entre viñedos, a pie o en bicicleta



Saborea la gastronomía y el encanto de los alojamientos entre viñedos



Degusta y visita sus cavas y bodegas



Vive y participa de sus fiestas, mercados y tradiciones



Descubre el patrimonio y su paisaje

enoturismepENEDÈS

el aroma de una tierra

turisme
Alt Penedès
Consorci de promoció turística

Desde Vilafranca del Penedès a 60 Km. de Barcelona
y a 55 Km. de Tarragona

www.enoturismepenedes.cat

GENERAL INFORMATION

WELCOME

Welcome to this year's Wine Pleasures International Wine Tourism Conference.

The annual conference is best known for its friendly and relaxed atmosphere, where wine and tourism professionals from over 30 countries are able to network, discuss and socialise.

You can enjoy four plenary sessions and more than 40 sessions consisting of talks, workshops, panel discussions and activities and more.

IMPORTANT PROGRAMME NOTE

This conference programme contains full information on the talks. This information replaces the provisional preview programme found on our website at www.winepleasures.com. Please note that the information contained in the preview brochure is no longer current.

PROGRAMME CHANGES AND CANCELLATIONS

Changes made to the programme after the printing of this Conference Programme will be displayed on a notice board located in the foyer in the hotel.

REGISTRATION & CONFERENCE OPENING TIMES

Registration		Conference talks	
Sunday	17.00 – 20.00		
Monday	08.30 – 18.30	Saturday	09.30 – 18.00
Tuesday	08.30 – 18.30	Sunday	09.30 – 18.00
Wednesday	08.30 – 15.00	Wednesday	09.30 – 19.00

REGISTRATION

Your name badge entitles you to access all sessions and priority enrolment for evening events*. Please note the room capacity for each session, shown on the left-hand column of the presentation pages. Access to sessions is strictly by badge only and is on a first-come-first-served basis.

*Tickets are required for evening activities as there are a limited number of places available for each one. On-site activities (i.e. those in the hotel) are free and off-site activities cost 10 Euros. Tickets are again available on a first-come-first-served basis. Please see the Conference Programme for details of evening events and make sure you check the foyer notice board for changes.

CERTIFICATE OF ATTENDANCE

Certificates of Attendance are available for delegates if required from the Information Desk located in the foyer of the hotel. There is an admin charge of 2 Euros for each Certificate.

MESSAGES

A Message Board will be located in the foyer of the hotel. You are welcome to leave messages for other delegates. Please look frequently at the message boards for any messages which may have been left for you.

Please also check the presentation notice board, also located in the hotel foyer, for changes and cancellations to the programme.



**D.O.Q PRIORAT
D.O TERRA ALTA
D.O MONTSANT**

**D.O CAVA
D.O RIOJA
FERRE I CATUSÚS OIL**

FERRÉI Catusús

VINS I CAVES

Masia Gustems S/N
Crta. Sant Sadurni Km 8.
08792 La Granada
BARCELONA, SPAIN
+34 93 897 4558

THANK YOU

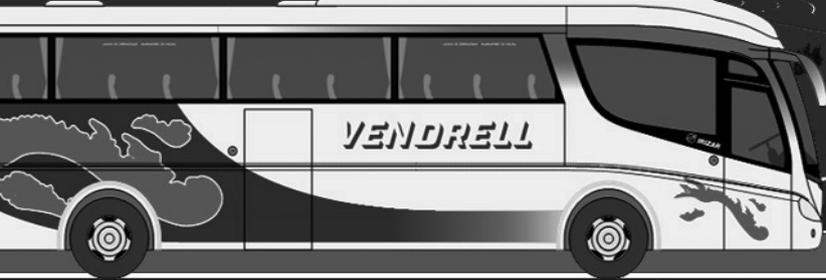
Wine Pleasures would like to thank and acknowledge the following companies for their generous contribution to the success of the International Wine Tourism Conference and Workshop:

Patronat de Turisme de la Diputació de Tarragona; **Patronat de Turisme de Subirats** for sponsoring parts of the 6th Wine Pleasures Fam Trip; **Hotel Mas Passamaner**, **Masía Olivera** and **Hotel Montbrió** for hosting the Fam Trip Group in their respective hotels; **Barceló Hotel Montserrat** for sponsoring the Wine Tourism Workshop dinner for Tour Operators; **Antonio Mascaró**, **Bodegas Pinord**, **Torrens Moliner** and **Cavas Vilarnau (Grupo González Byass)** for sponsoring the winery visits in the After-Conference Programme; **Consorti de Promoció Turística de l'Alt Penedès** for sponsoring the Conference Programme; **Vinos de Bulgaria** for sponsoring the Bulgarian wine tasting evening; **Movimento de Turismo** for sponsoring the wines from Italy tasting; **Jamesons Whiskey** for sponsoring the whiskey tasting; **Aguas Font Vella y Lanjerón** for sponsoring the Water and Wine Matching session and for providing water for all of the wine tastings included in the Conference Programme; **Consell Regulador DO Terra Alta** for sponsoring the Garnachas from Terra Alta wine tasting.

Cava Birdié, **Antonio Mascaró** for providing Cavas for the Cava tasting; **Santiago Rams** for showing us how to cut Iberian ham and match it with wines; **Jean Leon and Mas Rodó** for offering a winery visits in the Pre-Conference Event; **Mas Rodó** again for sponsoring a *Paella de Montaña* lunch at the winery for delegates. And a big thank you to the many people who have helped out making this unique event a success.

Wine Pleasures is most grateful for the support from all these companies. We are always looking for new support and new ideas to be sponsored to enable Wine Pleasures to host a memorable conference and workshop for all participants. If you are interested in sponsoring a part of the Wine Tourism Conference and Workshop in 2011 to be held in Portugal, please contact the Wine Pleasures Office: T. +34 93 897 70 48 or E. info@winepleasures.com

See you in Portugal in 2011!



AUTOCARS

VENDRELL

TURISME VITIVINÍCOLA

Autocars Vendrell compta amb una gran entre les terres de la comarca barcelonina extensions de vinyes i cellers al llarg de les et permetran descobrir tot un món, una la seva identitat vitivinícola.

TURISMO VITIVINÍCOLA

Autocars Vendrell cuenta con una viajeros a través de las tierras de la rica por sus extensiones de viñedos y poblaciones que la componen.

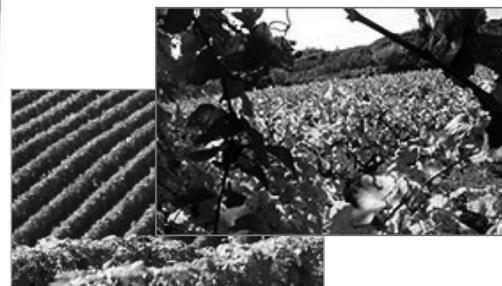
THE WINE TOURISM

Autocars Vendrell has a long and varied experience of passenger transportation within the Alt Penedès region, Barcelona. Many towns of this region are rich in vineyards and cellars.



experiència en el transport de viatgers per de l'Alt Penedès, rica per les seves diverses poblacions que la componen que tradició i una manera de ser, basada en

dilatada experiència en el transporte de comarca barcelonesa del Alt Penedès, bodegas a lo largo de las diversas



AUTOCARS VENDRELL

Autocars Vendrell posa a disposició una flota d'autocars, els més moderns del mercat, totalment equipats amb els més novedosos **sistemes de seguretat mecànics** (ABS, ASR, Anti-Retarder, Canvi automàtic) a més dels **sistemes de seguretat individual** de cada viatger: els **cinturons de seguretat**, instal·lats a cadascun dels seients. Cal afegir ara **l'amplitud d'espai entre els seients** dels nostres autocars de més de 13 metres. Per últim, el llarg recorreguts es fan més distrets gràcies als elements destinats a l'atenció més esmerada nevera, cafetera i lavabo.

AUTOCARS VENDRELL

Autocars Vendrell pone a su disposición una flota de autocares, los más modernos del mercado, totalmente equipados con los más novedosos **sistemas de seguridad mecánicos** (ABS, ASR, Anti-Retarder, Cambio automático) además de los **sistemas de seguridad individual** de cada viajero: los **cinturones de seguridad**, instalados en cada asiento. Aquí queda añadir **la amplitud de espacio entre los asientos** de nuestros autocares de más de 13 metros. Por último, los largos recorridos resultan más amenos gracias a los elementos destinados a la atención más esmerada del pasajero: DVD, servicios de nevera, cafetera y lavabo.

AUTOCARS VENDRELL

Autocars Vendrell's fleet is made up of the most modern coaches on the market. They are fully equipped with modern mechanical security systems (ABS, ASR, Anti-Retarder, Automatic gears) and the most advanced individual security system for the passengers: safety belts installed in each of the seats. It is important to mention the wide aisles in our coaches, which are more than 13 metres long. Finally, time flies on long journeys thanks to the entertainment facilities at the passengers' disposal: DVD, fridge, coffee maker and toilet.



AUTOCARS VENDRELL

Tel 93.892.25.44 – Fax 93.818.15.99

info@autocarsvendrell.com

www.autocarsvendrell.com



GENERAL INFORMATION

INTERNET

Free WIFI access will be provided to all registered delegates. Please ask at reception for the password.

CATERING

Teas, coffees and light refreshments will be available for delegates in the cafeteria of the hotel, during the Conference Programme schedule.

Lunch (for those of you who enrolled before the early bird deadline of 24th January) is included in the price of the registration fee and will be taken in the restaurant located in the hotel. If you registered after the 24th January then your reduced enrolment fee does not include lunch. Therefore, in order to have lunch it will involve queuing and will be on a first-come-first-served basis. Reservations and payments for lunch should be made in the restaurant.

CONFERENCE PHOTOGRAPHY

The editor of the Wine Pleasures Blog will be taking photographs and making videos for use in the blog, on our website, and possibly in other advertising and promotional materials. If you do not wish for your photograph to be used, please inform the editor at the time.

GENERAL

- Please turn your mobile phone/cell phone off during sessions
- Smoking is prohibited inside the hotel and on the external terrace area of the hotel.
- We regret that no responsibility can be taken by Wine Pleasures for the loss of personal belongings or for accidents.

PRE-CONFERENCE EVENT

(to enrol for these activities and excursions please do so at www.winepleasures.com)

The Pre-Conference Event will be held on Sunday 31st January specifically for delegates who are bloggers, media and conference delegates. This year the Pre-Conference Event will be as follows:

09.30 Meeting at the Hotel Barceló Montserrat, La Beguda Baixa.

10.00 Transfer to Torrelavit

10.30 Visit of the **Jean Leon Winery**. The story behind the Jean Leon Winery, in Spain's Mediterranean wine region of Penedes, is literally something out of Hollywood. Born as Ceferino Carrión in Santander, Spain in 1928, Jean León was always ambitious. At 19, he left Spain to find his luck in Paris, New York and ultimately Hollywood. He founded the world famous California restaurant, "La Scala" in Beverly Hills. What many people don't know is that he started the restaurant in partnership with James Dean. The gourmet establishment became the haunt of many famous actors and performers of the time.

However, despite his huge success in America, Jean Leon still missed his native Spain. He decided to use his well-known name (respected in gastronomic and enological circles in the US) to return to Spain and create a world-class winery. That was back in 1963. His was one of the first wineries to pioneer the concept of a "single vineyard estate", virtually unheard of during the Franco years and religious cooperatives. This concept is called *pago* and is still not the norm in Spain. Jean Leon also broke tradition by importing French grape varieties, Chardonnay, Cabernet Sauvignon, Merlot and Cabernet Franc. He believed that these grapes suited the balmy Mediterranean climate perfectly.

As they say, the proof is in the pudding. Jean Leon's wines today are some of the best in Spain. He has a joint partnership with another visionary wine personality, Miguel Torres. The estate is located in a truly privileged position, nestled at the top of a hill with sweeping views of the valley.

12.00 Transfer to Mediona

12.30 Visit of the **Mas Rodó Winery**

"I enjoyed the pleasant contrasts of Mas Rodó, a family-owned and managed winery and vineyard set in the High Penedès, from the unnamed entrance to their deceptively simple-looking bottles of wine. The unidentified gate that turns into a long driveway may confuse some strangers, but once we arrived inside the property, the family was nothing but welcoming and forthcoming. The winery itself has several pretty, old stone buildings, but the heart of it clearly is their Wine Cellar, an arresting stone structure encased in a bright, modernistic, wooden shell. (Notably, this was designed by Carles Sala and was a finalist in Spain's "Living with Wood" architectural competition.) Together these old and new buildings overlook what is one of the largest estates in the region, but surprisingly, the winery maintains relatively low production. And although the winery currently sells only Merlot, Riesling and Montonega, each wine was memorable, and there is the promise of many more varieties to come.

The estate has been growing vines for decades, but Mas Rodó was formed just five years ago. In 2004, the approximate 150-hectare estate was purchased by the Sala family. During the tour, Oriol Sala emphasized the intensive thinning and pruning of vines, hand-harvesting of grapes, a rigorous second-sorting of the harvest, and the resulting low production of wine. These techniques are meant to ensure a quality that sophisticated wine connoisseurs could appreciate, but Mas Rodó's more ambitious goal is to make high quality wine that novices or connoisseurs can understand and enjoy. They hope to achieve this range with their quality standards and marketing and educational efforts. The Mas Rodó bottle label was designed to attract and edify consumers. The front label is simple and elegant, providing only the company name, year, wine, and a brief but vivid description of the wine. The back label provides specific details on the grape, the soil and land it was harvested from, its fermentation process, and even production figures for the vintage.

I am already looking forward to biking through the undulating green hills of Mediona one autumn day, and revisiting Mas Rodó. Perhaps their Muscat will be ready then, or I can enjoy sipping in their Wine Cellar the lovely Montonega, drinking in as well the spectacular views of their vineyard awash in orange and red-golds set against a backdrop of the lush Penedès mountains”.

Anne Shih, wine travel writer for Wine Pleasures.

14.00 **Paella de Montaña** lunch and wine matching at Mas Rodó.

16.30 Transfer to the Hotel Montserrat, La Beguda Baixa and free time.

19.00 **Cava wine tasting** evening with the Cava winemakers themselves. Wine Pleasures will be live-blogging this event. Using 'Cover it Live', we will be providing a play-by-play of the tasting, allowing wine aficionados internationally to interact, ask questions, and generally remain updated on the progress of the conference. If you would like to follow the tasting via Internet, simply go to the Live Blog at www.winepleasures.com. **Room: Terra Alta**

EVENING ACTIVITIES AND EXCURSIONS

(to enrol for these activities and excursions please do so at the Registration Desk)

Sunday 31st January

- **Cava Wine Tasting - Free.** Wine Pleasures will be live-blogging this event. Using 'Cover it Live', we will be providing a play-by-play of the tasting, allowing wine aficionados internationally to interact, ask questions, and generally remain updated on the progress of the conference. If you would like to follow the tasting via Internet, simply go to the Live Blog: www.winepleasures.com. **19.00 Room Terra Alta.**

Monday 1st February

- **Italian Wine Tasting - Free.** Wine Pleasures will be live-blogging this event. Using 'Cover it Live', we will be providing a play-by-play of the tasting, allowing wine aficionados internationally to interact, ask questions, and generally remain updated on the progress of the conference. If you would like to follow the tasting via Internet, simply go to the Live Blog at www.winepleasures.com **18.30 in Terra Alta**
- **Workshop: Iberian Ham. Led by Santiago Rams Mendieta.** Explicación de las diferencias entre los jamones ibéricos, bellota - recebo - cebo, como diferenciarlos y saber de que calidad real es. Trucos de corte y secretos de como conservarlos. Explicación de la forma de vida del cerdo en la dehesa. Porque unos son bellota o recebo o cebo. Diferencias entre ellos. Maneras de identificarlos para que no nos den gato por liebre. Herramientas correctas para cortar el jamón o paleta. Trucos para cortar el jamón de forma magistral. Formas de colocarlo en el plato para una excelencia gourmet. Cómo conservarlo una vez empezado. Solución de problemas cuando estos aparecen. En definitiva todo sobre el mundo del jamón, una exquisitez cada día mas apreciado en los mercados internacionales. Degustación de jamón y propuestas de vinos maridaje. **20.00 in Penedès**

EVENING ACTIVITIES AND EXCURSIONS

(to enrol for these activities and excursions please do so at the Registration Desk)

Tuesday 2nd February

- **Bulgarian Wine Tasting – Free.** Evening with Juan Manuel Gonzalvo (Sommelier) and Nedko Nedev (**Vinos de Bulgaria**) 18.00 Terra Alta
- **Whiskey Tasting – Free** Evening with John Callely of **Jameson Distillery Tours**, Dublin, Ireland 19.30 Terra Alta. This will consist of Jameson (standard) Irish Whiskey, Johnnie Walker Black Label Scotch and Jack Daniels Bourbon. John will talk the group through the smell and taste differences between the categories and outline briefly the distilling process. When everybody has completed the taste test, they will be offered a glass of Jameson in hand - Jameson 12 Year Old will also be on offer.

CONFERENCE PROGRAMME

LANGUAGE

As the Conference is intended for an international audience we have written this handbook in English. However, not all of the talks will be delivered in English. Many will be given in Spanish. Should you not understand Spanish then please bear this in mind when deciding which talk to attend. There are no simultaneous translations at any of the talks.

Sunday 31st January

17.00 – 20.00 **Registration desks open**

19.00 – 21.00 **Evening event**

Terra Alta (max n°
participants: 20)

Cava wine tasting & networking with the wine makers themselves.
Wine Pleasures will be **live-blogging** this activity.

If would like to participate we recommend early booking. The
Registration Desk opens at 17.00.

08.30 – 18.30	Registration Desks Open
09.30 – 18.30	Exhibition Open
09.30 – 11.00	Opening Announcements and First Plenary Session

Penedès
(80 audience)

Sesión Plenaria por Enric Ribera Gabandé

Enric Ribera Gabandé (Lleida, España, 1950) se inició en el campo del periodismo en el año 1978 fundando la revista “Santa Marta Hostelera”, publicación dedicada al sector de la hotelería y la restauración de Cataluña, que dirigió a lo largo de 25 años. Durante este periodo puso en marcha la edición de la revista “La Cuina de Catalunya” que hasta la actualidad se viene editando periódicamente, tratando, ésta, temas relacionados con la gastronomía, los vinos, la hotelería y los viajes nacionales e internacionales.

La dirección de las dos revistas las conjugaba con la asidua colaboración en prensa escrita, en el periódico La Mañana, la revista Comer y Beber y en RNE (Radio Nacional de España). Con el paso del tiempo, fue ampliando la nómina de articulistas de publicaciones de prestigio nacional, como Viajes y turismo; Vinos y restaurantes; Restauradores; y El Pipiripao.

En su dilatada vida profesional, ha sido promotor de diferentes eventos culinarios populares en España, como son “L’Aplec del Caragol”; el Concurso de “Cassoles”; y el Concurso de Paellas de arroz. También, ha formado parte de multitud de jurados de concursos culinarios. Enric Ribera ha sido uno de los impulsores de la cultura de la cocina y los vinos en España, ya que desde 1978, cuando se inicio en este periodismo de sector, ha ido promoviendo el interés de la sociedad por el arte del yantar y el beber con miles de artículos de opinión y reportajes publicados en decenas de revistas y diarios.

Actualmente, edita y dirige la revista “La Cuina de Catalunya”, y las web Gourmetvinos; y Rutas Viajeras. Colabora con los prestigiosos de comunicación del sector: Viajes y turismo; Vinos y restaurantes; QTravel; www.elalmanaque.com; www.vinealis.com; www.viajamosdos.com; www.boletin-turistico.com; www.andeswines.com; La Mañana; y Bondia.

Vino y enoturismo, símbolos culturales emergentes en el siglo XXI

11.00 – 11.25

Break

11.30 – 12.25

Session 1.1

Empordà
(40 audience)

"Gestión Práctica del Enoturismo: Plan de Formación en Logroño"

Ponente: Virginia Borges (Consultora de Marketing Turístico – La Rioja)

Presentación del Plan de Formación de Enoturismo de Logroño (octubre-diciembre 2009) enmarcado en el Plan de Dinamización de Producto Turístico de Logroño (La Rioja, España). En la misma hablaremos de lo que fue la propuesta inicial, el desarrollo definitivo al que nos llevó la realidad y los primeros resultados obtenidos.

Penedès
(80 audience)

Social Media for Wine Tourism Providers – What's That?

Speaker: Anthony Swift (Wine Pleasures)

If your web presence is not optimized for today's Internet savvy consumers, you are probably losing out on gaining new customers and ensuring loyalty to support your product. Social media tools such as blogs, videos, and social networks like Twitter and Facebook will enhance your online presence, which in turn will attract and retain consumers, and all that for next to nothing. If your website is not easy to find and not easy to navigate, millions of Internet users will look elsewhere for wine tourism. By employing low-cost, high-return internet practices, you can become a focal point for your region, and by doing so, will generate an interest from wine tourists wanting to learn more about your region, winery, hotel, restaurant, museum, etc. While I do not pretend to be a social media expert, as a user, I can tell you about the Wine Pleasures experience, how we started and how we have done in just one year! I'll show you how easy it is to start a blog and to use a range of social media sites and tools that can generate more traffic to your web site. This talk along with other talks on social media in this conference programme will give you the basic know-how to become part of the Web 2.0.

Terra Alta
(30 audience)

'5 Cavas para 5 Proyectos Solidarios'

Ponente: Robert Jovani Herrero (Cava Berdié)

La ponencia analiza el impacto que la campaña solidaria '5 Cavas para 5 proyectos solidarios' ha generado para los servicios que Cava Berdié ofrece en el sector del enoturismo. En primer lugar, se expone en qué consiste este proyecto, el cual está íntimamente ligado con uno de los pilares que mueve a Berdié en cada una de sus acciones desde su fundación; la voluntad de ayudar, que se plasma en este proyecto porque es una iniciativa solidaria que consiste en destinar el 7% del beneficio obtenido de la venta (Internet, telefónicas o bien las que provienen de la propia bodega) de cinco de cavas Berdié a cinco proyectos solidarios y responsables. En segundo lugar, se ilustra cómo la motivación que hay detrás de este proyecto solidario está hermanada con otro de los pilares sobre los cuales se sustentan las acciones de Berdié: la voluntad de ofrecer otra manera de ver el mundo del cava. Para esto, Berdié ha invertido, y consecuentemente mejorado, las infraestructuras de su bodega, donde todos los apasionados del cava pueden acudir para deleitarse con este producto y, al mismo tiempo, llevar a cabo una serie de actividades que se vinculan con el enoturismo de un modo poco común, como puede ser el hecho de estar colaborando con cinco ONG. Presentación del departamento de Enoturismo y Eventos de Bodegas Torres: nuestra misión dentro del contexto de la estrategia de comunicación de la empresa, aéreas profesionales y objetivos. La visita a las bodegas y toda la oferta complementaria: restaurante privado, actividades para grupos, alquiler de salas para eventos, etc. Resumen estadístico.

12.30 – 13.25

Session 1.2

Penedès
(80 audience)

"El Máster en Enoturismo (Universitat de Barcelona): Nuevas Perspectivas Internacionales Sobre el Turismo del Vino"

Ponentes: F. Xavier MEDINA, Damià SERRANO y Jordi TRESSERRAS

En abril de 2010 se lanza internacionalmente, en castellano, el Máster en Enoturismo de la Universitat de Barcelona. De carácter semipresencial, este máster aúna las nuevas perspectivas internacionales alrededor del turismo del vino, de la mano de un buen elenco de profesionales (académicos y miembros del sector), buscando ofrecer la mejor síntesis entre lo teórico y lo práctico alrededor del vino y su interés turístico. Con el apoyo del Ayuntamiento de Vilafranca del Penedès, de la Diputació de Barcelona y de la Universitat Oberta de Catalunya, el máster pretende además vincularse geográficamente al territorio del Penedès, en tanto que uno de los centros neurálgicos internacionales en relación con el vino y su cultura, y con el interés turístico por dicho producto.

Terra Alta
(40 audience)

Water to Wine? Hardly! Water and Wine Matching? Absolutely!

Speaker: Gemma Barceló (Aguas Font Vella y Lanjaron S.A)

At school they led us to believe that water was colourless, tasteless and that it didn't smell of anything. Bottled water of course doesn't have any smell and it is colourless, but as for taste there is plenty of variety. The different tastes we can get from different bottled water products depend on the amount of minerals it has, thus we get a range of water ranging from sweet to mineral. When we dine out we are bound to have on our table wine, food and water. In this practical session we will be matching wine with water. Don't believe it's possible? Then come along and taste for yourself.

Empordà
(40 audience)

Can Bonastre Wine Resort After Almost 3 Years of Life.

Speaker: Gloria Vallès (Can Bonastre Wine Resort)

Can Bonastre has existed as a winery since 1996, and as a wine resort since 2007. During this time the project has been changing and adapting itself to the circumstances and publics, but the essence is still the same: a wine resort where one can discover the culture of wine while spending a weekend with family or friends, during a business event or a meeting with colleagues, or during a familiar celebration in the restaurant. We will talk about how the Can Bonastre Wine Resort has changed the perception of the winery and how and why we started the project. We will explain how we have worked to position the brand and how we commercialize all the offers without losing the unit of the different areas.

13.30 – 15.10

Lunch in the Hotel Restaurant

15.15 – 16.10

Session 1.3

Penedès
(80 Audience)

My Experience as a Wine Tour Leader: Things to Do and Not Do in Wine Tourism

Speaker: Jochen Erlen (Journalist & Wine Consultant)

There are three different categories of wine tourism: personalized, individual, and group (including corporate). Personalized wine tours are offered by a few tour operators, but are not used much as they are quite expensive. Individual wine tours are offered by some tour operators, but most individual wine touring is done by locals who organize the trips privately. Importance of wine travel guide books and "wine routes". Mainly for car travel, but some also for walking. Door sales. Individual wine tourism is highly developed in mainly New World countries. It's used in Australia and New Zealand for family outings on weekends, for

cultural and social reasons. Importance of restaurants and overnight accommodation; also groups from abroad; the "Cellar Door Pass" in Australia. In some wine-producing countries wine tourism is still in its infancy: few wineries have facilities for visitors, and few wineries cater for tourist groups (not necessarily wine tours). Wine tours organized by wine shops for their customers: wine producers should encourage and sponsor such trips. Wine schools/wine academies: they are not well known and should therefore advertise their activities. Wine therapy: potential reservoir of wine tourists for nearby wineries. Wine festivals: they offer an attractive incentive for wine travel. Things to do (and not to do!) in wine tourism. Important points for the tour operator, the tour leader, the PR person of the winery, and the Restaurant Manager as to how to deal with wine tourism.

Terra Alta
(audience 40)

Desarrollo del Turismo del Vino en la DO Terra Alta

Speaker: Jaume Pedrola (Secretario Consell DO Terra Alta)

La Terra Alta es una de las regiones vinícolas de Catalunya con mayor tradición de venta de vinos a pie de bodega. A parte de la gestión de la DO, el Consejo Regulador esta implicado en la dinamización y desarrollo del turismo enológico con el objetivo de modernizar la situación de la venta directa y adecuarla a las nuevas generaciones de consumidores. En Gandesa, el "Espai del vi i de l'oli", ubicado en la sede corporativa del Consejo es un buen ejemplo de ello.

Empordà
(audience 40)

El Enoturismo Mejora la Cuenta de Resultados de la Bodega

Ponentes: Jesús Herrero & Juan Mato (Vamos de Vinos)

Preparar su bodega para el enoturismo no requiere necesariamente la realización de grandes proyectos. Una pequeña inversión en instalaciones y una orientación hacia el turista pueden cambiar radicalmente la cuenta de resultados de la bodega. En esta conferencia le explicaremos cómo dar esos pasos de manera sencilla y eficaz con los medios ya tiene.

16.15 – 17.10

Session 1.4

Penedès
(audience 80)

Xató – What's That and Can You Eat it?

Speaker: Ignasi Seguí Matas (Parenthesis)

The Xató Route is organized as Culinary Tourism by the Comarcas of Alt Penedès, Baix Penedès and El Garraf.

To follow the route is to come to know the area of Xató. To make a few of our proposed thematic outings allows one to discover everything the area has to offer: wine-tourism, architecture, music, the seaside, culture

and gastronomy via one of our most renowned dishes. El Xató, which you can savour in any one of the 85 restaurants affiliated with the Xató route, is a traditional Catalan dish first referred to in a document of the 19th Century. In our region it is associated with the ceremony of tapping the wine barrels (*aixetament*) – the fitting of a tap to allow the flow of wine. It is made with leaves of *escarola* – a sharp-tasting lettuce, de-salted fish (cod, tuna, anchovies or *boquerones* [white anchovies]), olives and a delicious sauce consisting of almonds, toasted hazelnuts, garlic, nyora peppers, bread, vinegar, olive oil and salt. Every town has developed its own version of this dish, so one can find slight differences in the recipes and ingredients used. El Xató is a healthy Mediterranean dish that can be tasted from November to April coinciding with the *escarola* season of wine tourism.

Terra Alta
(audience 40)

"La Garnacha Blanca de la Terra Alta: De la Tradición Mediterránea a la Evolución Contemporánea."

Ponente: Jaime Marti Pedrola (Consell Regulador DO Terra Alta)

La Garnacha blanca de la Terra Alta representa hoy uno de los principales exponentes de los vinos blancos varietales del Mediterráneo. La DO Terra Alta posee en su patrimonio vitícola un tercio de la superficie mundial de esta vinífera, a partir de la cual se elaboran vinos finos que van desde la tradición mediterránea - mistelas, vinos dulces naturales y rancios - hasta la evolución contemporánea representada por los vinos blancos jóvenes, fermentados en botas y de crianza que preservan su frescura y su carácter. En esta degustación comentada se cataran los distintos tipos de vinos varietales de Garnacha blanca amparados por la DO Terra Alta. Un atractivo reconocido por las sensaciones y por el tiempo. Una auténtica prueba de cómo la ilusión y el refinamiento en el trabajo convierten un terruño en un varietal en algo singular.

Empordà
(audience 30)

Cómo Acercar el Cava a los Consumidores WINEMAKING

Ponente: Eric Enguita (Art Cava)

¿Como puede un proyecto de Winemaking potenciar un programa de enoturismo? El turismo enológico se enmarca dentro del marketing de experiencias. Y no hay experiencia más extrema que cuando el enoturista juega a hacer su propio vino. Es el llamado "Winemaking", una tendencia con exponentes en EEUU que ya está en España con proyectos pioneros como ArtCava.CONCEPTOS. Qué es el Winemaking (WM) y para qué sirve. Cómo se integra dentro del Marketing Enoturístico. TARGET. Quién hace WM y para qué lo hace? Tipologías de enoturista. ESTRATEGIA. Cómo integrar el WM en la oferta enoturística de una región. El papel de los touroperadores. Ej de WM en EEUU: CA, TX y NY El caso ArtCava: Proyecto pionero en España, único en el sector.

17.30 – 18.30

Session 1.5

Penedès
(audience 100)

Plenary Session

Speakers: Desiree Anderson and Roie Edery (Celebrity Wine Review TV)

Celebrity Wine Review - Leveraging Social Media to Engage Online Audiences and Share Our Passion for Wine.

Celebrity Wine Review is an online wine review show based in Hollywood, California. The show was started by the founders of Arzoola Inc. who are serial entrepreneurs, social media experts and who happen to have a wild passion for wine. The show has a simple mission: create content that is entertaining while at the same time demystifies the world of wine and presents it to the audience in a way that makes them much more likely to make wine a part of their life. Our host, Kelli McCarty, a former Miss USA and soap opera actress has the right blend of talent and passion for wine that creates a connection with our audience, entertaining and educating them about wine all at once. Utilizing the founders' experience in social media, our content is distributed across all leading platforms as well as a mobile TV channel that allows us to distribute mobile wine reviews, behind-the-scenes videos, and other unedited content. In our talk, we will discuss the general landscape of wine in social media, as well as the challenges and opportunities in promoting wine using this medium. We will discuss the early successes and lessons learned for Celebrity Wine Review, and what our strategy and outlook is towards the future.

17.30 – 21.30

Afternoon/Evening Events

Terra Alta (max nº
participants: 30)
Starts at 20.00

Workshop: Iberian Ham. Led by Santiago Rams Mendieta.

Explicación de las diferencias entre los jamones ibéricos, bellota - recebo - cebo, como diferenciarlos y saber de que calidad real es. Trucos de corte y secretos de como conservarlos. Explicación de la forma de vida del cerdo en la dehesa. Porque unos son bellota o recebo o cebo. Diferencias entre ellos. Maneras de identificarlos para que no nos den gato por liebre. Herramientas correctas para cortar el jamón o paleta. Trucos para cortar el jamón de forma magistral. Formas de colocarlo en el plato para una excelencia gourmet. Cómo conservarlo una vez empezado. Solución de problemas cuando estos aparecen. En definitiva todo sobre el mundo del jamón, una exquisitez cada día mas apreciado en los mercados internacionales.

Degustación de jamón y propuestas de vinos maridaje.

Tuesday 2nd February

08.30 – 18.30 Registration Desks Open

09.30 – 18.30 Exhibition Open

09.30 – 11.00 Plenary Session by Alioscia Lombardini (Movimiento Tuismo de Vino)

Movimento Turismo del Vino, the Italian Experience

Penedès
(audience 100)

Wine making up until recently has always been considered a kind of magic. In Italy, in 1993, a wine maker had the idea of opening her cellar to the people, not by herself, but by creating an event to advertise all over Italy and for as many cellars as possible. After 16 years, every last Sunday of May, “Cantine Aperte”, about one million people visit over one thousand cellars all across Italy. Today these cellars, who have invested in the tourism business, are seeking more than just events, and the Movimento Turismo del Vino is answering their associates. Discover how this unique Italian tradition was born, and how it is growing and developing.

History of MTV Event organized data related to the event and association itself. Investment done by wineries for tourism. What is MTV doing, extra the events (communications, certification,..). Tourism project of MTV

11.00 – 11.25 Break

11.30 – 12.25 Session 2.1

Penedès
(audience 100)

Destination Ribera del Duero and Other Wine Areas in Castilla-León

Speakers: Jesús Herrero & Juan Mato (Vamos de Vinos)

What to see taste and do in D.O. Ribera del Duero, D.O. Toro, D.O. Cigales, D.O. Bierzo.

Terra Alta
(audience 40)

El Centro de Interpretación del Vino y la Tonelería

Ponente: Abelardo Ripoll Guasch (Centro de Interpretación del Vino y la Tonelería)

Mi padre fue tonelero en la comarca del Maestrat en Castellón donde la filoxera acabó con todas las viñas entre 1898 y 1904. A pesar de ello ejerció hasta 1960, cuando el plástico sustituyó a este tipo de recipientes. 40 años después, a mí se me encendió la pasión por el oficio y le pedí a mi padre que me enseñara a hacer toneles. Costó un poco de trabajo recordar todos los procedimientos de una disciplina en la que uno de los requisitos esenciales es la precisión, pero al final lo conseguí. A partir de ese momento, la tonelería se convierte en una misión para mí y emprendo la aventura de promover, a título privado, el único Centro de Interpretación del Vino y la Tonelería de España, construido con mis propias manos.

En mi ponencia expondré como hemos levantado el proyecto y como hacemos las vistas al centro.

Empordà
(audience 30)

Alimenturismo = Enoturismo + Oleoturismo + Jamónturismo...y Mucho Más.

Ponente: Jordi Torras (Director curso "Dirección y Gestión del Turismo del Vino" (Universidad de Girona))

¿Dos mundos que se cruzan o se unen para siempre? La unión del sector turístico y del sector alimentario es una realidad. Conoce 10 experiencias que pueden hacerte cambiar tu modelo de negocio. El futuro de tus productos y tu marca necesita ser gestionada proactivamente. Alimenturismo es tu camino hacia el éxito.

12.30 – 13.25

Session 2.2

Garbi
(audience 100)

Wine Tourism in Hungary.

Speaker: Marianna Pósfai (Wine Time Hungary)

Have you ever heard about Kadarka, Juhfark or Királyleányka? These tongue-twisting names refer to grapes which are exclusively grown in Hungary. Wine production is reviving in Hungary and more and more quality family wineries welcome wine lovers from all over the world. Wine Time Hungary offers various wine tours to the famous wine regions and other wine-themed services to explore and enjoy Hungarian wine.

Terra Alta
(audience 40)

Hablemos de Vino

Ponente: Àlex Duran Alert (Sommelier Alumni)

Para un Professional del enoturismo tener un discurso ordenado entorno al vino es bàsico. Aportaremos la experiència de SommelierAlumni formando a profesionales orientados a divulgar la cultura del vino.

Empordà
(audience 30)

Claves para Entender el Enoturismo

Ponente: Luis Tolosa Planet

El Enoturismo es un caso único en España en donde la suma de una gran oferta y una gran demanda da como resultado un bajo consumo. Algo estamos haciendo mal. Algunas claves pueden analizarse desde la sociología del consumo y desde la sociología de la comunicación.

1. Problemas estructurales en la comunicación del Enoturismo 2. Psicopatologías del sector del vino 3. Psicopatologías de las administraciones en el sector del vino 4. Psicopatologías del sector turístico 5. Psicopatologías del enoturista 6. Ventajas y desventajas del modelo Napa Valley 7. Líneas estratégicas del fomento del Enoturismo en España

13.30 – 15.10

Lunch in the Hotel Restaurant

15.15 – 16.10

Session 2.3

Penedès
(audience 100)

Round Table - What is a Blog and Why Should a Winery Have One?

Moderator: Albert Moreno (FeedbackMP)

Panel members: Barbara Siemianiuk (Caves Montau de Sadurní), Ana Belén Hernández Soto (Vintae Luxury Wine Specialists), Marcel Sabaté I Coca (Cavas Castellroig)

Panel discussion in which three wineries will talk about their blogs and show us how having a blog has helped their wine tourism business.

Albert Moreno will bring us a brief definition of what a blog is and how it can help wineries in their marketing strategy to enhance wine tourism activities. He'll introduce three wineries that are already using this social media tool to engage their costumers and will go deeper to know more about their personal experiences and recommendations.

The main goal set in this panel is that wineries identify the advantages and disadvantages of creating a blog and make them wonder if they really need one. Because not all wineries should have a blog...should they?

Terra Alta
(audience 40)

History of an Ambitious Wine Tourism Project in the D.O. Utiel - Requena in the Province of Valencia.

Speaker: Fabrizio Pegoraro (Vicente Gandia Plá)

If a winery wants to bet on wine tourism it has to be ready to face new issues, typical of any company wanting to diversify its own business. On one hand, it should have clear objectives and build up a strategy according to them. On the other hand, it should understand logics and needs of a completely new market (the tourism one) in order to identify the different players (target and intermediaries) and find the right means to catch them.

Empordà
(audience 30)

Dinamización Enoturística, Analisis del Caso Espelt

Ponente: Xavier Cepero (Espelt Viticultors)

Se analizará el caso de una nueva bodega en una zona pequeña. La necesidad de imprimir notoriedad y diferenciación a la marca lleva a realizar una serie de acciones enoturísticas. Después de 5 años de realizarlas se analizarán sus resultados y como estas han ido cambiando según ha crecido la bodega y el conocimiento de nuestros consumidores. El Enoturismo se ha convertido en uno de los pilares de la empresa y un factor definitivo en la construcción de la marca. Los resultados: 300 páginas de prensa espontanea, unas 6,000 visitas.....

16.30 – 18.00

Plenary Session by Joy Neighbours (Purgatory Cellars)

Get Media Savvy and Get Known!

Penedès
(audience 100)

Add impact to your wine marketing at little or no cost! Becoming media savvy; getting the word out to your customers.

Let the media and your customers know you're in business. Ratchet up your exposure and your bottom line at little or no cost! Learn the five necessary elements the media wants to know. Joy has been on both sides of this fence. She'll tell you what they want and how they want it. She'll explain why the media works with some and ignores others, and she'll show you what customers respond to and how to take your new exposure international.

17.30 – 20.30 Afternoon/Evening Events

Terra Alta
(max 20)
Start at 18.00

Bulgarian Wine Tasting Evening with Juan Manuel Gonzalvo (Sommelier) and Nedko Nedev (**Vinos de Bulgaria**).

Bulgaria produces about 70% red wines, 25% white wines and 5% fortified and sparkling wine. Today, over 80% of the wine production is exported to over 70 countries spread worldwide. Bulgarian wines are winning medals and recognitions at prestigious fairs and exhibitions in Spain, Italy, France, the UK, the US, Canada, Singapore, China, Germany, and elsewhere.

We recommend the indigenous grape varieties like Mavrud, Melnik, and Rubin (Nebbiolo and Shiraz crossing), as well as the traditionally superb quality of Merlot, Cabernet Sauvignon, and Cabernet Franc.

Bulgarian oak barrels contribute to the uniqueness of the Bulgarian wines, adding hints of vanilla, white bread, and walnut. The quality of the Bulgarian oak is considered very close to that of the leading French oak (both are tight-grain oaks). A combination of Bulgarian, French, and American oak barrels is most common within boutique Bulgarian wineries. Finally, some of the best Bulgarian white wines have been aged in an acacia barrels.

Terra Alta
(max 20)
Start at 20.00

Whiskey Tasting Evening with John Callely of **Jameson Distillery Tours**, Dublin, Ireland. This will consist of Jameson (standard) Irish Whiskey, Johnnie Walker Black Label Scotch and Jack Daniels Bourbon. John will talk the group through the smell and taste differences between the categories and outline briefly the distilling process.

When everybody has completed the taste test, they will be offered a glass of Jameson in hand. Jameson 12 Year Old will also be on offer.

Depart 17.30.
(max 25)

Torrens Moliner Winery Visit. We look forward to welcoming you to our small family owned boutique winery where we work with the three traditional Penedès grape varieties, Xarel.lo, Macabeo and Parellada to make our range of limited production cavas. Bus departs at 17.30. Returning at 20.30 approx

Depart 17.30
(max: 20)

Vilarnau – Cava Tour. Welcome and stroll through the vineyard and garden and onto the outdoor vinification area and then into the cava cellar, where we will learn about the how and why of Vilarnau cava and wines. Then it's up to the terrace where we will admire the beautiful landscape of our surroundings and the Montserrat Mountain. Last to see is the "dégorgement" plant (corking, labelling and boxing are done here also). The visit ends with a guided wine tasting of three cava: Brut Nature, Gran Reserva Vintage and Brut Rosé. Bus departs at 17.30. Returning at 20.30 approx.

08.30 – 15.00 Registration Desks Open

09.30 – 15.00 Exhibition Open

09.30 – 10.25 Session 3.1

**Penedès Wine & Food: An Endlessly Amusing Variegated Irresistible Fireworks
Bewitching White and Red Wine in the World!**

Speaker: Sandro Chiriotti (Tour Gourmet)

Wine and food are the results of orography, historical dominations, traditions and technologies. Wine and food are powerful ambassadors, creating a truly rich and emotional attraction for modern tourism. Wine and food are fireworks bewitching white and red wine in the world.

Terra Alta Cómo Enfocar Mi Bodega al Enoturismo

Ponente: Raquel Revenga (Premium Marketing)

Como crear y poner en marcha un Programa de Enoturismo para bodegas que sea eficaz y sirva además como una herramienta de comunicación y comercialización de los vinos.

1-. Que es el enoturismo? Breve descripción del término, nuevas tendencias turismo. Cuales son las motivaciones y expectativas de los enoturistas. Cifras del mercado del enoturismo.2-. Ventajas del enoturismo: cuales serán los beneficios que obtiene la bodega y porque es necesario. 3-. Qué necesita mi bodega para poder ofrecer este producto turístico? Condicionantes mínimos que las bodegas deben cumplir para poder ofrecerse como destino enoturístico, inversión necesaria, recursos humanos, argumentarios, etc..4-. Como organizar las visitas enoturísticas a nuestra bodega: organización, contenidos, recorrido, puntos a resaltar, etc.5-. Como comunicar y comercializar la bodega desde el punto de vista enoturístico: Plan de Marketing Enoturismo: Internet, Medios, RRPP, boca-oreja,...

Empordà

Los 10 Errores Más Comunes en la Comunicación Online de las Industrias Vitivinícolas

Ponente: Montserrat Peñarroya Farell (GEA Internet Project Consulting)

En la ponencia tratamos los 10 errores más comunes a la hora de plantearse la comunicación online en una empresa del sector vitivinícola. Algunos de estos errores son no orientarse al cliente, no tener clara una estrategia online, no tener en cuenta las herramientas que internet nos ofrece para nuestra promoción, etc

Los 10 errores que se explican son los siguientes:1. No tener claro quien es el público objetivo de la comunicación ni cual es la propuesta de valor.2. Orientar la web al producto en lugar de orientarla al cliente.3. No analizar la competencia o empresas análogas que operan en otros países.4. Realizar páginas web utilizando tecnología que no es la adecuada.5. No aprovechar el potencial de la web 2.0 6. Olvidar la bidireccionalidad7. Olvidar las normas básicas de usabilidad web.8. Olvidar cual es el objetivo de la página web.9. No dar importancia al boletín de la empresa y al email marketing en general.10. No fijar unos objetivos y no disponer de un buen sistema de analítica web que haga el seguimiento de estos objetivos. Los ejemplos de buenas y malas prácticas se preparan con las páginas web de los asistentes, si las han indicado al hacer la preinscripción.

11.00 – 11.55

Session 3.2

Penedès
(audience 100)

Interesting Web 2.0 Tools and Community Manager Skills for a Tourism Board.

Speaker: Daniel García Peris (Subirats Tourism Office)

Twitter, Facebook, Blog... There's a new era in the communication of tourist activities at the web. A tourist board must manage all these applications to create community with their visitors. Presence on the net and the use of Web 2.0 makes it possible. Experiences at Patronat de Turisme de Subirats and within the Penedès wine region of Catalanian will be explained.

Terra Alta
(audience 40)

Arquitectura Enoturística Destinada a Bodegas Existentes o de Nueva Creación

Ponente: David Delgado Vendrell (Estudio Aquitectura)

Cómo aplicar criterios arquitectónicos eficaces en edificaciones para la elaboración de vino que ya estén en uso o de nueva creación y que quieran adaptarse al mercado enoturístico emergente: valoración del potencial de espacios y/o creación de nuevos en relación a su uso enoturístico; análisis del entorno (rústico o urbano) y su aprovechamiento, etc...

Empordà
(audience 40)

Ruta do Viño do Ribeiro: Experiencias sobre el Enoturismo

Ponentes: José Iván Martínez Arias y Emilio Cuiñas Otero (Ruta do Viño do Ribeiro)

La ponencia versará sobre los siguientes puntos: 1. Ruta do Viño do Ribeiro. Territorio, vino y paisajes. Se explicará los puntos sobre los cuales gira la Ruta, la Denominación de Origen, tipos de vino, recursos naturales, patrimoniales, artísticos y culturales, etc .2. Socios. Ejemplo de colaboración entre distintos ayuntamientos con un mismo objetivo. Narraremos cómo ha sido el proceso de creación del ente gestor de la Ruta, la cooperación de distintos ayuntamientos con diferentes partidos políticos en busca del beneficio colectivo de este proyecto.3. Oferta enoturística: actividades, acciones, ofertas, establecimientos,...Describiremos la oferta que se ofrece en destino, lo que se puede ver, lo que se puede disfrutar, productos gastronómicos típicos de la zona, actividades para realizar,...; en definitiva para transmitir experiencias, vivencias y sensaciones a los turistas que visiten O Ribeiro.4. Proyectos INTERREG III-A “Enoturismo Minho-Ribeiro” (Exposición de los puntos Europeos: más importantes llevados a cabo en este proyecto). Socios. Acciones. Objetivos. Proyecto Cooperación Transfronteriza “Rutas del Vino Resultados. Colaboración de Galicia y norte de Portugal” (Exposición de cómo se ha enfocado y los objetivos que se persiguen con este proyecto, todavía vigente). Socios. Nuevas propuestas de Acciones. Objetivos. Resultados. Colaboración. Colaboración

14.30 – 15.25

Session 3.3

Penedès
(audience 40)

Nuevo Medio Viejas Reglas

Ponente: Mónica Muñoz (Contenidos Económicos Verticales)

Para los periodistas Internet es mucho más que una herramienta o una fuente de información: ofrece nuevas alternativas profesionales y modifica muchas reglas por las que se ha guiado su práctica. Los periodistas se verán bajo la influencia de nuevas convecciones, diferentes a las heredadas de otras fases tecnológicas.

Terra Alta
(audience 40)

Winelands of Portugal – a Case Study

Speaker: Susanna Tocca (DOC-DMC)

Susanna Tocca owner of DOC DMC has developed “Winelands” based on her 20 years of experience in the industry. She will give an update on wine tourism in Portugal and explain how the enogastronomic roadbook “Winelands” reveals the most important DOC areas of Portugal in a personalized yet self-sufficient way. This new product aims to promote Portugal’s best wine and wine lands to its people and abroad. The concept can be adapted in every other “wineland” be it Italy, France or Spain and

opens cellar doors to individual travelers. Competition between the partners of the roadbook improves quality of wine tourism services and is an important marketing tool to promote the wines of the area.

Empordà
(audience 30)

Cómo Potencia el Mayor Mercado de enoturismo a Través del ENOTURISMO PACKAGING de USA a España

Ponente: Jorge Garrido (TerraFoods)

El típico consumidor norteamericano es un consumidor que reside adentro de una infraestructura de medios masiva y adentro de un ambiente comercial que conlleva a convertir al consumidor en ser sofisticado y educado en cuanto a vino. No es entonces de extrañar que millones de consumidores hacen hábito del factor enoturista. Este dato, conjunto con el hecho que España en años recientes ha entrado en el mercado y el mundo del vino con más preponderancia, más sofisticación y puntuación sobre sus vinos a nivel mundial, ha hecho que España se haya convertido en un punto muy atractivo para los consumidores serios de vino y los amantes de enoturismo. Es entonces de real importancia que el promotor de enoturismo español conozca de cerca las características de los consumidores norteamericanos, sus hábitos de consumo, su psicografía consumista y los factores que le hacen ponderar en la elección de un vino elaborado en España.

15.30 – 16.25

Session 3.5

Penedès
(audience 100)

Plenary session by John Callely (CEO Jameson Distillery Tours)

How Our Visitor Centre Has Grown Our Whiskey Sales. Are You Open for Visits?

In 1984 Jameson opened its first visitor centre called "The Irish Whiskey Corner" in a former Jameson warehouse. Within a short number of years capacity reached saturation level at 46,000 visitors per annum. An opportunity to develop a bigger site came our way in 1996 when we repurchased part of the original distillery (which we had sold in the late 1970s). This centre opened its doors to the public in 1997 at a total cost of 6.5 million punts and today welcomes in excess of 250,000 visitors per year.

In the meantime, back in 1992, Jameson opened its second centre in the south of Ireland in County Cork on a ten-acre site of an original distillery where one of our domestic brands, Paddy Irish Whiskey was distilled for 150 years. Nowadays it is one of the top attractions in the south, greeting more than 100,000 visitors. Between the two, we welcome over 350,000 people, and it has proven to be a very important marketing tool for the Jameson brand, which is in fact the fastest growing whiskey in the world today.

Terra Alta
(audience 40)

Panel de Discusión: Cómo Compaginar una Explotación Vitivinícola con el Enoturismo.

Moderador: Montserrat Peñarroya Farell (GEA Internet Project Consulting)

Panel: Javier Rueda (Abadía Retuerta), 2 personas más a confirmar

Me parece que este tema preocupa bastante a las bodegas, o al menos preocupa a las bodegas que suelen participar en nuestro Workshop Buyer meets Iberian Cellar. La mayor parte de ellos saben cómo gestionar una explotación vitivinícola, pero cuando tienen que empezar con temas de turismo no saben qué hacer, a quien acudir y cómo gestionarlo. Estaría bien que gente que lo ha hecho explique a los otros cómo lo han conseguido, qué tipo de inversión hay hecho, cómo se convive con "invitados" y a la vez se sigue trabajando en las vides....

17.00 – 17.45

Plenary Session

Penedès
(audience 100)

Plenary Session by João Falcão (VINITUR)

Grape Escape Destinations in Portugal

Portugal is a largely undiscovered treasure-trove for wine and food lovers. With 35 winemaking regions and 11 wine routes from north to south, it is the oldest demarcated and controlled winemaking region in the world, home to the Douro winemaking region, where port wine has been made since 1756. It encompasses an admirable wealth of different wines, primarily produced from native vines which endow them with unique and distinct characteristics.

‘Grape Escape Destinations in Portugal’ is dedicated to presenting mainland Portugal, a largely undiscovered paradise of wines, fine cuisine and traditional fare. The most western country of Europe’s wine history dates back to before the Roman conquest. Portugal offers an admirable wealth of different wines, including several that have recently been scored with a maximum of 100 points! Based on images, the conference will be dedicated to the explanation of the distinct features that the main Portuguese wine regions have to offer to wine tourism. Each region will be described by its wine styles, landscapes, winery architecture, culture, food traditions and more. In addition, the conference will include a selection of unique events and programs related to wine and food that one can only find in Portugal.

17.45 – 18.30 Plenary Session

Penedès
(audience 100)

Plenary Session by Rainer Brusis (Innova Management)

Grape Escape Destinations in Spain

The aim of this conference is to present some of the main wine tourism destinations in Spain. The presentation will focus particularly on some of the leading wine tourism destinations in Spain and how wine tourism has evolved in recent years in the following wine regions: La Rioja, Ribera del Duero, Rias Baixas, Jerez, Penedès.

It will feature main wine tourism projects, in cellars as well as in accommodation and other leisure facilities related to wine tourism. It will be presented as the example of an emerging wine region with great potential for wine tourism at the international level: D.O. Vinos de Madrid. The conference will also focus on the project "Wine Routes of Spain", taking place in different Spanish wine regions.

18.30 – 19.00 Conference Closes

**3rd Wine Pleasures Annual International Conference and Workshop
2011 will be held in Portugal**

See You There for a Glass of Fine Port!

INDEX OF SPEAKERS

Robert Jovani Herrero	info@cavaberdie.com
Virginia Borges	mail@virginiaborges.com
Ignasi Seguí Matas	ignasi@parenthesis.es
Jaume Martí Pedrola	info@doterraalta.com
Eric Enguita	eenguita@artcava.com
Jesús Herrero	jesus@vamosdevinos.es
Alioscia Lombardini	info@mtvtoscana.it
Abelardo Ripoll Guasch	info@toneleriaartesana.com
Jordi Torras	alimenturismo@hotmail.com
Àlex Durán	alex@somni.org
Raquel Revenga	premium@premiummarketing.es
Marianna Pósfai	mposfai@winetime.hu
Luis Tolosa Planet	lluistolosa@hotmail.com
Fabrizio Pegoraro	fpegoraro@vicentegandia.com
Xavier Cepero	Xavier@espeltvicultors.com
Sandro Chiriotti	sandro@tourgourmet.it
Montserrat Peñarroya	montse@geapic.com
Daniel García	patronat@turismesubirats.cat
David Delgado	info@daviddelgado.cat
Emilio Cuiñas	ruta@rutadelvinoribeiro.com
José Iván Martínez	ivan@rutadelvinoribeiro.com
Monica Muñoz	monicamunoz@mercadosdelvino.com
Joy Neighbors	joy@whiteowlwinery.com
Anthony Swift	info@winepleasures.com
Joao Falco	jmf@viitur.com
Jorge Garrido	garridovinomaestro@gmail.com
Enric Ribera	riberaenric@telefonica.net
Jochen Erler	jochenerler@hotmail.de
Fco Xavier Medina	fxmedina@gmail.com
Damià Serrano	Damia.Serrano@cett.es
Jordi Tresserras	jjuan@ub.edu
Gemma Barceló	gemma.barcelo@danone.com
Gloria Vallès	gloria.valles@gmail.com
Rainer Brusis	rbrusis@innovaturismo.com
Roie Edery	redery@arzoola.com
Santiago Rams	santirams@artiestil.com
Albert Moreno	albert@feedbackmp.com
Barbara Siemianiuk	barbara.siemianiuk@gmail.com
Ana Belén Hernández Soto	ahernandez@vintae.com
Susanna Tocca	Susanna.Tocca@doc-dmc.com
John Callely	patricia.scally@idl.ie
Marcel Sabaté	info@castellroig.com
Javier Rueda	javier.rueda@abadia-retuerta.es
Nedko Nedev	vinosdebulgaria@vinosdebulgaria.com

Conference Feedback Form – 2010

Your feedback on this year's conference will be a great help in planning next year's conference. We would be grateful if you could complete and return this form before you leave. **All completed feedback forms received by Monday 2 February will be entered into a draw for a free registration for the next Wine Pleasures Wine Tourism Conference and Workshop 2011.** To help us to make the 2010 conference as successful as possible, we would like to know what to keep and what to change. Delegates who prefer to complete this form after the conference are welcome to post, fax or email it to the Wine Pleasures Office to arrive no later than 2 March 2010.

Your name (if you want to enter the draw):

Your email:

A. GENERAL COMMENTS

Your overall view of the conference
Please make any suggestions you have about future plenary speakers and/or events you would like to see

B. SESSIONS

Please circle the number that best represents your view.	Comments
Plenary Sessions 1 2 3 4 Poor Average Good Excellent	
Other Presentations 1 2 3 4 Poor Average Good Excellent	
The Social Programme 1 2 3 4 Poor Average Good Excellent	

C. CONFERENCE

Please comment about the following aspects. Please include suggestions for improvements where appropriate.

Communication with Wine Pleasures

Registration process

Documentation, including conference programme

Accommodation

Catering

Conference facilities

Exhibition

Where do you think we should hold the Wine Tourism Conference and Workshop in 2011?

Thanks again for your contribution!

***WINE PLEASURES WINE TOURISM WORKSHOP PARTICIPATING WINE TOURISM PROVIDERS**

***Important Note:** The Wine Pleasures Wine Tourism Workshop Programme is strictly open to only registered workshop participants. If you have an interest in contacting any of the wine experience providers listed in this section of the handbook and you are **not** registered to attend the workshop and would like to make an appointment, please make your request at the Registration Desk. Workshop meetings are available on Thursday 4th February.

17.00 – 17.45 Plenary Session

Penedès
(audience 100)

Plenary Session by João Falcão (VINITUR)

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19.00 – 20.30 *Wine Tourism Workshop Networking and Wine Tasting

Wines from Italy, Spain and Portugal. Also whiskey from Ireland.

20.30 – 23.00 *Dinner and Wine Matching

MEETING POINT entre viñedos

Meeting point between vineyards



enoturismePENEDÈS

el aroma de una tierra

Cultura del vino y del cava, gastronomía, historia, actividades, naturaleza y... negocios, por supuesto.

Wine and cava culture, history, activities, nature and... business, of course

Existe un lugar lleno de magia enraizado en la tierra. Un rincón que desprende el aroma de los frutos de la tradición. Un espacio donde degustar el silencio, la relajación y la concentración, pero que a la vez se ofrece lleno de posibilidades para saborear el tiempo.

EnoturismePENEDÈS, un marco singular en un entorno vitivinícola ideal para las reuniones de negocios.

There's a magic place deep rooted to the earth and where you can smell the flavour of its traditions and fruits. A place where taste the silent, calm and concentration, but, at the same time, full of possibilities to savour time.

EnoturismePENEDÈS, a special place surrounds of vineyards where take place any business activity.

turisme
Alt Penedès
Consorci de promoció turística



CAVA AGUSTÍ TORELLÓ	SPAIN
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Address: La Serra, s/n, 08770 Sant Sadurní D'Anoia (Spain) **Web:** www.agustitorellomata.com
T. + 34 93 891 11 73 – **F.** + 34 93 891 26 16 - **Email.** comercial@agustitorellomata.com

Participants: Mr Agustí Torelló I Sibill (Owner) & Joan Moliner Clos (Dept Comercial)

About us

We are family –run high quality cava producer in the Penedès wine region of Spain.

Main activities:

Cava and Gastronomy Experience. Owner and/or winemaker led winery visit in which we explain how we make our cavas. Sommelier led Cava tasting to finish the visit.

Also in the winery we are equipped to deal with the following wine tourism activities:

Visits, tastings, lunches and dinners, wine and food matching, accommodation in charming nearby hotels.

HOTEL BARCELO MONTSERRAT	SPAIN
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Address: Crta Martorell-Capellades, Km 19,5 – 08635 Sant Esteve de Sosrovires (Barcelona) (Spain) **Web:** www.barcelonamontserrat.com
T. + 34 93 775 68 00 – **F.** + 34 - **Email.** Montserrat.comercial4@barcelo.com

Participants: Ms Fanny Estévez – Sales Department

About us

The Barceló Montserrat is a modern hotel placed in a natural environment, by the exclusive Penedés cellars and by the romantic mountains of Montserrat. Is a perfect place to stay for visiting the cava and wine routes that offers the area, as it has 150 rooms, wellness centre, fitness, restaurant Xarel·lo, snack bar, and 6 meeting rooms, that offer you several activities related to wine tourism.

Main activities:

Address: Apartado, 24306, – 1251-997 Lisbon (Portugal) **Web:** www.selectedwineries.com
T. + 351 919319119 – **F.** + 351 2192464497 - **Email.** Ricardo.gomes@selectedwineries.com

Participants: Mr Ricardo Gomes

About us

Selected Wineries represents 20 wineries in Portugal, highly committed to welcome visitors. From top design wineries to small family run wineries, the diversity offers the visitor a wide range of experiences. Selected Wineries is managed by expertise, with more than 10 years of experience. Through us you will find fundamental professional assistance on planning the most suitable wine tour to our guests. Providing unique experiences is not a concept, is the main target of Selected Wineries. The essential link to supply different land arrangement services guests might need is made in association with Osiris travel, a travel agent known by the personalized assistance given to groups and individual clients. Wine & Golf, Wine & Culture, Wine & Surf are some of the programs available, guaranteeing that winery visit is prepared to meet needs and expectations of your guest, no matter being an occasional drinker or an ardent wine lover...

Main activities:

The 20 wineries, offer the possibility to organize several activities, such as: - Wine tour and tasting, follow by picnic in the wine estate.- Corporate meetings, complemented with wine games, tour, tasting and lunch.- Wine pairing menus- Harvesting day programs- Touring the vineyards- Wine courses: Wine & Chocolate, Port wine... In association with Osiris there are 3 to 7 day programs such as, Wine & Golf, Wine & Culture, Wine & Surf, Wine & Gastronomy.

Address: Rua do Choupelo, – 4400-088 Vila Nova de Gaia (Portugal) **Web:**
www.theyeatman.com
T. + 351 2237422800 – **F.** + 351 223742893 - **Email.** Franco.afonso@theyeatman.com

Participants: Mr Francisco Franco Afonso

About us

A great classic hotel defines a destination, providing an authentic and memorable sense of place. The magnificent World Heritage city of Oporto is soon to be defined by such an iconic property. The Yeatman. From June 2010 The Yeatman will be the city's address of choice for discerning travelers and wine lovers as well as those visiting the north of Portugal on business. The city which gave its name to Port, Oporto has been the home of British wine shippers and their families for over three centuries. Drawing on this heritage, The Yeatman will blend the finest Portuguese traditions of hospitality with a uniquely British flair for understated and stylish comfort. Destined to become a unique and distinctive landmark in the world of classic luxury hotels, The Yeatman will offer the individuality of character, the inspired touches and the sense of effortless hospitality which only a family owned hotel can achieve with confidence. The Yeatman, Oporto. Defining a destination

Main activities:

As befits its location in the heart of one of Europe's great wine capitals, The Yeatman will have one of the continent's most extensive cellars containing an unrivalled collection of wines from Portugal and around the world. Providing unique visits to the port lodges and vineyards on the Douro Valley, you will be able to immerse in our wine education programs, wine tastings or our exclusive wine dinners every week. The wine theme extends to the spa with its programme of specially designed wine treatments.

Address: Via Casato di Sotto, 12 – 53100 Siena (Italy) **Web:** www.movimentoturismovino.it
T. + 39 9057746091 – **F.** + 39 057746091 - **Email.** info@mtvtoscana.it

Participants: Mr Alioscia Lombardini – President MTV Tuscany

About us

MTV is an organization that have more than 1000 cellar associated in all Italy. Wine & tours is the TO/travel agency which will coordinate the organization of travels and tours for MTV in all the country. This will be commercialized under the name of Italywineland

Main activities:

I'm the President of the Tuscan brand of the organization and the technical director of the TO wine and tours, and I work in wine tourism organization (as organizer and guide) for almost ten years.

BODEGA MATARROMERA	SPAIN
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Address: Crta San Bernardo, s/n – Valbuena de Duero (Valladolid) **Web:**

www.grupomatarromera.com

T. + 34 902430170 – **F.** + 34 902430189 - **Email.** enoturismo@emina.es

Participants: Ms Crisobela Castromonte Rios – Wine Tourism Manager

About us

The Grupo Matarromera, comprises of 7 wineries in 4 different Designations of Origin (Cigales, Rueda, Ribera del Duero y Toro). We also have a Wine Museum, a restaurant and rural accommodation.

We are also able to organise and deliver wine tasting course, grape tastings, and of course a visit to any of our 7 wineries.

We also produce Orujo and Brandy at our distillery.

Main activities:

VALENCIA WINE COUNTRY	SPAIN
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Address: C/Rey Don Jaime, 17-7 – 46133 Meliana (Valencia). **Web:**

www.valenciawinecountry.com

T. + 34 616 149 730 – **F.** + 34 - **Email.** info@valenciawinecountry.com

Participants: Mr Russ Bissett – Owner

About us

Welcome to Valencia Wine Country We are dedicated to providing you with a fantastic opportunity: tasting incredible wines and exploring the sun-soaked landscape that produces them. In the region known as “Utiel Requena” in southeastern Spain, you’ll visit local wineries, taste their finest offerings, and enjoy the marvelous local cuisine

Main Activities:

Valencia Wine Country offers day-long trips to small groups (up to eight persons) from Valencia to the grape-covered countryside of Requena.

Address: Web: www.countryhouse.cefalicchio.it
T. + 39 0883 642123 – **F.** + - **Email.** livio.colapinto@cefalicchio.it &
kathrin.fehervary@cefalicchio.it

Participants: Mr Livio Colapinto – Manager and Kathrin Fehervary – Sales Manager

About us

Set in a typically Mediterranean hill landscape, the villa is surrounded by just under 80 hectares of olive groves and vineyards. Lovingly restored in harmony with its setting and history, it is now a natural point of reference for travellers interested in discovering a still relatively unknown Apulia, for all wine and food lovers and by all those who simply seek to rediscover the meaning of space and time, the timbre of tranquillity and the proximity to beauty.

The characteristics of this private historic residence make it a haven of peace and tranquillity where guests are encouraged to make an independent and personal use of all living areas. They can also rediscover the vestiges of history and art imprinted on the land over the centuries and explore new routes of Italy's cultural heritage and landscape. At the heart of one of the most fascinating areas of Puglia as regards art, culture and landscape, it is in fact the ideal starting place for excursions to the remarkable natural habitats of the Murgia and the Gargano and nearby historic sights: Castel del Monte, the other Norman-Swabian castles of Barletta, Trani and Bari, the Romanesque cathedrals, the archaeological sites, the museums and picture galleries, the fortified "masserie" or farmhouses, the "trulli", the tracks and stopping places along the routes used to bring the sheep to other pastures. The sea is very near, with the saltpan of Margherita di Savoia, protected wetlands where herons and flamingos can still be seen.

Main activities:

Spa, wine tours, restaurant, cooking classes, events

Address: C/Cheste a Godelleta – Chiva (Valencia) **Web:** www.vicentegandia.com

T. + 34 650 84 77 34 – **F.** + - **Email.** fpegoraro@vicentegandia.com

Participants: Mr Fabrizio Pegoraro – Wine Tourism Director

About us

Vicente Gandía Winery was founded in Valencia in 1885 by Vicente Gandía Plà. Since then, the property has kept the same name. It has also kept the essence of our passion for wine, handed down over the generations with a sole objective: to improve, year on year, the winery's commitment to the world of wine. This was the vision of Vicente Gandía, first generation and founder of the company. Our philosophy is to create wines with their own personality, rooted in the area where they are born. Since 2001 we have had an ultra-modern winery in the vineyards on the Hoya de Cadenas Estate. Located in the heart of the Utiel-Requena region with the ideal climate and soil for producing premium wines. The Hoya de Cadenas Estate is an eco-paradise just 100 Km from the city of Valencia. The estate boasts over 200 hectares of the finest local and international vine varieties.

Main activities:

Vicente Gandía's most recent launch is that of Wine Tourism. "La Finca Hoya de Cadenas – Un Mundo de Sensaciones" is the most comprehensive wine tourism project in the region and the only one with an exciting touristic train tour. With this train, the visitor will enjoy an educational tour through the vineyards followed by a visit to the ancient cellar of the Finca. The visit culminates in a tour of a highly modern and technical winery and a tasting of some of the best wines produced from the surrounding vineyards conducted in the exclusive surroundings of the barrel cellar. At the end of this tasting, visitors will be able to buy wine and other related products from our on-site wine shop. Besides, Bodegas Vicente Gandia offers now to the visitor a unique and glamour experience: flying over 200 hectares of vineyards on a balloon and drinking a toast at a altitude of nearly 1000 metres.

Address: María del Molina, 25 – 28006 Madrid **Web:** www.haciendas-espana.com
T. + 34 91 4365921 – **F.** + 34 91 4365915 - **Email.** fjasensio@haciendas-espana.com
Participants: Mr Fran Asensio – Sales Director

About us

Haciendas de España - A New World to Discover Fine Wine Estates, Special Terroirs, Wine Hotels, Venues and Exceptional Wines from Spain. These are the focal points of Haciendas de España, the most innovative venture built around wine ever to come out of Spain. The creation of Haciendas de España took place in 2.000 and currently has 9 properties around Spain: - La Quinta Marqués de la Concordia / "The Wine Club" (Madrid) - Masia L'Hereu / "The Cava Village" (Penedés-Barcelona) - Hacienda Zorita (Salamanca) - Hacienda Unamuno (Natural Park Arribes Duero-Zamora) - Hacienda Abascal ("Golden Mile of Ribera del Duero"-Valladolid) - Casa de Padua // "The Wine Village" (Ledesma-Salamanca) - Hacienda San Nicolás // "The Organic Farm" (S.Pelayo de la Guareña-Salamanca) - Hacienda de Súsar (La Rioja) - El Cortijo de las Monjas (Ronda-Málaga) Surrounded by vineyards each estate embraces local architecture, culture, gastronomy and tradition, while at the same time acknowledging modern wine making technology

Main activities:

Wine Hotels - Visits to the Cellars - Visits to the Vineyards - Wine Tastings - Food&Wine Pairing Lunchs and Dinners - Wine Therapy Treatments and Mssages - Wine Spa - Private Excursions to the National Park of Arribes del Duero. Land Rovers, River Cruises and "Wine Pic-Nic" - Experiences Packages ("Love & Dine" ; "Wine & Farm" ; "Body & Soul" ; "Wine & Discovery" ; Golf & Spa" ; "Cooking & Wine"

Address: Ctra. Nacional 122 Km. 332.5 – 47340 Sardón de Duero, Valladolid. **Web:**

www.abadia-retuerta.com

T. + 34 983 680 314– **F.** + 34 983 680 286 - **Email.** Javier.rueda@abadia-retuerta.es

Participants: Mr F. Javier Rueda Fernández

About us

Abadía Retuerta is an avant-garde winery located in the town of Sardón de Duero in the province of Valladolid. The vineyard was built on the site of Santa María de Retuerta Abbey, a place with a longstanding wine-producing tradition, and it is often referred to as "The Estate of the Golden Mile", since it produces estate wines that come from the best wine-growing area in Spain, the privileged area that extends from Tudela de Duero to Peñafiel (known as "The Golden Mile"), home to a long list of prestigious Spanish wines such as Vega Sicilia, Pingus, Alion, Mauro or Hacienda Monasterio. The winery, where wines have been produced since 1996, is one of the most up-to-date wineries in Europe. Since the beginning of its activity, the winery of Abadía Retuerta has a commitment with quality wine tourism, improving the standards in the Duero region.

Main activities:

Abadía Retuerta offers daily guided visits, to all those interested in enjoying a new experience in "The Golden Mile" of Spanish wine. Visits to Abadía Retuerta, led by professional wine guides, include:

- A tour through the vineyard, where each of the 54 grapevine plots are carefully worked, controlled individually and vinified separately, so Abadía Retuerta wines are the exact reflection of each terroir, the essence and personality of each plot.
- After, the winery, which is considered the perfect union of tradition and the most advanced technology, becoming one of the most up-to-date wineries in Europe. It has two main features: gravity technology is used for each and every winemaking process and possesses numerous stainless steel tanks that allow separate wine production from different plots.
- Tasting a selection of Abadía Retuerta wines in the monumental XII th century Abbey is the perfect way to round the tour through Abadía Retuerta.

Le Domaine: The beautifully preserved, monumental and impressive Romanesque architecture of Santa María de Retuerta Abbey has completely retained its authenticity and is currently being converted into a 5-star hotel, named "Abadía Retuerta, Le Domaine". It is planned to offer 22 rooms, of which 2 are suites, a restaurant, a bar, a comfortable lounge with a fireplace, a wine shop with a wine cellar, and various meeting rooms. The complex will also house the new offices of the hotel administration and the winery administration. An outside terrace in the inner courtyard and a summer restaurant in the cloister offer the possibility of outside seating. The existing church will be made available for special events. A second phase of the project includes the planning of a spa with a gym, massage rooms and relaxing water areas such as a pool, saunas

and various hydromassages.

VINITUR	PORTUGAL
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Address: R Alfonso Cordeiro, 679, 3K – 4450-007 Matosinhos (Portugal) **Web:** www.vinitur.com
T. + 351 229 399 410 – **F.** + 351 229 399 419 - **Email.** info@vinitur.com

Participants: Mr Joao Marinho-Falcao – Managing Director

About us

Established in 1998, VINITUR is an incoming travel agency and DMC with a recognized expertise in wine & food travel in Portugal. We organize programs for wine & food special interest travel, corporate events and incentives, and fine leisure tourism. Our approach to tourism is based in inventive ideas and a total dedication to achieve our customers' objectives. VINITUR experienced and creative multilingual staff, has a wine, food and technical background. We aim to provide unforgettable emotions and memorable experiences as our customers partake in the fine wines and food of Portugal, take a wellness break in charming and enchanting settings, get to know our art and architecture, and meet the people first-hand.

Main activities:

VINITUR invites you to enjoy the finest pleasures in life: fine wines and traditional food, art, architecture, rich cultural heritage, breathtaking landscapes, fresh country and mountain air and the trendy urban lifestyle of the great cities of Lisbon and Porto. Our offer includes products with specific objectives: Tours for Wine & Food Lovers: Trust the expert! Incentives: Go gourmet to reward and motivate! Meetings and Events: Give your event an exceptional flavour! Customized Tours: Check out our selection of themes!

DOC DMC SERVICES EVENTS & WINE	PORTUGAL
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Address: Rua do Carmo, 51-5C – 1900 Lisbon (Portugal) **Web:** www.doc-dmc.com
T. + 351 21 324 2000 – **F.** + 351 21 324 2009 - **Email.** Susanna.tocca@doc-dmc.com

Participants: Ms Susanna Tocca – Managing Director

About us

DOC DMC Service, Events & Wine is a service company that organises wine themed gastronomic experiences, tastings and excursion throughout Portugal and abroad. Our Main product "Winelands of Portugal" are small enogastronomic Road books that allow even an individual traveller to discover the most beautiful DOC areas of Portugal inland individual e personalised way.

Main activities:

Address: Nou, 38 – 43340 Montbrió del Camp (Tarragona). **Web:** www.rochblanchotels.com

T. + 34 977 81 40 00 – **F.** + 34 977 82 69 69 - **Email.** savertin@rocblanchotels.com

Participants: Ms Séverine Avertin – Sales Manager Group & Leisure

About us

Located in the Costa Daurada near Cambrils and Port Aventura, the Hotel Termes Montbrió offers exclusive features in a unique environment. The Hotel installations and services are excellent. Rewarde as Best Hotel Resort & Spa in Europe by the famous British magazine “Professional Spa”.

Main activities:

Bedrooms: 214 bedrooms (68 superior, 138 standard, 8 suites - 5 of them being themed ad specially decorated in English, Tuscan, Colonial, Arab or Japanese styles). Fully equipped with air conditioning, hair dryer, direct telephone line, mini bar, safety box and international TV. Superior rooms with WIFI connection.

Convention Centre: 12 meeting rooms for between 10 and 400 delegates and several areas for commercial exhibitions or for social functions – ADSL connection can be required.

Restaurants: 4 restaurants: Sequoia, Dali, Gaudi, Horta Florida and in the summertime Grill Miró in the swimming area – We can also arrange catering services in the garden and organise wine-tasting at the hotel or the Priorato or Montsant Cellars depending on the number of delegates.

Wellness:

Thermal Centre Under Medical supervision, 35 therapists, 60 treatment cabins, offering health and beauty programmes and preventive medicine and treatments. We offer packages of between 1 and 7 days. There are also more than a hundred “à la carte” services and options.

Aquatonic With natural spring hot waters – the leisure area is 1,000 m2 with stunning glass walls. There are also 60 different sensations to experience, from waterfalls and rapids to steam-jets and grottos, all in a unique setting. 200 people can experience this at one time... what a fantastic beginning or end to your event!

Outdoor swimming pool

Other services: Business Centre - Parking, garage and helicopter-pad.

Outdoor activities

Visit the Roman walls of Tarragona, the imperial Tárraco of the Roman Empire, or be soaked of the mysticism and withdrawal of the Cistercian monasteries of the area.

Discover their marvellous wines in the best cellars where tradition and experience are joined.

And for the most adventurous, routes, trips in the spectacular Mountains of Prades, ravine descends, escalade and sports of adventure of the hand a team of professionals.

Enjoy of Port Aventura, the Thematic Park par excellence without forgetting the magnificent beaches of the Costa Daurada.