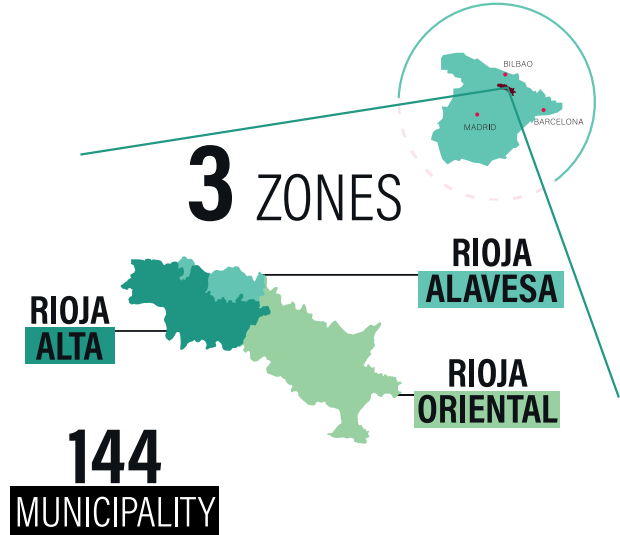


# THIS IS RIOJA

“Rioja” can refer to the region of North Central Spain, or the wine made in that region. Located along the Ebro River, Rioja is not only home to some of the most hospitable grape-growing climates in the world, but is also historically rich in art, culture, and culinary delights.

The Rioja region is about an hour’s drive from Bilbao, home of the Frank Gehry designed Guggenheim Museum, and an hour from San Sebastián, considered by many to be the best food city in Europe.

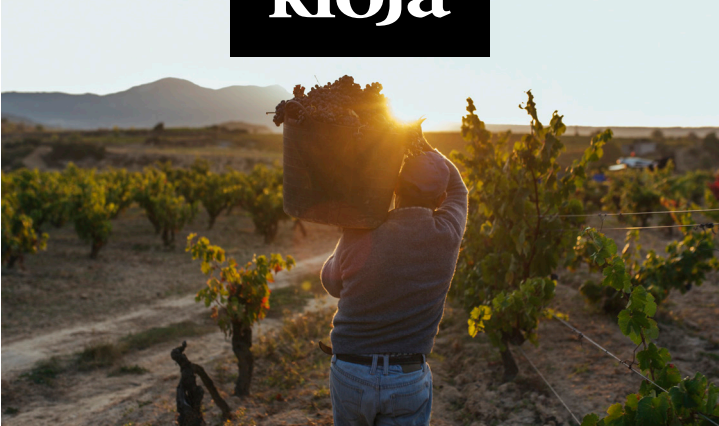


D.O.Ca Rioja, as the wine region is officially known, is regulated by a governing body that oversees wine production with strict quality-control guidelines.

Quality is paramount in Rioja. The pursuit of excellence and quality has contributed to their current positioning as one of the most prestigious wine regions in the world.



**RIOJA**



*Discover*

**RIOJA** *Spain's Finest Wine Region*



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# WINES FROM RIOJA MUST-KNOW FACTS



## THE TRIUMPHANT TEMPRANILLO

Indigenous to Spain, the versatile Tempranillo grape finds its finest expression in Rioja, best defined by elegance and quality, from young to aged and classic to modern wines.



## HIGHEST HONORS

In 1991, Rioja became the first wine region in Spain to receive the highest designation of Denominación de Origen Calificada for producing Spain's finest wine, as well as the first to receive D.O. status designation in 1925.



## RELEASED WHEN READY TO DRINK

Rioja is the only wine region in the world that releases wines when they are ready to drink, after aging in barrel and bottle.



## A PERFECT PAIRING WITH EVERY MEAL

Harmony, balance, and soft tannins are qualities intrinsic to Rioja that allow them to pair with many types of foods and cuisines.



## VARIETIES BEYOND RED

Most famous for its reds, Rioja also produces stunning whites and rosés in a range of styles, all notable for superior quality and distinct flavor profiles, from crisp and refreshing to luscious and complex.

## RIOJA CLASSIFICATIONS & SEALS OF AUTHENTICITY

Each bottle of wine that comes from the region of Rioja is clearly marked with a D.O.C.a. trust seal. Each seal ensures adherence to the strict wine and aging qualifications - as well as the quality standards required by the D.O.C.a. - from grape growing through to bottling.



### COSECHA

Young wine with minimal aging.

Fresh and fruity, or signature wines outside of traditional classification system. Enjoy solo, with cheeses or simple pastas.



### CRIANZA

Wines which are at least in their third year, having spent a minimum of one year in oak barrels.



Perfect for a weeknight meal from lasagna to burgers!

-  Aged 1+ years in barrel
-  6+ months in barrel



### RESERVA



Flagship wine with soft tannins and luscious flavors. Great for richer meals and special evenings!

-  Aged 3+ years with at least 1 year in barrel and 6 months in bottle
-  2+ years with at least 6 months in barrel



### GRAN RESERVA

Exquisite wines from exceptional vintages. Often aged much longer, perfect for elegant dinners and holidays!

-  Aged 5+ years with at least 2 years in barrel and 2 years in bottle
-  4+ years with at least 6 months in barrel



Another identifier on the labels is the zonal classifications, which highlight the terroir and origins of the wine.

## RECEIVE A PROFESSIONAL CERTIFICATION

The Rioja Wine Academy is a free, learn-at-your-own-pace, comprehensive online educational tool for wine professionals looking to expand their knowledge of the Rioja region and its wines. Rioja is exported to over 125 countries, making the certification valuable across the globe.

The Rioja Wine Academy offers 4 certifications:

### RIOJA WINE DIPLOMA

The diploma course offers a greater understanding of Rioja—the territory, grape varieties, and the different types of wine produced. The course also covers official classifications of wine regulations, gastronomy, and history.

### RIOJA WINE TOURISM

The diploma course covers the skills necessary for the implementation of wine experiences and activities, customer service, situation management, English terminology, and wine service.

The Rioja Wine Tourism Diploma is perfect for hospitality and wine tourism professionals.

### RIOJA WINE TRADE

The diploma course is an in-depth study specially designed to help participants communicate Rioja's unique approach to viticulture and oenology along with Rioja's position in both national and international markets.

### RIOJA WINE CERTIFIED EDUCATOR

The diploma course instructs Rioja experts on how to educate trainees, salespeople, and distributors about the unique story of our wines.

Upon completing the course, certified educators will be experts in delivering courses about Rioja face-to-face in other training centers, regions, and countries.

The Trade & Distribution Diploma will help participants gain all the skills necessary to implement a strong Rioja wine marketing strategy and expand their knowledge of the foundations of wine making.

Learn more at  
[www.riojawineacademy.com](http://www.riojawineacademy.com)

**RIOJA**

**Wine Academy**