

2015 ANNUAL REPORT

CONTROL BOARD OF THE RIOJA DESIGNATION OF ORIGIN



Denominación de Origen Calificada



S U M M A R Y

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PUBLISHED BY:

CONTROL BOARD OF THE RIOJA DESIGNATION OF ORIGIN

Edited by: Javier Pascual Corral

Translated by: TRINOR

Printed by: Gráficas Quintana, S.L.

Legal Registry No: LR-160-1993

ISBN: 84-85375-83-X



José María Daroca Rubio, Control Board President

I would like to take advantage of this publication to express my gratitude for the trust placed on me in choosing me to lead this prestigious institution, which is fundamental for the regional economy. It is undoubtedly a great responsibility, which I have taken on with enthusiasm and with the intention of devoting my best efforts to achieving greater unity among all the members of the sector, as I consider it essential to continue developing the model of quality we have created, which is the key to our market success. Being at the forefront of the Control Board is a historic landmark for cooperatives. This presidency will give greater visibility to the cooperative sector, which has played a key role in the development of Rioja in the last half-century. It is something that we rightfully deserve, if we take into account the historical and current weight of cooperativism in the Rioja wine industry, as well as its major social role for its contribution to maintaining family economies in rural areas. Nearly one half of the 16,000 Rioja grape growers are members of one of the 38 cooperatives, which produce about 40% of all the wine made in the Region.

On the tenth anniversary of the implementation of the Rioja Strategic Plan 2005-2020, which marked a roadmap for us to “turn Rioja into one of the key regions for quality wines in the global marketplace,” I think that our Designation of Origin is at a crucial moment in its history. It is in the midst of an expansion in international markets and faces major challenges in giving an innovative impetus to its evolution with the goal of achieving a better position and increasing the value of the wines. These

are concerns shared by the majority of the industry. I regard 2015 with optimism because our sales have continued to grow both in the domestic market and abroad, reaching a new record. The most positive aspect, however, is that we have grown in value, which was our main goal. We must also congratulate ourselves on the great harvest we have had, both quantitatively and qualitatively, which is always a guarantee for the future. I would also like to underscore that the Designations of Origin Act passed in June has provided a new legal framework to which we are adapting. We trust it will be able to strengthen our system of self-regulation and our organizational model. It is a model which has evolved to adapt to a new scenario posed by increasingly demanding and competitive markets coupled with new regulations affecting production and world wine trade. In this sense, one of the main challenges of 2015 was how to tackle the threat posed to our future development by the new European planting authorisation scheme, to be implemented in January 2016. I sincerely believe that we must congratulate ourselves on the agreement reached by the vast majority of the industry to plan our productive potential through a regulated increase of vineyard surface area during the period 2016-2018. This will ensure the continuity of our model of sustainable development and avoid the obvious risk of a significant devaluation of the D.O.Ca. Rioja posed by the liberalisation of plantations.

Finally, I cannot but refer to the controversy which reappeared on the wake of the last regional and municipal elections over the situation of Rioja Alavesa with respect to the whole of the Designation of Origin. I have a very clear notion that Rioja is a single designation of origin and that we should all come together under the name Rioja, which is the umbrella which protects us all. Political disagreements should be discussed by politicians wherever they have to discuss them but they should let us continue with our work. Personally I think that Rioja Alavesa will not separate from the rest of the Wine Region under any circumstances.

THE CONTROL BOARD

AN ORGANISATION AT THE SERVICE OF THE WINE REGION

History

Rioja wines are covered by the oldest Designation of Origin in Spain. The modern Rioja was born in the late 19th century, establishing a clear link between the name of a product and the place where it was made. This sparked growing concerns among Rioja's grape growers and winemakers who sought to firmly guarantee the quality and authenticity of the wines produced in the region while protecting its identity against "usurpers and counterfeiters."

These concerns were finally addressed with the official recognition of the Rioja Designation of Origin on 6 June 1925, authorising the use of the word 'RIOJA' as a collective brand to be put on the labels, as well as a special bottle seal. The legal basis for this measure had its precedent in the 1902 Industrial Property Act, which mentioned "indications of provenance" in Title IX.

The Royal Decree of 22 October 1926 created the first supervisory body of the Rioja Designation of Origin, a Control Board whose mandate was to demarcate the Rioja production area, control the issue of guarantee seals and recommend legal measures to be taken against "usurpers and counterfeiters of the Rioja brand." The regulations were approved in February 1928.

The enactment of the Wine Statute on 8 September 1932 provided a new legal framework for the development of designations of origin, most of which were already defined and included in this text. A year later, a Ministerial Order authorised the creation of the second Rioja Control Board with a composition, presidency, functions, etc. in accordance with the guidelines that the Statute.

In December 1944, representatives of grower-winemakers and exporters met in an Assembly promoted by the Trade Union Organisation and requested the establishment of the third Control Board, which was proclaimed by Ministerial Order on 24 January 1945. Closely linked to the Haro Oenological Station, whose director was also the Control Board president, the new Board approved its Regulations two

years later, although its activities were quite limited until the mid 1950s.

The enactment of Law 25/70 of 2 December 1970, which approved the Statute on Vines, Wines and Alcohols, and the subsequent creation of a new Control Board marked the beginning of a process to improve control systems which eventually stood among the most rigorous and effective in the world.

The renewal of the Control Board in May 1982—in accordance with the regulations set out in Decree 2004/79, adjusted to the new democratic principles proclaimed by the Constitution—was the beginning a new stage which saw the gradual introduction of a perfectly articulated plan of both qualitative and quantitative controls applicable to both production and sales: vineyard and winery registers, control of growing practices, maximum production yields, an approval process for new wines, monitoring of ageing times and vintages, etc.

At the same time, unlike previous stages, the Control Board increased its budget allocation, infrastructure and staff to meet the demands posed by the strict fulfilment of its purpose, namely defending the designation, controlling and fostering quality and providing generic promotion of Rioja. All this was funded with the contributions of grape growers and wine producers whose representatives have prompted self-controlling regulations that are considerably stricter than those of the European Union.

The culmination of this process came in April 1991 with the awarding of the 'Calificada' attribute to the Rioja Designation of Origin and the enactment of a new regulations. This was a recognition of the unceasing efforts by the Rioja wine sector to achieve even higher quality goals and a solid reputation.

In 2004, a new stage began. ORDER APA/795/2004 of 25 March 2004 of the Ministry of Agriculture amended articles 39, 40, 41 and 42 of the Regulations of the D.O.Ca. Rioja in order to make it possible "to constitute the Control Board with the same level of representation and accountability



as the Rioja Wine Interprofessional Organization, in accordance with the eighth additional provision of the Spanish Vine and Wine Act, in addition to introducing the necessary changes in its functions and form of operation.”

The passing on 12 May 2015 of Act 6/2015 on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope required the drafting of new Articles which, together with the Specifications PDO-ES-A0117, replace existing regulations. The Control Board met this requirement in November 2015, with the articles pending approval from the Ministry.

Composition and functions

The Control Board Plenary, Management Body of the Designation appointed by the Ministry of Agriculture, Food and the Environment and accountable to this Ministry, consists of 32 members representing five winemaking and nine grape-growing associations —i.e. all the associations in the Rioja wine industry— and they are the same individuals constituting the Board of Directors of the Rioja Wine Interprofessional Organization, whose President is also the President of the Control Board, pursuant to current regulations. Also members of the Plenary, although without the right to vote, are the representatives of the Ministry of Agriculture, Food and the Environment and of the Public Administrations of the Autonomous Communities of La Rioja, the Basque Country and Navarre.

Article 40 of the Regulations states that the Control Board has “in addition to the functions set forth in the provisions of a general nature which apply to it, and those attributed in this Regulation,” the following responsibilities: complying and enforcing the regulations, recommending any internal provisions that may be necessary to carry these out, and ordering the implementation of any decisions agreed upon; governing and managing the activities of the Control Board as well as organising its internal structure and services; administering the revenue and funds of the Control Board and

arranging for payments; recruitment, renewal or dismissal of personnel; keeping the Public Administration informed as to any incidents taking place in production or on the market and, finally, sending interested Bodies the agreements passed by the Control Board for general compliance thereof.

With regard to the functions to be carried out by the President of the Control Board, “who will be the President of the Board of Directors of the Interprofessional Organization and who, in accordance with its Articles, may either be a member of the Board or an outside person,” article 41 confers upon this person the legal representation of the Control Board before any public or private entity, Administration, Body, legal or arbitration authority with the further mandate to chair sittings and moderate the progress of discussions, regulating deliberations and votes; to ensure that laws are complied with; to endorse the Minutes and Certificates of the Board’s agreements and to exercise any other function specifically designated by the Laws, Regulations or the Plenary.

Finally, it is worth pointing out, with regard to the operational structure established in article 42 that the Board will meet a minimum of once every two months as well as whenever deemed necessary by the President or requested by at least 15% of the total votes. All decisions are to be approved by a minimum of 75% of the votes either present and/or represented, with at least 50% of votes from each professional sector. The President does not have a casting vote.





COMMERCIAL SECTOR (100 votes and 16 members)

GRUPO RIOJA - (79 votes and 11 members):

Fernando Salamero Laorden
 José Luis Benítez Robredo
 Víctor Pascual Zárate
 Jesús de Miguel Martínez
 Raquel Pérez Cuevas
 Julio Noain Sáinz
 Ruben Baz Rodríguez
 Eduardo Romero Alvarez
 Santiago Frías Monje
 José Miguel Martínez Zabala
 Manuel Rivero Romanos

ABC (9 votes and 2 members)

Iñigo Torres Andrés
 Diego Pinilla Navarro

ABRA (5 votes and 1 member)

Inés Baigorri Uribe

BFR - PROVIR (5 votes and 1 member)

Juan Carlos Sancha González

ARAEX (2 votes and 1 member)

Javier Ruiz de Galarreta San Vicente

Representative of the Ministry of Agriculture:

Faustino Manso Martínez

Representatives of the Autonomous Communities:

C.A. La Rioja: Daniel del Río de Pablo,
 C.F. Navarra: Julián Suberviola Ripa
 C.A. País Vasco: Bittor Oroz Izaguirre



PRODUCING SECTOR (100 votes and 16 members)

FECOAR (32 votes and 4 members)

Abel Torres Saenz
 Fernando Ezquerro Cuevas
 José María Daroca Rubio
 Raúl Leza Leza

UCAN (5 votes and 1 member)

Juan Carlos Berrio Fernández de Manzanos.

DOLARE (3 votes and 1 member)

Ramón Emilio Muro Aguirrebeña

ASAJA (30 votes and 4 members)

José Antonio Torrecilla
 Álex Las Heras Pérez
 Juan Luis Martínez Lacanal
 José Antonio Rubio Gutiérrez.

UAGA (11 votes and 2 members)

Jesús Bauza Nuin
 Enrique Pérez Mazo

UAGR (9 votes and 1 member)

José Luis Pisón Martínez

UPA (4 votes and 1 member)

Eusebio Fernández García

UAGN (4 votes and 1 member)

Pedro Luis Cadarso Ciordia

EHNE (1 votes and 1 member)

Alberto Sáenz Sáinz

Committees

The Control Board has a Standing Committee and four Working Committees: Promotion Committee; Administration, Personnel, Finance and Internal System Committee; Technical and Control Committee and Regulations Committee. These committees meet periodically to deal with matters within their area of responsibility and submit proposals to the Plenary for approval.

1. **The Standing Committee** sets the agenda for plenary sittings and deals with any procedural or urgent issues that may arise between one plenary sitting and the next. Other responsibilities include gathering information about decisions regarding labelling, examining minutes and decisions on fines and taking on general or specific plenary directives and mandates.

2. **The Regulations Committee** was specifically constituted to study the Designation's Regulations, their modifications and any other legal matters which may arise.

3. **The Technical and Control Committee** deals with all matters associated with qualitative and quantitative controls, proposing the relevant steps to the plenary in order to implement such controls and enforce the Regulations.

4. **The Administration, Personnel, Finance and Internal System Committee** puts together the Board's budget and deals with matters related to the administration of budgetary funds and personnel.

5. **The Promotion Committee** proposes programmes of action for the Board to the Plenary in the areas of communication and promotion.

6. **The Strategic Plan Analysis and Development Committee** was created in 2008 to keep track of the Rioja 2005-2020 Strategic Plan.

STANDING COMMITTEE

Chair: José María Daroca Rubio (FECOAR)

GRUPO RIOJA

Raquel Pérez Cuevas, Victor Pascual Zárate, José Luis Benítez Robredo, Fernando Salamero Laorden, José Miguel Martínez Zabala and Santiago Frías Monje

ABC

Iñigo Torres Andrés

ABRA

Inés Baigorri Uribe

BFR-PROVIR

Juan Carlos Sancha González

ARAEX

Javier Ruiz De Galarreta San Vicente

FECOAR

Fernando Ezquerro Cuevas, D. Raul Leza Leza and Abel Torres Saenz

ARAG-ASAJA

Juan Luis Martínez Lacanal and Alex Las Heras Pérez

UAGA

Jesús Bauza Nuin

UAGR

José Luis Pisón Martínez

UAGN/EHNE

Alberto Sáinz Sáenz

UPA

Eusebio Fernández García

DOLARE /UCAN

Ramón E. Muro Aguirrebeña

ADMINISTRATION, PERSONNEL, FINANCE AND INTERNAL SYSTEM COMMITTEE

Chair: Alex Las Heras Pérez (ARAG-ASAJA)

ABC: Iñigo Torres Andrés

BFR-PROVIR: María Díaz Navarro

ABRA: M^a Jesús Amelibia Argote

ARAEX: Juan Luis Cañas Herrera

ARAG-ASAJA: José M^a Ruiz Ramírez

DOLARE: Ramón E. Muro Aguirrebeña

FECOAR: José Manuel Madorrán and Miguel Negueruela Ortega

GRUPO RIOJA: Santiago Frías Monje, Borja Eguizábal Pérez,

José Luis Benítez Robredo, Iñaki Sesma Arnáiz

and Jesús De Miguel Martínez

UAGA: Silvia Rodríguez Calleja

UAGR: Gonzalo Gil Gil

UCAN: Carlos Esparza Calvo

UPA: José Ramón Peciña Ramírez

PROMOTIONAL COMMITTEE

Chair: José Luis Benítez Robredo (GRUPO RIOJA)

ABC: Iñigo Torres Andrés

ABRA: Asunción Eguren Ugarte

ARAEX: Javier Ruiz De Galarreta San Vicente

ARAG-ASAJA: Alex Las Heras Pérez and Amador Lezana Muñoz

BFR-PROVIR: María Díaz Navarro

DOLARE: Ramón E. Muro Aguirrebeña

FECOAR: Raul Leza Leza and Gonzalo Salazar De Gurendes

GRUPO RIOJA: Raquel Pérez Cuevas, Ruth Chocarro Melgosa, Ricardo

Arambarri Pérez and Rodolfo Bastida Caro

UAGA: Miren Itxaso Compañon Arrieta

UAGR: José Antonio Antón Benés

UCAN: Carlos Esparza Calvo

UPA: Antonio Mayoral Cerrolaza

TECHNICAL AND CONTROL COMMITTEE

Chair: Fernando Ezquerro Cuevas (FECOAR)

ABC: Iñigo Torres Andrés

ABRA: Angel Bello Berganzo

ARAEX: Juan Luis Cañas Herrera

ARAG-ASAJA: Juan Luis Martínez Lacanal and Gonzalo Pastor Díaz

BFR-PROVIR: Juan Carlos Sancha González

DOLARE: Ramón E. Muro Aguirrebeña

EHNE: Alberto Sáenz Sáinz

FECOAR: Francisco Martínez Gómez and Abel Torres Saenz

GRUPO RIOJA: Fernando González Muñoz, Eduardo Romero Alvarez,

José Luis Benítez Robredo, Rafael Vivanco and Victor Pascual Zárate

UAGA: Eduardo Jalón Lacalle

UAGR: Roberto Ruiz-Clavijo Díez

UCAN: Juan Carlos Berrio Fdez. de Manzanos

UPA: Tomás Latasa Asso

REGULATIONS COMMITTEE

Chair: Fernando Salamero Laorden (GRUPO RIOJA)

ABC: Iñigo Torres Andrés

ABRA: Inés Baigorri Uribe

ARAEX: Javier Ruiz de Galarreta San Vicente

ARAG-ASAJA: José Antonio Rubio Gutiérrez and Igor Fonseca

BFR-PROVIR: Juan Carlos Sancha González

DOLARE: Ramón Muro Aguirrebeña

EHNE: Javier Sádaba Sáinz

FECOAR: José Manuel Madorrán Calvo and Carlos Javier Pérez

GRUPO RIOJA: José Luis Benítez Robredo, Ruth Chocarro Melgosa,

Rubén Baz Rodríguez and Manuel Rivero Romanos

UAGA: Jesús Bauza Nuin

UAGN: Pedro Luis Cadarso Ciordia

UAGR: Angel Palacios Muzquiz

UCAN: Carlos Esparza Calvo

UPA: Eusebio Fernández García

STRATEGIC PLAN ANALYSIS AND DEVELOPMENT COMMITTEE

Chair: Iñigo Torres Andrés (ABC)

ABRA: Saúl Gil Berzal

ARAEX: Javier Ruiz de Galarreta San Vicente

ARAG-ASAJA: José Antonio Rubio Gutiérrez and Javier Rubio Ruiz

BFR-PROVIR: Juan Carlos Sancha González

DOLARE: Ramón E. Muro Aguirrebeña

EHNE: Pablo Llorens García

FECOAR: Javier Aldana Espinosa and Fernando Ezquerro

GRUPO RIOJA: Jesús de Miguel Martínez, Victor Pascual Zárate, Rodolfo

Bastida Caro, José Luis Benítez Robredo

and Alexander Tomé Santaolalla

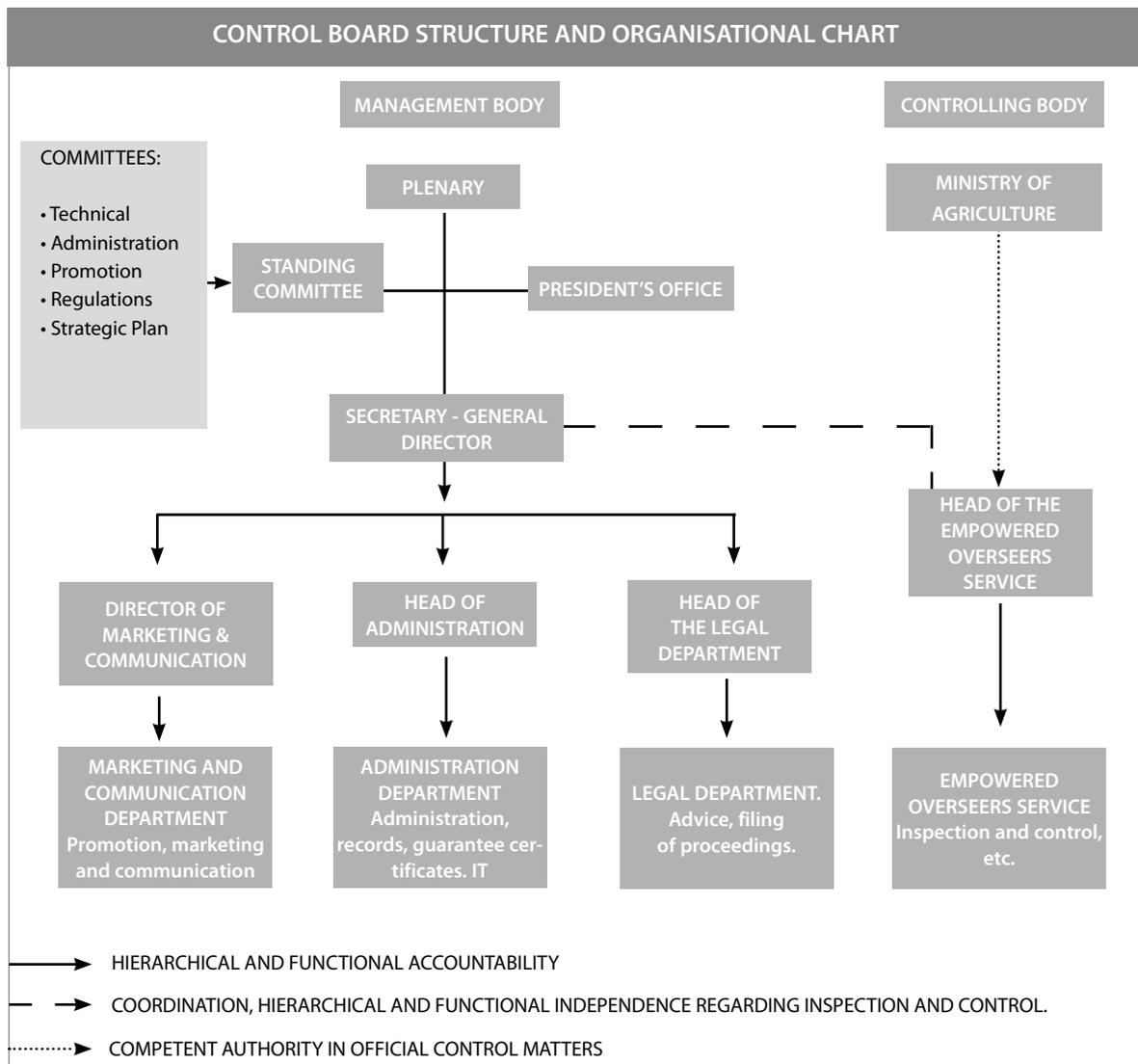
UAGA: Jesús Bauza Nuin

UAGR: Angel Palacios Muzquiz

UCAN: Juan Carlos Berrio Fernández de Manzanos

UPA: Miguel Angel Martínez Díez

THE CONTROL BOARD STRUCTURE AND ORGANISATIONAL CHART



Management Body

It consists of the Control Board Plenary, Standing Committee and working committees, President's Office, as well as the Secretariat-General Directorate and the Marketing and Communication, Administration and Legal departments, except the Empowered Overseers Service, which is a completely independent department carrying out inspection and control tasks.

Control Board Plenary

It is comprised of the same members and voting percentages as the Board Directors of the Rioja Wine Interprofessional Organization, and it is appointed by the Ministry of Agriculture, Food and the Environment (MAGRAMA). Its functions are referred to in the Regulations (Art. 39). It is responsible for defining the Designation's policies based on the two pillars: market promotion and focus, and production



and quality development and control. It establishes guidelines, approves rules and regulations and develops general policies from the proposals submitted by the committees. Also present in the Plenary meetings —although without voting rights— are the Secretary - General Director and a representative of each of the Autonomous Communities and a representative of the Ministry. When matters affecting particular departments have to be discussed, the heads of these departments may be required attend.

President

The President of the Rioja Wine Interprofessional Organization. Highest representative of the Control Board (Art. 40). Institutional and legal representation functions before any third party and any other representation delegated by the Plenary. The President calls meetings, establishes the agenda based on working committee requests, and chairs the meetings of the Plenary and of the Standing Committee, determining when discussions and voting should take place. The President ensures compliance with decisions made and endorses the minutes of the meetings, as well as certifications relating to the decisions reached. The President seeks to coordinate associations and strengthen their mutual ties. The president is awarded the necessary powers to enter into contracts as set out in the contracting procedures-manual and established spending levels. The Ministry may also delegate powers to institute proceedings.

Standing Committee

Its functions are also set out in Regulations (Art. 39). It has no executive power, except when delegated by the Plenary, and it is composed of the Control Board President, the chairs of each of the committees and a maximum number of members based on the representation of each association. The Secretary - General Director and the heads of the departments affected by items on the agenda also attend the commission

Working Committees and Committee Chairs

They are non-executive committees which initially examine matters and proposals to be dealt with by the Plenary. Their chairs are elected from among the members of the Plenary. They call and moderate discussions in their respective commissions. They work in coordination with the Secretary - General Director and with the department heads who are also the secretaries of their respective committees. Committee chairs jointly decide with the Secretary - General Director and the Control Board President whether matters should be referred to the Standing Committee and, as the case may be, to the Plenary. They may represent the Control Board in matters regarding the area of responsibility of their committee.

Secretary - General Director

The Control Board's chief executive, carrying out the normal tasks that would be carried out by the general director or general manager in a company. Ultimately, it is a question of making effective the delegation of management functions, as set out in Art. 39, taking on the responsibilities of the Board's day-to-day business. The Secretary - General Director is subject to the Plenary and reports to the President. In general, the Secretary - General Director's responsibilities include: supervising promotion campaigns; organising the staff in all its aspects; preparing submitting and monitoring budgets and financial statements; coordinating departments and, in particular, ensuring that the Legal and Administration departments provide the necessary means to the Controlling Body according to the budgets established for the Council every year. Annual targets are set by the Plenary and the Secretary - General Director makes a proposal to the Plenary on the annual objectives to be met by department heads.



STRUCTURE AND ORGANISATIONAL

Marketing and Communication Department

The department is in charge of programming, developing and deploying promotional campaigns approved by the Board Plenary in accordance with assigned budgets. When necessary, it provides market studies requested by the Control Board's various areas—for example, in order to make decisions regarding product requirements. Likewise, the department is in charge of the communication of all Board areas, including matters related to controls within an annual plan, which is continuously adapted to Board interests..

Administration Department

The department provides the Board (Plenary, General Directorate, and other departments) with the information and resources it requires to carry out its tasks. It is responsible for the full financial and administrative organisation of the Control Board. The department collects information from the Controlling Body and manages and updates vineyard and winery records. It also stores and issues guarantee labels and seals. It also provides IT support and supports the wine approval process.

Legal Department

It is a horizontal department in charge of the legal advisory service and of filing non-disciplinary proceedings. It also provides legal advice for the Controlling Body. It can also file disciplinary proceedings, provided the Ministry delegates such function.

Operation of the departments

The heads of the Administration, Marketing and Communication and Legal departments report to the Secretary - General Director, who is their hierarchical and functional supervisor. Their obligations are: the fulfilment

of annual objectives approved by the Plenary or the Standing Committee to ensure the proper operation of each Department and their staff, as well as coordination with other departments.

Controlling Body

Consisting of the Empowered Overseers Service. Its Director is independent of the General Secretary-Director, and therefore of the Plenary, with regard to fulfilling inspection and control functions, for which the Director reports directly to a representative of the Ministry of Agriculture, Food and the Environment. The Service is in charge of carrying out all inspection and control tasks required to ensure the origin of the products made by operators and to ensure fair competition among them with respect to compliance with Specifications and Regulations, as well as other provisions of the Control Board regarding the production and marketing of wines protected by the D.O.Ca. Rioja.

The overseers or inspectors who are part of this Department—which has ISO 17065 certification— carry out official controls and their actions and proceedings are presumed to be truthful.

THE CONTROL BOARD AN ORGANISATION AT THE SERVICE OF THE WINE REGION

CONTROL BOARD STAFF (on 31/12/2015)

• JOSÉ MARÍA DAROCA RUBIO

President

• JOSÉ LUIS LAPUENTE SÁNCHEZ

General Director

• PABLO FRANCO SARRIA

Controlling Body Manager

• M^a ANGELES NALDA MURGA

Legal Department Lawyer

• JOSÉ IGNACIO MARTÍNEZ DE TORRE

Legal Department Lawyer

• GREGORIO MARTÍNEZ RAMÍREZ

Head of the Administrative and General Services

• RICARDO AGUIRIANO SAN VICENTE

Marketing and Communications Manager

• CARMEN QUEMADA SÁENZ - BADILLOS

Head of Promotion and Public Relations

• REBECA GÓMEZ AIELLO

International Marketing Technician

• JAVIER PASCUAL CORRAL

Communication Advisor

• AMAYA FERNÁNDEZ BENGOA

Head of Quality

Overseer:

• PEDRO SALGUERO RODRÍGUEZ

Controlling Body Deputy Manager

• SONIA DOMÍNGUEZ LUMBRERAS

• BERNABÉ ARRIETA VILLAREAL

• JESÚS HERNÁEZ CONDE

• BALTASAR MARCHAN NAVARRO

• JAVIER MORAL ALONSO

• JOSÉ ANTONIO BLANCO RUIZ

• JOSÉ LUIS MARTÍNEZ OLARTE

• GLORIA CUNCHILLOS ABAD

1st class Administrative Officer - President's Office

• ANA PÉREZ-IZAGUIRRE URQUIZU

1st class Administrative Officer - Legal Department

• M.^a ANGELES NALDA SÁENZ-TORRE

Head of I.T.

• M.^a VEGA VICENTE MANZANOS

Accountant - Administrative Services

• M.^a DEL CARMEN YUS GARCÍA

1st class Administrative Officer - Technical Service

• M.^a SOLEDAD PARMO DE PABLO

2nd class Administrative Officer - Administrative Services

• M.^a DOLORES PASCUAL MARTÍNEZ

2nd class Administrative Officer - Technical Service

• M.^a JOSÉ FERNÁNDEZ-AZCONA PUJADAS

2nd class Administrative Officer - Technical Service

• M.^a PILAR GONZÁLEZ SÁENZ

2nd class Administrative Officer - Technical Service

• ANA ROSA LÓPEZ CACHO

2nd class Administrative Officer- Technical Service

• INMACULADA TOMÁS CALVO

Administrative Officer- Technical Service

• M.^a TERESA VICENTE BASARTE

2nd class Administrative Officer - Marketing and

Communications

• ANA DÍAZ BRAVO

Specialist Tasting Technician

• EDUARDO ECHARRI JUSTO

Warehouse Supervisor

• DANIEL OLMEDO GARCÍA

Concierge Receptionist

In 2015 a total of 225 people were hired for temporary services: 179 harvest helpers, 14 technical assistants, 9 employees for the Quality Plan, 15 vineyard technicians, 4 employees for winery stock checks, 3 administrative assistants and 1 temporary concierge.



Domingo Rodrigo, retired in November 2015, receiving a tribute from the entire staff of the Control Board.



PLENARY DECISIONS

PLENARY OF 6-2-2015

Request of CMO funds for promotion. There was a unanimous decision to apply to the wine CMO for co-funding of promotion of Rioja wine in the so-called third countries. The grant was requested for the period from 1 June 2015 to 31 May 2016, with an investment of 2,946,847 euros in the United States, 687,144 euros in Mexico, 585,363 in Switzerland, 791,180 in China, 292,250 in Russia and 159,120 in Canada, as well as enabling the President to formalise all relevant procedures for this purpose. This is the eight promotion plan presented by the Control Board to apply for funds earmarked for this purpose by the Wine CMO.

OEMV Board of Trustees. It was unanimously agreed to renew the membership of the Control Board in the Board of Trustees of the Spanish Wine Market Observatory (OEMV) in 2015 under the same conditions agreed for 2014. The inclusion of Rioja in the Board of Trustees in 2014 crystallizes a logical partnership to guide the strategy and efforts of Spanish quality wines in the scope of the Observatory and interpret the large amount of information that it handles on the evolution of the market from a suitable perspective. The OEMV is carrying out a quantitative study of the 12 major foreign destinations to Rioja by quarters. The information is presented at an annual seminar organised by OEMV.

Closing of 2014 financial year. Se acuerda unánimemente la habilitación a la Comisión de Administración, Personal, Finanzas y Régimen Interior, para efectuar las transferencias de partidas presupuestarias del ejercicio 2014 necesarias, sin perjuicio de su ulterior aprobación plenaria, con motivo del cierre de dicho ejercicio.

PLENARY OF 6-3-2015

Request to manage vineyard growth in the wine region.- The Control Board Plenary unanimously agreed to

support limiting the growth in vineyard surface area and take initiatives or studies to prevent the use of re-planting rights to plant non-Rioja vineyards within the wine region. It was therefore agreed to request the competent administrations to manage growth in the region in a balanced way to preserve its model and quality.

This request took place in the context of news about planned Community Regulations on winemaking which will regulate vineyard planting schemes. Since the Wine CMO was passed by the European Parliament in late 2007, the Rioja wine sector has been warning of the negative consequences of liberalising vineyard planting. It has proposed to various authorities that the decision to allow new vineyard plantings should be in the hands of professional organisations and taken only when there is a proven market need to meet demand. .

Promotion plan for Spain. Following the recommendation of the Promotion Committee, the promotion plan for Spain for 2015 was approved by the majority with a total budget of 1,712,200 euros. The strategy follows the lines of 2014 with two simultaneous, complementary messages, one of rational character that appeals to the quality and diversity of Rioja wines as a safe value ('Rioja a thousand and one wines, a thousand and one hits') and another of an emotional nature ('Celebrate life') thousand and one Rioja wines, thousand and one hits ') and other emotional ('Celebrate life'). The goal is to improve the perception of Rioja wines, highlighting the region ('Wine tourism') and associating Rioja wine to leisure and free time drinking moments ('cuisine and tapas').

Contribution of grape growers and wineries to fund the budget. The Plenary unanimously approved the income budget for ordinary and additional expenses for 2015. After applying the 745,172.94 euros left over from the previous year, a final amount of 5,917,299.85 euros was agreed. Of this budget income, 4,476,955.73 euros are distributed between growers and wineries at a ratio of 25.5%



Plenary in April 2015

and 74.5% respectively, while the remaining 1,440,344.12 euros are distributed 50% between both sectors. Therefore the overall contribution to the budget of ordinary and additional expenses is 31.46% for producers and 68.54% for marketers.

The levies collected amounted to 0.5648% on plantations, putting a value of € 0.70 per kilo of grapes produced, and a contribution of 0.2471% on certified wines, which are rated on their commercial value (€ 2.81 per litre of non-aged wine, € 4.02 per litre of Crianza wine, € 5.46 for Reserva wine and € 10.71 for Gran Reserva). The references taken into consideration are the certified grape production volumes and bottles sold in the 2014 financial year.

Each sector is to fund 50% of the Budget for Extraordinary Promotional Expenses (9,019,319.56 euros). After applying the 67,310.75 euros left over from 2014, the same proportions were agreed for the calculations of the apportionment used with the Ordinary and Additional budgets. Likewise, the funding sources of funding for this special promotion budget include the three autonomous communities in which the wine region is located plus CMO funds. The levy percentage applied on plantations is 1.0540%, while the levy percentage on certified wines is 0.2853%.

Certification of grapes from the 2014 vintage. It was agreed to notify vineyard owners, through the Official Gazettes of the autonomous communities of the Designation, that on the date of that announcement the Control Board would send all the vinification statement and harvest statement validation reports to their owners, with a copy being held at the Control Board's head office for anyone who did not receive

it, and allowing a general period of 10 working days for the submission of applications that directly or indirectly affect the certification of wines by the D.O.Ca. Rioja, establishing the date of 31 March 2013 as the deadline for submitting these applications in all cases.

PLENARY OF 10-4-2015

The official rating of the 2014 vintage was 'Good'.

The Plenary awarded an official 'Good' rating for the 2014 vintage, of which the Designation of Origin wineries made a total of 312.89 million litres, of which 293.52 million litres were finally certified (20.37 white, 14.99 rosé and 258.15 red). The 2014 vintage showed a quantitative and qualitative improvement over the previous year. After a growing cycle with very favourable weather, Riojan vineyards showed excellent canopy development and plant health at the end of the ripening stage. This pointed to a great harvest in terms of both quality and quantity but adverse weather during the harvest only allowed forecasts to be partially fulfilled. Largely, it can be said that these expectations have been met, and this is reflected in the 'GOOD' rating, the result of wide heterogeneity in the wines. Nonetheless, there is a significant percentage of top quality wines which is sufficient to meet the requirements of aged wine categories. Particularly notable was the excellent quality of this vintage's rosés and whites, and aspect on which all 140 members of the Control Board Tasting Panel unanimously concurred.



PLENARY DECISIONS

New institutional wines. The Control Board selected the wines to be used at institutional events for a year. The seven wines chosen from among 164 samples submitted reflect the different types and categories that currently make up the range of wines covered by the D.O.Ca. Rioja. They are dressed with labels designed especially by the Control Board for each category

BCC Board of Trustees. It was unanimously agreed to renew the membership of the Control Board to the Board of Trustees of the Basque Culinary Center Foundation for the year 2015, under the conditions agreed for 2014 and added in 2015. Through this sponsorship, both entities actively participate in various training projects, such as the development of exclusive Rioja educational modules and participation in the Sommelier and Wine Marketing Master's course taught in the Wine Institute. It will also involve wine research projects, such as an R&D project on tapas, and international wine promotion.



New institutional wines

- Young White, 2014 Vintage: Bodegas Sonsierra, S. Coop.
- Barrel-fermented White, 2014 Vintage: Bodegas Manzanos Enterprises S.L.
- Young Rosé, 2014 Vintage: Bodegas y Viñedos Ilurce S.A.T.
- Young Red, 2014 Vintage: Bodega San Miguel S. Coop.
- Crianza Red, 2012 Vintage: Bodegas Martínez Corta S.L.
- Reserva Red, 2011 Vintage: Bodegas El Coto de Rioja, S.A.
- Gran Reserva Red, 2009 Vintage: Bodegas Rioja Vega S.A.

Trip to Champagne. It was unanimously agreed to allocate 21,000 euros (saved from other budget items) to fund a trip to Champagne by Control Board members and personnel.

PLENARY OF 5-6-2015

Budget extension system. The Control Board Plenary agreed to implement an automatic budget extension system to guarantee the institution's proper operation. The agreement is set for the two years that remain of the current term of office. Should the budgets for the following year not yet be approved by 31 December, a budget extension of 90% of the ordinary budget, 100% of the additional budget and 75% of the extraordinary budget will be automatically approved, in order to guarantee the previously committed budget. Should such extension be applied, before January 15, the Control Board General Directorate will submit a proposal to distribute the budget so the limits defined in the extension are met. Should the proposal submitted the Control Board General Directorate fail to secure approval, the budget will be distributed as per the previous year and the amount for any given item (or country, in the case of promotional funds) may be modified by 10%, provided the aforementioned percentages regarding the total budget are not exceeded.

PLENARY OF 17-07-2015

2015 Harvest Standards. The Plenary approved the 2015 Harvest Standards Good harvest forecasts coupled with a rise in sales prompted the Board to raise the maximum certified production yields to 6,955 kg per hectare for red grapes. Maximum production for white grape varieties was set at 9,630 kg per hectare, 3% less than in the 2014 harvest. In any case, bearing in mind that the vineyards were in excellent shape regarding production, the Control Board set an additional 6% (390 kg per hectare for red grapes and 540 kg per hectare for white grapes) over maximum certifiable yields on

Meeting of Rioja and Ribera del Duero control boards.

The Rioja and Ribera del Duero control boards met at the Control Board headquarters to share experiences and discuss problems which affect them both.



the volume of grapes allowed to enter the wineries. However, the wine made with these grapes would not be certified as D.O. wine and would have to be removed from the wineries within the deadlines set by the Control Board. Grape-to-wine ratios were set to a maximum of 70% (70 litres of wine for every 100 kg of grapes), in line with previous years.

In addition to setting maximum production limits, the Harvest Standards applied by the Control Board during the grape harvest are an essential component of the traceability system that guarantees the quality and authenticity of the grapes and wines of the D.O.Ca. Rioja. Compulsory weighing of all grapes is carried out upon arrival at the wineries. Quality standards cover alcohol content, colour intensity, polyphenols, etc. The Control Board applies significant human and financial resources to these control efforts, consistent with the strategy of raising the overall level of excellence of the wines produced in the region.

Labelling regulations. To enable industry organisations to include such information as they see fit, minimum labelling requirements were unanimously agreed in accordance with the Specifications of the D.O.Ca. Rioja, together with the labelling procedures for wineries and the Control Board under Act 6/2015.

Tastings at universities. It was unanimously agreed to carry out up to 8 tastings in as many universities in Madrid and Barcelona. The tastings were to include both technical aspects and scientific seminars on healthy habits. The call for proposals, organisation and dissemination will be carried out by FIVIN, which will also supply content on wine and health for circulation by the Control Board. The total budget will be 40,000 euros to be funded from savings under other items.

Appointments of the Controlling Body. It was unanimously decided to appoint Pablo Franco Sarria as new manager of the Controlling Body and Pedro Salguero Rodríguez as deputy manager.

PLENARY OF 4-9-2015

Audit. The Plenary decided to commission EUDITA AUDITEBRO S.A. to carry out a complete audit of the 2013 annual accounts.

Respect for historical heritage. The plenary considered that administrative actions in the field of infrastructure and urban development must exhaust all possibilities and alternatives beyond mere technical and budget considerations before affecting the historical heritage of Rioja wine, in particular wineries and vineyards, which constitute a secular ensign

PLENARY DECISIONS



José María Daroca with the representatives of the cooperatives at the Control Board.

José María Daroca becomes president of the D.O.Ca. Rioja Control Board

José María Daroca chaired his first Control Board Plenary Meeting, held on 17 July, taking office on behalf of the Rioja cooperative associations, after the Order of the Ministry of Agriculture ratifying the appointment was published in the Official Gazette on 11 July. José María Daroca took over from Luis Alberto Lecea following the agreement reached in May 2013 for the renewal of the interprofessional association. According to the agreement, the agricultural union ARAG-ASAJA was to hold the presidency for two years and then pass it on to the cooperatives for the next two.

José María Daroca is a grape grower like his predecessor. He is a member of the Navarrete District Cooperative —part of the Federación de Cooperativas Agrarias de La Rioja (FECOAR), which he represents on the Control Board Plenary since 2004. Born in 1956 in the town of Entrena, where he resides and works his 25 hectare holding, Daroca has been member of the Board of Directors of the cooperative since its foundation in 1989, serving in various positions, including president and secretary, a post he currently holds. He also chairs the district Irrigation Community.



of the wine region, as this would diminish its global nature over and above mercantile reasons, showing the sensitivity required by this key sector in the socio-cultural and economic context of the region.

PLENARY OF 29-10-2015

Labelling regulations. Regarding the proposal made to sector organisations in the plenary meeting of July, the Plenary reached a majority agreement on the minimum requirements laid down by the D.O.Ca. Rioja Control Board for labelling wines certified by this designation, in accordance with article 17.h) 4 of Act 6/2015 of 2 May 2015 on Designations of origin and Protected Geographical Indications of supra-regional territorial scope, without prejudice to community or national mandatory labelling provisions.

Agreement on plantations. The Plenary reached a majority agreement voting to inform the Spanish Ministry of Agriculture, Food and the Environment about the recommendations on the new vineyard planting authorisation system to come into force in January 2016 adopted by the Rioja Wine Interprofessional Organization during a special session of the General Assembly held on 29 October 2015.

Back labels for white wines. It was agreed by majority to remove the system which differentiates between guarantee labels and seals for white wines and others and to replace it with a monitoring system based on entering comments in wine movement records, warranty for white wines and their replacement by control, indicating the series and numbering used in the guarantee labels and seals.

PLENARY OF 4-11-2015

Planning of production potential. The Control Board decided by a majority to implement a regulated increase in the vineyard surface area of the D.O.Ca. Rioja during the period 2016-2018. The decision is linked to several other steps regarding Harvest Standards, budgets, the Price Observatory and other technical issues during the same period. This step aims to ensure the continuity of its model of sustainable development under the threat posed by the new system of planting authorisations. According to a 'Study of vineyard surface growth possibilities in the D.O.Ca. Rioja' undertaken by experts in the public universities of La Rioja, the Basque Country and Navarre, the new system poses the risk of a significant devaluation of the D.O.Ca. Rioja.

The decision involves a recommended increase in



Pablo Franco Sarria (Barco de Valdeorras, 1980) was appointed manager of the Controlling Body. He is a Food Industry technical engineer with a master's degree in Grapegrowing and Winemaking and an executive MBA. He specialised in winemaking and has management experience in the entire process, from growing grapes to marketing wines. He did a stint as technical director of the D.O. Bierzo Control Board from 2005 to 2012 and he is a member of the ENAC panel of wine industry technical experts. (l. to r.: Domingo Rodrigo, José María Daroca and Pablo Franco).



PLENARY DECISIONS

productive potential by 387 hectares (0,6% of the current 64.526 ha) for each of the three plan years (2016, 2017 and 2018), without prejudice to a possible review of the figures for the second and third years based on sales performance. This way, if YOY sales increase above 1% by 31 August 2016, the productive potential for the year 2017 will be increased by 1% instead of 0.6% —i.e., 645 hectares. Identical criteria shall apply to 2018 depending on how annual sales have grown by 31 August 2017.

It was also decided to restrict to a symbolic amount of one hectare both authorisations to replant grubbed up vineyards, and authorisations to plant vineyards from the conversion of planting rights —when either one of them arises outside the production area of the DOCa Rioja— for each of the three years.

To compensate for the need to improve raw material supply in the short term, the Control Board decided that the 2016 Harvest Standards will set a 107% yield for certified grapes with a grape-to-wine conversion ratio of 72%. For the 2017 Harvest, if the stocks/sales ratio does not reach 2.90, these figures will be 105% and 71% respectively. In such case, they could be again raised to 107% and 72% in 2018 with the goal of reaching the 2.90 ratio.

The other decisions tied to productive potential planning are: to start off a Price Observatory in 2016 using 2015 season figures; to prepare a study to define technical non-conforming criteria for certain plots where new vineyards could be planted under the D.O.Ca. Rioja; and possibly to implement a qualitative stock system. It was also decided to take effective steps in improving the value of Rioja wines and maintaining the promotional spend level for 2015 for the period 2016-2018, with an increase in budget for the Spanish market exceeding 1 million euros, which will include a specific campaign for the promotion of white Riojas.

PLENARY OF 26-11-2015

Public Corporation articles. The Plenary agreed to approve the Articles of the Public Corporation ‘Consejo Regulador de la Denominación de Origen Calificada Rioja’ and submit them to the Ministry of Agriculture, Food and the Environment, together with the request that the same Order which approves them maintains the term ‘provisional’ in the content of articles 4.1, 4.4, 9.1, 22.2 and 22.3 of the Regulations of the Denominación de Origen Calificada Rioja and its Control Board (Annex I to Order APA/3465/2004) for as long as it is not implemented with full effects in the Specifications of the Denominación de Origen Calificada Rioja and the content of articles 7 bis, 15, 17, and 34 of the Regulations of the Denominación de Origen Calificada Rioja and its Control Board (Annex I to Order APA/3465/2004) and the Wine Certification Standards of wines with a right to the of the Denominación de Origen Calificada Rioja (Annex II to Order APA/3465/2004), insofar as they are not fully included in the Quality System accrediting compliance with the ISO 17065 standard.

PLENARY OF 18-12-2015

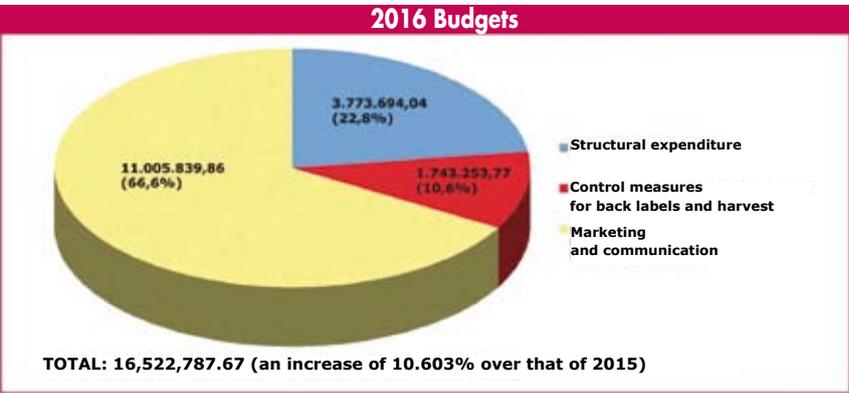
2016 Budgets. The Control Board Plenary approved a budget of 16.5 million euros for 2016. It is the most ambitious since the economic downturn started. A total of 11 million euros are allocated to promotion, the highest figure to date, with a significant increase of 11.4% over the previous year. The main target for the increased funds is the Spanish market, which now becomes a priority, together with the US market, each with three million euros. There is also a specific white wine programme, while wine tourism will be one of the campaigns’ key messages. There is a three-year commitment to this level of promotional spend with the aim of consolidating a strategy of adding value and improving the position of Rioja wines in the main markets.



Structural expenditure accounts for 23% of the total budget, continuing the containment policy of previous years with a 2.5% rise, whereas the control system (back labels and harvests) rises 26% over the previous year to a total of 10.6% of the budget. With the exception of €2.5M in European (CMO) funds earmarked for promotion in third countries, the remainder of the budget is funded by growers and wineries according to a set ratio. The contribution to the ordinary budget of 6.4 million euros is divided as follows: 67.6% from wineries and 32.5% from grape growers. The extraordinary promotional budget (10.1 million euros) is distributed 50% between both sectors. Of the total amount of the budget, the wineries assume 56.8% and the growers, 43.2%.

in the Spanish market, whose budget has nearly doubled, there are major budget items targeting international markets focusing on increasing export value. By countries, the United States campaign receives one third of promotional funds, followed by Rioja's top importer, the United Kingdom. They are followed in decreasing order by China, Germany, Mexico and Switzerland, as well as Russia and Canada, two markets recently designated for campaigns in view of promising sales growth forecasts.

In addition to the aforementioned promotional investment





Budgets and funding

Funding for Control Board's activities comes from contributions made by registered growers and wineries, based on the following:

- Compulsory fees on the value of certified production.

These are based on actual grape production from the previous year's harvest.

- Compulsory fees for certified products. These are based

on actual sales of each type of wine —Generic, Crianza, Reserva and Gran Reserva— in the previous year.

- Compulsory fees for documented certified value.

- Compulsory fees for back labels and seals. These are based on the back labels and seals issued to the wineries which sell the wine.

The basic expenditure and investment budget is established considering the goals of the activities and services that the Board provides for its members. In order to calculate the ordinary budget based on the income from certified production, the figures were taken from the certified volume of the previous year's grape harvest and an estimated average price per kg of protected grapes in the wine region, calculated as 0.70 €/kg. The basis for calculating the income budgeted for sales is the statistics on the number of litres sold in the previous year and the average prices per litre according to operators' monthly reported statistics for each of the categories of wine sold for export: 2.81 euros/litre for Generic wine, 4.02 €/l for Crianza, 5.46 €/l for Reserva, and 10.71 €/l for Gran Reserva.

This is used as the basis to apply the participations for each sector —growers and wineries— and the resulting percentages are applied to determine the compulsory fees for members.

Also, fees are applied on the documented value and the value assigned to guarantee and control documents, back labels and/or seals, both contributions being maintained without variation over previous years other than those due to the amounts on the documents submitted. The compulsory fees on guarantee marks is an amount related to the number of documents that each winery received the previous year and this is divided into twelve monthly instalments.

Grants were received for promotional campaigns co-financed with CMO funds totalling 2,532,504.69 euros, of which 1,276,955.17 euros came from the seventh year of



The certification and promotion of Rioja wine carried out by the Control Board is funded with the contributions made by the grape growers and wineries listed under the Designation.



| EXPENDITURE BUDGET FOR 2015 | |
|--|----------------------|
| PERSONNEL EXPENSES | |
| Permanent personnel costs | 1,438,031.67 |
| Temporary personnel costs | 541,519.73 |
| Social Security Contributions | 530,050.47 |
| Social costs | 28,542.85 |
| SECTION I TOTAL I | 2,538,144.72 |
| EXPENDITURE ON CURRENT ASSETS AND SERVICES | |
| Repairs and maintenance (Buildings, machinery and tools, transport materials, furniture, computer equipment, gardening, cleaning and tangible fixed assets) | 78,682.56 |
| Office equipment, supplies and miscellaneous (Materials, fuel, communications, transport, insurance for premises and vehicles, taxes, etc.) | 265,989.53 |
| Miscellaneous expenses (Public Relations, promotional material, protecting the brand and the Designation and unforeseen costs.) | 294,265.38 |
| Work done by other companies (Nielsen Report, computer programming, Press Office, Quality Plan, analyses, samples, maintenance, cleaning.)) | 232,420.36 |
| Payments for services (Travel, maintenance, accommodation, assistance, etc.) | 299,648.16 |
| SECTION II TOTAL | 1,171,005.99 |
| ACTUAL INVESTMENTS | |
| Equipment for computer processes, furniture, equipment and others | 36,830.02 |
| Control measures for back labels and harvest | 1,381,571.62 |
| POS controls | 58,772.50 |
| Communication and Promotion (Fairs, exhibitions, functions, promotion in the media, communications, competitions, collaboration and promotional objects) | 730,975.00 |
| SECTION III TOTAL | 2,208,149.14 |
| SUMMARY OF ORDINARY BUDGET | |
| PERSONNEL EXPENDITURE | 2,538,144.72 |
| EXPENDITURE ON CURRENT ASSETS AND SERVICES | 1,171,005.99 |
| INVESTMENTS | 2,208,149.14 |
| TOTAL ORDINARY BUDGET 2015 | 5,917,299.85 |
| EXTRAORDINARY BUDGET | |
| MARKETING AND COMMUNICATION PLAN (Domestic market and foreign markets: United States, United Kingdom, Germany, Sweden, China, Mexico and Switzerland) | 9,019,319.56 |
| TOTAL EXTRAORDINARY BUDGET | 9,019,319.56 |
| TOTAL GLOBAL BUDGET 2015 | 14,936,619.41 |



FINANCIAL RESOURCES

the CMO contribution, which ended 14 June 2015 which had already been received, and the rest, 1,276,955.17 euros, corresponds to the following CMO years ending on 31 May 2016 and is awaiting collection. In addition, a single amount was received from the Autonomous Communities, more specifically, the Navarre Statutory Community, which contributed 28,000 euros to partially cover the same type of expenses.

The budget and collection percentages are subject to approval by the General Directorate of Food Industry of the Ministry of Agriculture, Food and the Environment.

Extraordinary budget. The Control Board Plenary approved an Extraordinary Budget of 9,019,319.56 euros for the Marketing and Promotion Plan. This Extraordinary Budget, together with the amount approved in the Ordinary Budget for communication, represents a significant sum to promote Rioja wine on the various markets and is mainly used in advertising and promotion on the domestic and foreign markets. The actions to be undertaken in the area of marketing and communication are studied by a group of experts selected from among the associations represented in the Control Board, as well as the Board's own staff. The group of experts assesses plans, actions and budgets for each country and submits them to the Plenary for approval. The plans include advertising and promotional actions mainly in the United States, Germany, the United Kingdom, Sweden, China, Mexico, Switzerland, Russia, Ireland and Canada. Part of the budget was also assigned to advertising and promotion in the domestic market, with TV, radio and social media communication campaigns.

Expense budget.- The basic budget for expenses and

investments was defined taking into account the goals, actions and services that the Board provides for its members. The Budget includes personnel costs based on the Collective Agreement, maintaining control activities. Operating costs were similar, adapting items to the Consumer Price Index and to the requirements of activities. In the area of Communication and Promotion, there was a continuance of activities such as the Rioja Wine News Show, an off-trade campaign, attending fairs, tasting courses and on-trade and Internet dissemination.

The collection of POS samples both in Spain and abroad continued. An additional item was the investment in the implementation of the "Rioja Trustseal" holograph on labels and seals.

| BUDGET DISTRIBUTION CRITERIA 2015 | | | | | |
|-----------------------------------|---------------|--------------|--------|--------------|--------|
| DISTRIBUTION | BUDGET | GROWERS | % | WINERIES | % |
| ORDINARY BUDGET | 4,476,955.73 | 1,141,623.71 | 25,50% | 3,335,332.02 | 74.50% |
| ADDITIONAL BUDGET | 1,440,344.12 | 720,172.06 | 50.00% | 720,172.06 | 50.00% |
| EXTRAORDINARY BUDGET | 9,019,319.56 | 4,509,659.78 | 50.00% | 4,509,659.78 | 50.00% |
| TOTAL BUDGET | 14,936,619.41 | 6,371,455.55 | 42.66% | 8,565,163.86 | 57.34% |



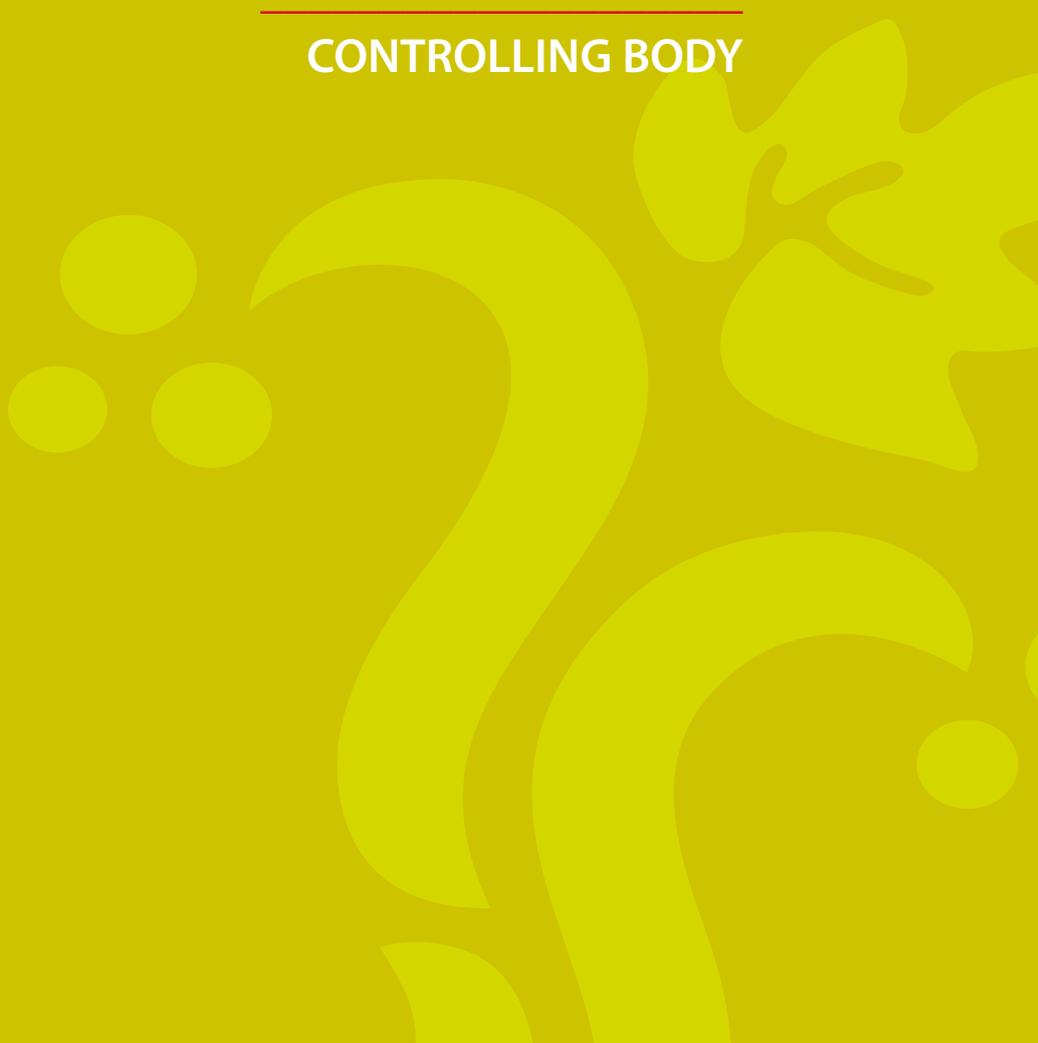
Activity Reports by department

ADMINISTRATIVE SERVICES

LEGAL DEPARTMENT

MARKETING AND COMMUNICATION

CONTROLLING BODY



ADMINISTRATIVE SERVICES

Activity Reports by department

Strict compliance with the Regulations of the Rioja 'Calificada' Designation of Origin requires controlling and issuing a considerable number of documents each year. This work is carried out by the Board Administration Service. The most important documents are export documents, authorisations for transporting wines between registered wineries, processing vintage control forms for the different types and categories of wines and issuing wineries with the back labels and seals that guarantee the origin, quality, vintage and category of wines certified by the Designation of Origin.

The Administration Service is also responsible for the financial management of the Board from winemaking and budget supervision to accounting management, cash flow, and collection of the various types of taxes from grape growers and wineries—which constitute the Board's income—and relevant expenditures.

Document management

Export documents.- In 2015, a total of 542 certificates of origin were issued for exports to foreign countries. Authentication of the wine's origin in the accompanying documents is not required for bottled wine as each bottle bears its own individual certificate.



Transfer authorisations. The total volume of wine transferred between registered wineries in 2015 amounted to 221 million litres. A total of 3,851 authorisations were issued for the transfer of these protected wines.

Vintage control forms.- The Control Board Administration Service issued a total of 979 vintage control forms in 2015 for the various types and categories of wine.

Back labels and Seals.- A total of 13,466 'documents for back labelling/sealing Rioja wines, and other expeditions exempt from requiring commercial documents'—which have to be filled in by both growers wine sellers—were issued and recorded for 2015.

Also, the 6,880 deliveries of back labels and seals made to registered bottlers of Rioja wine totalled 393,291,883 guarantee documents. Of these 2,584,289 were back labels printed on normal paper, 5,206,498 were self-adhesive back labels, 147,345,072 were normal paper seals and 238,156,024 were self-adhesive seals. In addition to these deliveries, the relevant printer delivery documents were drawn up and registered. These totalled 2,444 forms and 779 return documents.

As in previous years, the use of seals rose. While in 2000 seals represented 78% of guarantee documents, this figure rose to 98% in 2015. This is due to the increasing use by wineries of back labels that contain information about the wine. The use of guarantee documents printed on self-adhesive rather than normal paper has also risen from 17% in 2006 to 62% in 2015.

LEGAL DEPARTMENT

Activity Reports by department

The Control Board de the D.O.Ca. Rioja has a Legal Department that has been part of its organisational structure since 1986. It was later incorporated into its Regulations through the Order of 3 April 1991, which granted it the 'Calificada' level, maintaining its presence in the current Regulations, approved by Order APA/3465/2004, of 20 October 2004. It is one of the few Control Boards to have its own permanent service of this nature, which gives an idea of the level of development achieved by the Designation.

The activities of the Legal Department mainly involve processing administrative files within the Organisation. The main reasons for instituting such proceedings are: requests regarding the production of grapes to make protected wines and the transformation of grapes into wine; rejection of wines; authorisation and denial of back labels; modifications in records (mainly new entries and deletions); and suspensions and cancellations in the various registers (vineyards, wineries, etc.).

When processing disciplinary proceedings instituted by the Control Board —whether as a result of inspections carried out by its Overseers, by order or justified request from other entities within the Public Administration, or even arising from complaints— the Legal Department provides assistance in all stages of the proceedings: preparation, drawing up and processing of actions by the Instructing Officer, drawing up reports on allegations and appeals proposed by the Instructing Officer for the Ministry of Agriculture, Food and the Environment and, as the case may be, the Courts of Justice.

On 12 May 2015, Act 6/2015, on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope was enacted. From the date of its coming into effect, the Food Information and Control Agency is also in charge of filing and processing disciplinary proceedings for breaches law 6/2015. The Control Board Legal Department closely cooperated with the Food Information and Control Agency in the drafting of all those reports which are required to process disciplinary proceedings.

The Legal Department also draws up legal reports on different issues that affect the Designation and the Control Board, taking the necessary steps to defend the Designation before public authorities and in court.

Another function of the Legal Department is to provide information and advice for registered growers and winemakers, and others. It also responds to requests for documents by the courts —particularly in civil cases— arising from claims between private individuals on plantations protected by the Rioja 'Calificada' Designation of Origin.

Administrative proceedings

In 2015, the department processed a total of 1,086 administrative reports arising from actions initiated in other departments of the Control Board. Disciplinary proceedings included one unlawful introduction of wine from outside the Designation, labelling violations, omissions in vinification statements, omissions in guarantee documents and reported capacity discrepancies. A total of 664,197.39 euros in fines were collected for the National Treasury Department in 2015. These sums are from proceedings instituted on or before 2015 and closed this year.

Non-disciplinary proceedings arise from notifications of new label designs, registration of productive vineyards after they are authorised by the Departments or Regional Ministries of Agriculture of the three Autonomous Communities in which the wine region is located, incidents observed on the field by the Empowered Overseers Service with respect to vineyards in their second year (discrepancies related to how many vines

Labelling. A total of 445 new labels were notified, of which 224 correspond to new brands and 221 to design changes in previously-authorized labels.

A total of 59 labels were found not to conform to regulations in effect.



LEGAL DEPARTMENT

can be held, grape varieties grown, plantation densities, location etc.), allegations related to the wine approval process, claims on the amount of certified grapes, etc.

Relations with other legal institutions

The trend already observed in previous years continued, with slight growth in the number of disputes between registered members or disputes in which one of the parties is a registered member, affecting vineyards, planting rights, or assets of wineries with requests made by Courts to the Control Board for all kinds of reports and certificates.

Regulations Committee

The Control Board has a Regulations Committee with equal representation from each sector. The Committee's secretary is the Solicitor of the Legal Department. The main task entrusted to it in 2015 was to study and discuss the Bill of Designations of Origin and Protected Geographical Indications of supra-regional territorial scope, which culminated in the approval by the Ministry of Agriculture, Food and the Environment of Act 6/2015, of 12 May 2015, on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope. Likewise, it has been working on the study and assessment of the draft Royal Decree which implements the aforementioned Act 6/2015, and various proposals for differentiating sub-areas in the labelling and packaging of wines.

Moreover, various texts were drafted, including the document which contains the minimum requirements to be fulfilled in the labelling for wines certified by the Rioja Designation of Origin, in accordance with its Specifications and the Draft of the Articles of the Denominación de Origen Calificada Rioja in compliance with the provisions of the aforementioned Act 6/2015.

Other activities of the Legal Department

The Legal Department participated in various forums and prepared various reports, assessments and comments.

Maintaining the legal documentation service. The Legal Department has an extensive register which is constantly updated on legislation regarding vineyards and quality wines which includes European and Spanish laws, and particularly the legislation of the Autonomous Communities of La Rioja, the Basque Country and Navarre in this area.

In 2001 the Legal Department included legislative information in the Control Board website. It includes both Spanish and European laws and regulations applicable to the D.O.Ca. Rioja, as well as the Official Circulars that describe the most significant decisions of the Control Board Plenary. It was duly updated in 2015.

Compilations and manuals. The Legal Department maintains an up-to-date compilation of basic Spanish rules and regulations applicable to the D.O.Ca. Rioja and to other wine Designations of Origin, and of the Official Circulars issued by the Control Board containing regulations since 1968, with subject and chronological indices.

The Legal Department also participated in various forums and prepared various reports, assessments, observations and comments.



Institutional collaboration

- Presentation at the University of La Rioja on the D.O.Ca. Rioja for students at the OIV Masters degree course.
- Meetings with the Ministry of agriculture and the European Commission Directorate-General for Agriculture to consolidate the specification of conditions of the D.O.Ca. Rioja.
- Participating in the Wine Tech project Advisory Committee.
- Representing the Spanish Conference of Wine Control Boards at the Governing Council of the Wine Technology Platform.
- Collaborating with the Spanish Conference of Wine Control Boards in its relations with EFOW (European Federation of Origin Wines), of which it is a member.
- Writing reports and articles on labelling and exercising official controls.
- Preparing various reports and drafts relating to the Bill on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope.
- Representing the Control Board of the D.O.Ca. Rioja at an international lobby group advocating origin and geographical names.
- Member of the permanent Working Group of the Wine Technology Platform (Wine Economy Section).
- Participating in the General Secretariat of the Spanish Conference of Wine Control Boards (CECRV)
- Participating in the Masters Degree in Oenology offered by the University of La Rioja.
- Study and assessment of draft Community regulations and national Bills for Royal Decrees regarding the conversion of planting rights and the new system of authorisations.
- Meeting with the Food Information and Control Agency on certification issues and co-operating in the processing of disciplinary proceedings.
- Meetings with the General Directorate of Food Industry of the Ministry of Agriculture, Food and the Environment for the study and drafting of the Royal Decree implementing Act 6/2015 of 12 May, on Designations of Origin and Protected Geographical Indications of supra-regional territorial scope.
- Meeting with the Spanish Patents and Trade Marks Office (OEPM) to work together on the protection of the Rioja brand and other distinctive signs registered by the Control Board

MARKETING AND COMMUNICATION

Activity Reports by department

Communication goals and strategies

The Marketing and Communication Department is responsible for the planning, co-ordination and management of the different promotional activities in which the Control Board is involved, in both the areas of publicity and of press and public relations. The department is responsible for planning and conducting publicity campaigns and promotional collaboration with the media, and for creating and carrying out various initiatives to promote Rioja wines, organising its own events, sponsorships, attending fairs, organising winetasting courses, collaborating with other bodies involved in promoting wine, and so on.

As an important part of the Board's communication strategy, permanent relations are maintained with the media through the Press Office, which issues more than one hundred press releases, reports and special joint publications every year, and deals on an individual basis with the numerous requests for information received from the media and trade journalists.

The Marketing and Communications Department is also in charge of the Control Board's various publications (the CONSEJO newsletter, the annual report, the web site and various promotional and informative materials, which are re-edited and reprinted regularly due to high demand), managing the Rioja Wine Information Office, located at the Control Board headquarters, and dealing with the many people, both Spanish and foreign, who visit the headquarters every day. It also plans and co-ordinates market surveys and image surveys car-

ried out by specialist companies, and distributes the results.

The Department's action plan for communication focuses mainly on achieving goals defined within the general communications strategy approved by the Control Board Plenary:

e) To convey through the media an image of quality, diversity and innovation for Rioja wines with a continuous flow of information.

f) To improve the reputation of Rioja wine among consumers, disseminating those characteristics that best highlight its uniqueness.

g) To generate an attractive, modern image of Rioja wine which brings it closer to young consumers while promoting Responsible Drinking initiatives.

h) To consolidate the image of the Wine Region as the leader of the Spanish wine sector and of the Control Board as the body that represents it in all areas.

The dissemination of the differentiating aspects of our Wine Region, from viticulture to the vinification and sale of the wines, is based on key concepts. These include: the quality and originality of its grape varieties; the ageing potential of its wines; the quality assurance offered by a strict control system; the history of the area; its diversity and dynamic nature; and an intelligent balance between tradition and modernity—all of which ultimately helps highlight the uniqueness of Rioja compared to other wine regions in Spain and abroad.



In September, the Control Board called a meeting of the Rioja promotion agencies in China, Germany, Mexico, Russia, Switzerland, the United Kingdom and the United States in order to prepare the D.O.Ca. Rioja campaigns for 2016

Greater spend to improve Rioja brand value with new experiences for professionals and consumers

In 2015, the Control Board spent close to ten million euros promoting the Rioja brand in its main markets. This is more than 65% of the total budget and the only item which saw a significant increase with regard to the previous year (8.8%). This decision, which involves both wineries and growers, is consistent with the goal of positioning the Region's wine at higher value-added price points. Given Rioja's high visibility among consumers, the challenge now is to position Rioja as a region known for its quality and sure value, whose diversity and authenticity go hand in hand.

"Discovering/showing the value of Rioja wines through memorable experiences for professionals and consumers" was the linchpin of foreign market institutional promotion and its marketing strategy in 2015. The aim of the activities

was to "educate" the target audience (consumers, retailers and restaurateurs) through wine tastings and direct contact with wine producers and their importers so they could tell the unique stories that lie behind each wine. Both professionals and consumers have had the opportunity of tasting the quality and diversity of the wines in connection with international cuisine and Spanish tapas, demonstrating their excellent pairing capability.

In mature markets, like the United Kingdom, Germany and Switzerland, activities focus on both consumers and professionals, as point of sale presence of Rioja is notable and consumers are increasingly taking the role of influencers. The challenge is for them to try the wines. In developing markets like Russia and China, the campaign focuses on

COMMUNICATION AND PROMOTION

professionals and on enhancing point of sale visibility of Rioja, establishing alliances with major retailer chains in the country. The challenge is to “educate” professionals and opinion leaders so they can recommend Rioja and transmit its message to consumers, although there are also some activities selectively organised for them. In expanding markets such as the United States and Mexico, which are developed but not yet fully mature, a mixed strategy is applied, seeking a balance between actions focusing on professionals and on consumers.

The most significant budget items go to markets with great potential for development, such as the United States, which is already the third importer of Rioja, and China, which has experienced exponential growth, as well as major Rioja importing countries with mature markets, such as the United Kingdom, Germany, Switzerland and Mexico, not to mention Spain, where wine consumption has dropped alarmingly yet remains Rioja’s primary market, with more than 60% of total sales. Russia and Canada are now targeted for promotion after having joined the list of the ten largest importers of Rioja.

While catering to the peculiarities of each country, institutional promotion of Rioja wines in domestic and foreign markets in 2015 was generally based on an integrated marketing strategy: public relations, advertising,

media relations and point of sale promotions. Internet and social media have become a fundamental tool in promotional activities. The Control Board is therefore currently spearheading wine social media with individual profiles on Facebook, Twitter and Instagram in the campaign’s target countries, a global profile on Youtube and a portal of social networks (Social Media Room).

An outstanding new feature are the wine selection methods for promotional events by panels of independent experts in each market. Wines are selected according to quality and image, while more innovative aspects, such as Rioja whites or non-Tempranillo single varietals, are highlighted in order to enhance the value of Rioja and foster public interest in attending events. Examples of these are the 10 by 10 event organised in London, the shows in Valencia and Corunna and the Meininger Group Best of Rioja event in Germany.

To assess the efficacy and results of promotional campaigns the Council looks beyond sales volume and sales value, gathering feedback from importers, wineries, buyers and opinion leaders through country-wide satisfaction surveys as well as event-specific polls (visitors and exhibitors). These are managed by the external consultants, Wine Intelligence.



In 2015, the D.O.Ca. Rioja Control Board received the prize for ‘Best overseas promotion campaign’ at the fifth edition of the annual awards given by the digital newspaper Qcom.es and Wiki SpanishFood to entities in the agri-food industry. The jury valued “the work performed by the Control Board year after year to position the image of Rioja wines around the world.”

Publications, wine tasting courses and information Office

In 2015, the Council started a monthly newsletter (eight issues in Spanish and four in English) for wine professionals and consumers around the world. Distribution is via a free e-mail subscription. Two print issues of the CONSEJO Newsletter were published in 2015. The purpose of this newsletter is to reinforce communication between the Control Board and Rioja growers and winemakers. The Annual Report is a complete collection that describes the activities carried out by the Control Board and provides a vision of the current situation of the D.O.Ca. Rioja with the most significant statistics. The official Control Board website (www.riojawine.com) is permanently updated with content which offers a complete vision of the D.O.Ca. Rioja, complemented by presence in social media with individual profiles on Facebook, Twitter and Instagram, a global profile on Youtube and a social media portal called Social Media Room. The Control Board also offers printed informative and promotional material in several languages. The Rioja Wine Information Office is located at the headquarters of the Rioja Control Board, welcoming a significant number of visitors and sending information materials across the world. Finally, Control Board technicians teach beginners' winetasting courses on Saturday mornings from 10.00 am to 1.00 pm. The course fee is €18. A total of five courses were taught in 2015 to 55 students from various locations and of various nationalities.



Sponsorship and cooperation. The Control Board participated in numerous national and international events, making a financial contribution, providing information materials, supplying generic wines, offering tastings led by Control Board technicians, and lending its facilities. Events partnered by the Control Board included the 2015 Spanish Radio Academy Awards, the 'Rioja, young and fresh' initiative, organised by the Vocento Group, the Ecofin Awards, the Assembly of the Great Wine Capitals Global Network, the Agencia EFE King of Spain Journalism Awards and the 25th anniversary of Efeagro. The Control Board headquarters also hosted Rioja wine promotional activities initiated by other entities, like the Rotary Solidarity Tasting and the Fundación Caja Rioja Cosechero Wine Competition.



COMMUNICATION AND PROMOTION



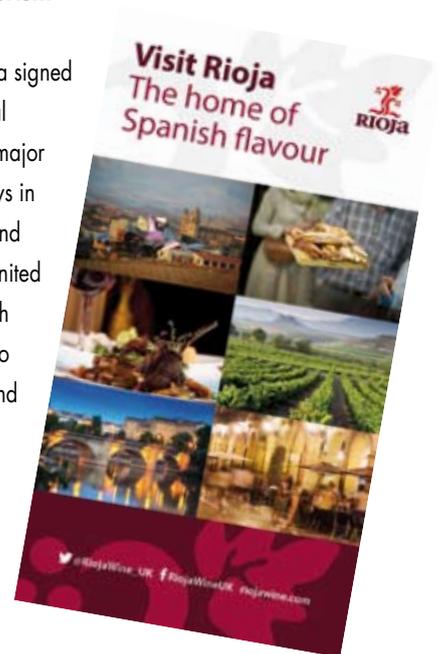
INTERNATIONAL PROMOTION ACTIVITIES

Very positive feedback from participation in the Prowein Fair in Germany

The Control Board is very pleased with its first participation in the Prowein fair in Germany. Rioja sought to provide a comprehensive picture of the wine region whilst achieving maximum visibility. The president Luis Alberto Lecea highlighted “the strong brand image and confidence that Rioja projects among German market professionals, as well as the wisdom of attending the fair to support and complement the work of the more than one hundred participating Rioja wineries. Educating and training these professionals is essential to increasing the value of Rioja in the export markets —a priority goal for our wine region.”

Delta Airlines and British Airways promoted Rioja wine and wine tourism

The D.O.Ca. Rioja signed significant promotional agreements with two major airlines, British Airways in the United Kingdom and Delta Airlines in the United States. From May, both alliances contributed to promote Rioja wine and enhance its position as a global brand while showcasing the wine region as a tourist destination —an increasingly



Promotion in the international marketplace

important objective for the Control Board in its international campaigns.

The agreement with British Airways was tied to the launch of its new route between London and Bilbao. British Airways passengers had the opportunity of tasting Rioja wine in the airline's London-Heathrow VIP lounge and its 'High Life' passenger magazine included a series of reports on the region. The initiative was deployed in May and June and reached as much as 3,3 million consumers.

In the United States, this was the first nationwide promotional programme between an airline and a wine region. The agreement with Delta Airlines included educational video clips on Rioja, a selection of in-flight wines, pairings and tastings in its VIP lounges, information on social media, contests, etc., all of it with the ultimate goal of generating interest for travellers to visit the region.

Arzak, Roca and Rioja, three Spanish food stars shining at the Cancún Festival in Mexico

The paradisaical beaches of the Mexican Caribbean, provided the setting for a pairing between the culinary creations of two Spanish star chefs —Juan Mari Arzak and Joan Roca— and Rioja Wines, held in celebration of last year's successful sales figures in Mexico, with close to 30% growth. One of the activities carried out by the D.O.Ca. Rioja was its first participation in the Cancún Food & Wine Festival. This pivotal gastronomic festival (now in its third year) brings together professionals of the best luxury hotels in the region, Mexico's top sommeliers and top-level food and wine lovers.



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(l. to r.) Presentation of the Rioja seminar by the educator and opinion leader Sam Chen and seminar on Rioja in China for a group of journalists.

4th Grand Tasting of Rioja Wines in China strengthens forecasts for the Wine Region in the Asian market

The 4th Grand Tasting of Rioja Wines held in Shanghai and Chengdu confirmed the growing interest of Chinese wine trade professionals in the wines from our region. This backs the positive forecasts arising from the exponential growth of exports to this country during the past five years. As noted with satisfaction by the Control Board president, Luis Alberto Lecea, “we have achieved the goals we had set for ourselves when organising these tastings: increasing the distribution of Rioja wines in China —trade professionals in this country

are beginning to realise that Rioja cannot be missing from their offer— and showing wine influentials how versatile Rioja Wines are and how easily they pair with Chinese cuisine.”

This year’s Grand Tasting counted on 66 wineries out of the more than 150 which are currently exporting to China. Over 250 wines were presented to retailers, sommeliers, wine lovers and members of the wine and food press. Forecasts were amply surpassed by a combined attendance of more than 1500 professionals. Many visitors who were expecting to find classic wines were surprised to discover a wide range of modern wines which nonetheless were round and easy to drink —a feature which is considered fundamental for the Chinese market. For retailers, the most outstanding aspect was the great value of Rioja wines and their excellent quality

The D.O.Ca. Rioja campaign rewarded in China. The D.O.Ca. Rioja received the award for ‘Best Wine Promotion Organisation’ in China, given by the magazine Sugar, Tobacco and Spirits Weekly, the country’s leading wine and spirits magazine. The award was given at the Chengdu wine fair, the most significant in Western China. It was collected by Sally Zhang, Director of the Rioja campaign in China.

Promotion in the international marketplace

The success of the 'Rioja & Tapas' festival is proof of the recognition achieved by the D.O.Ca. Rioja in the United States

The D.O.Ca. Rioja organised a number of food-paired promotional activities in Chicago during the first week in May. The leading event was the Rioja & Tapas Festival which targets both professionals and consumers. The tapas were prepared live by 25 chefs and were tasted together with wines from 40 Rioja wineries offered directly by importers and winemakers. 1.700 consumers and 300 professionals attended the event, far surpassing the organisers' forecasts.

The President of the Control Board expressed his satisfaction for the success of the festival and for the level

of knowledge about Rioja wine shown by attendees. He considers this proof of how well known Rioja is becoming in the United States —a country which now ranks third among Rioja importers with figures above ten million litres thanks to the significant growth of recent years. Feedback from attendees shows that it is truly easy to pair American food with Rioja wine, thanks its ample diversity.

Activities included the sponsorship of the Chefs' Night Out on 3 May, organised by the James Beard Foundation. The event was attended by leading chefs from across the United States who come for the James Beard prize-giving ceremony. The Control Board gave a donation of \$20.000 to fund grants for cooks awarded by the Foundation.

There were also several meetings between Rioja representatives and wine trade professionals and the Chicago press, as well as tastings for consumers in close to 50



Rioja winemakers and the chefs who made the tapas, together with the Control Board delegation, led by its president, Luis Alberto Lecea, the general director, José Luis Lapuente, and the chair of the Promotion Committee, José Luis Benítez, along with Ricardo Aguiriano, marketing manager. Also present at the event were the Spanish consul in Chicago, the head counsellor of the Trade Office and representatives of Tourespaña

COMMUNICATION AND PROMOTION



St. Petersburg



Brussels presentation of World Tapas Day. (l. to r.) Pedro Larumbe President of Tasting Spain, Rafael Chamorro of Tourspain, Frédéric Duhart from the BCC and José María Daroca of the D.O.Ca. Rioja

Rioja sponsored ChefAlps in Switzerland

Rioja wines sponsored the ChefAlps International Cuisine Summit, the leading event in the Swiss food sector. It provided a perfect opportunity to maximise and define Rioja's profile in front of an audience that is predominately made up of hotel and restaurant managers, chefs, food & beverage managers, sommeliers, wine dealers and trade journalists.

2nd Rioja Wine Show gets warm welcome in Moscow and St Petersburg

The 2nd Rioja Wine Show, organised by the Control Board in Moscow and St Petersburg in mid-September, received a warm welcome from professionals and opinion leaders —the Show's target audience as the aim is to achieve greater penetration in a market that has grown exponentially over the past years, placing Russia among the top ten Rioja importers.

World Tapas Day celebrated in 17 countries with Rioja

Rioja wines played a leading role on World Tapas Day, organised in 17 countries by the Spanish Tourism Institute (Tourspain) and the Tasting Spain association. The event aims to promote tapas culture and attract a greater number of tourists through food. The D.O.Ca. Rioja was a global partner of this initiative, providing wines for the 127 events held across the world and presenting a study on the history of tapas in Brussels. The study was carried out by the Basque Culinary Center and sponsored by the Rioja Control Board.

The Navarrese chef Pedro Larumbe, President of Tasting Spain, said that "tapas are associated with Spanish culture. They are not just a bite to eat but also the atmosphere which is created," so he considers it important to defend the term 'tapas' on the international market. In this regard, the President of the D.O.Ca. Rioja, José María Daroca, explained that "wine is an essential part of the tapas experience" and Rioja seeks to "educate consumers in wine and food culture in an attractive way," this being the reason why it joined the Tourspain initiative.

Promotion in the international marketplace

The rise of informal ‘Spanish style’ food in the United Kingdom swings British tastes from French classics to Rioja.

Chicago shops.

British diners choose Rioja wines ahead of such renowned regions as Bordeaux and Burgundy, according to a recent Wine Intelligence survey on the positioning of the different wine regions in the world in the UK on-trade. The poll among habitual wine consumers shows that, in the last six months, more consumers have asked for Riojas at restaurants (23%) than wines from any other region, including Burgundy (7%) and Bordeaux (13%).

Rioja’s quality and food culture are the key drivers of on-trade demand for Rioja wines in the United Kingdom, with a larger number of consumers citing their food pairing suitability (48%) and flavour (53%) as decisive factors when choosing Rioja wines rather than those from other regions. The survey reveals that British diners shy away from formal traditions and are showing, more than ever, a penchant for the more informal spirit of Spanish food culture. When it comes to eating out, 66% of respondents prefer a relaxed atmosphere to an “haute cuisine” ambience (19%) or to

“formal service” (12%).

For British consumers, Rioja wines are their number one choice in bars, taverns, gastropubs and casual restaurants, well ahead of Côtes du Rhône, Chianti and Bordeaux. “Our customers would rather open a bottle of Rioja and share plates among friends than feel intimidated by the menu or the atmosphere of a formal restaurant,” says Noelia Rojilla, from London’s famous ‘Bar Tozino’. Wine expert and broadcaster Jane Parkinson says that Rioja wines are very versatile when it comes to pairing, making it easy to choose a menu because they complement a wide range of meats, cheeses and seafood. She considers it is easy to prepare tapas and serve them with a good bottle of Rioja to everyone’s satisfaction.

UK consumers do not only seek a Spanish food experience when dining out. According to the survey, they are buying more Spanish products than ever, with rising sales of products the likes of Iberian ham, Manchego cheese, bomba rice and chorizo.



The British Isles celebrated the summer with Rioja and tapas

This summer, the D.O.Ca. Rioja organised a succulent selection of activities in the United Kingdom and Ireland under the name ‘Rioja Summer of Tapas Fantásticas’, which helped consumers enjoy the summer from June to September with two great Spain brand ambassadors, Rioja wine and tapas. The Rioja Summer of Tapas Fantásticas festival promoted Rioja wines with consumers in London, Bristol, Edinburgh, Oxford and Dublin, through leisure activities focusing on tastings and entertainment, with tapas as an indispensable ingredient.



‘Spanish Heroes’ award for the marketing campaign in the United Kingdom

The D.O.Ca. Rioja received the award for “best marketing campaign in the United Kingdom” in the 2015 ‘Spanish Heroes Awards’. These awards aim to recognize the different entities, companies and personalities, both Spanish and British, who have most successfully contributed to the promotion of Spanish wine.

The Rioja campaign in the United Kingdom received the award in the Best Marketing Campaign category for its “imaginative and engaging approach” and for “popular events such as the hugely successful Tapas Fantasticas” as well as its “thorough and close trade work, boosting education and sales.”

Rioja pays tribute to UK wine professionals

The D.O.Ca. Rioja Control Board paid tribute to six figures in the UK wine world with the first ‘Rioja Recognises’ awards at a gala held on 10 November at the Hispania restaurant in London. The purpose was to thank these professionals for their support of Rioja to continue growing in a country which has been the leading importer of Rioja for many years and currently absorbs 35% of total exports.

As noted by the president of the Control Board, José María Daroca, at the prize-giving ceremony, “we trust that we will continue to count on the support of these personalities as well as keep finding new candidates for the coming year.”

The wine journalists Sarah Jane Evans and Tim Atkin were honoured for their outstanding contribution in their support and commitment to Rioja, while the TV personality Olly Smith received the award for ‘Communicator of the year’. The renowned Spanish chef José Pizarro was recognised as the ‘On trade personality of the year’ for his continued support of and enthusiasm for Rioja, while the ‘Off-Trade Personality



The winners of the first edition of the Rioja Awards in the United Kingdom together with representatives of the Control Board

Promotion in the international marketplace

of the Year' award went to Beth Willard for her work at Laithwaites. Finally, Simon Jerrome was named 'Distributor of the Year' for his work as purchasing director of wine at Matthew Clark.

Delighted with his award, Olly Smith said Rioja is "a wine region which perfectly balances tradition with a zest for communicating its passion for wine in an invigoratingly modern way. I salute these inventive wineries for engaging and encouraging consumers the world over to sample for themselves the hoard of diversity from this world class treasury of vineyards, skill and invention." The journalist Tim Atkin MW, who was unable to collect the award personally, thanked the organisers for the recognition by Rioja, "which means a lot to me. Rioja was among the first regions I ever visited as a wine writer, back in 1986, and it still occupies a special place in my heart. I am convinced that Rioja's best days and vintages lie in the future, thanks to a new generation of dynamic winemakers... and a growing recognition that the

area produces some of the great wines, not only of Spain, but of the world." Chef José Pizarro was also honoured to receive recognition from Rioja "a region well-known for the amazing wines it has produced for many years."

Rioja Wine Show in the United Kingdom

During the celebration of the gala, hosted by the journalist Charles Metcalfe, the guests had the chance to taste a selection of wines awarded at the 'Rioja ten by ten' event. The event was part of the Rioja Wine Show for professionals which presented a selection of 100 Riojas picked by a jury of twelve experts from different sectors in the UK wine industry, including retailers, journalists, importers, sommeliers and Masters of Wine. It also included Rioja whites and rosés, as well as some wines from wineries who are seeking an importer. The event was attended by some 280 wine professionals from the United Kingdom.





COMMUNICATION AND PROMOTION



Eva Longoria with the Control Board president, José María Daroca (r.), the director general José Luis Lapuente and the Marketing director Ricardo Aguiriano (l.) at the charity gala held in London on 30 November for the 'Eva Longoria Foundation'

The Latin American artist Eva Longoria will receive the 18th Prestigio Rioja Prize

The Prestigio Rioja Prize jury panel unanimously decided to grant the award to the Latin American artist Eva Longoria, for her exemplary life devoted to advocating the Latin cause and also for the great recognition she has achieved within the performing arts since her participation in the television series 'Desperate Housewives'. Her international recognition makes

her a superb ambassador of our values in the world, just like Rioja wine within Spanish wines.

A Latin by birth, but considering herself "75% Spanish," Eva Longoria conquered Hollywood with her cheerful, seductive and festive personality —three traits that fit in perfectly with Rioja wine. But beyond this, her life is deeply

Promotion in the international marketplace

committed to philanthropic activities related to Latin causes. Her time away from the cameras is devoted to issues such as immigrant social integration and the inclusion of women in working life. Her struggle led her to produce the documentary *The Harvest*, which reflects the situation of 500,000 immigrant child farmworkers in the United States.

She also has her own Foundation, the 'Eva Longoria Foundation', which seeks to help the social integration of disadvantaged people, some of whose actions the D.O.Ca. Rioja participated in.

The Prestigio Rioja Prize is an initiative of the Control Board of the D.O.Ca. Rioja, a pioneer in identifying wine with culture. Its purpose is to reward individuals or institutions whose activities in sporting, scientific, or business fields who have contributed to disseminate and enhance the culture and ways of life of peoples, such as ours, for whom vines and wine are part of their idiosyncrasy, culture and history.

The 18th Prestigio Rioja Prize was scheduled to be given to Eva Longoria in 2016 at an event attended by panel members, previous award winners, authorities of the three autonomous communities where the D.O.Ca. Rioja is present and a broad representation of the wine sector, institutions and media. Previous prizes have gone to other artists, including

Antonio Banderas, Alejandro Sanz and Sara Baras, and noted personalities including Ferrán Adrià, Ana Patricia Botín, Theresa Zabell, Carlos Sáinz, Pedro Duque, Cristobal Halffter, Isidoro Álvarez, Valentín Fuster, Plácido Domingo, Eduardo Chillida, Mario Vargas Llosa, Francisco J. Ayala and Federico Mayor Zaragoza.

Six historic Rioja vintages raise £50.000 at a charity auction of Fundación Eva Longoria

Rioja wines played a special role in the Charity Gala organised in London and Miami by the Global Gift Foundation, created by the Latin American artist Eva Longoria to help the integration of disadvantaged people. The auction of a collection of six great Rioja vintages fetched £50.000. The successful bidder was the businessman Farhad Moshiri, one of the current owners of Arsenal F.C. The funds will be used for charitable purposes by the Global Gift Foundation, organiser of the gala held on 30 November at London's Four Seasons hotel. The auctioned wines were Marqués de Riscal 1951, Campo Viejo 1964, Martínez Lacuesta 1970, Viña Tondonia 1973, Faustino I 1978 and Viña Pomal 1978, all of them donated by their respective wineries. Rioja was also



The auctioned wines were Marqués de Riscal 1951, Campo Viejo 1964, Martínez Lacuesta 1970, Viña Tondonia 1973, Faustino I 1978 and Viña Pomal 1978, all of them donated by their respective wineries

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the official wine of the gala dinner, attended by some 250 participants, among which were philanthropists, entrepreneurs and celebrities including Victoria Beckham, Anastacia and Ronan Keating.

Rioja was also the official wine at the gala held on 3 December in Miami by Global Gift Foundation USA, with the special appearance of Eva Longoria and Ricky Martin. The gala raised more than \$200,000 for the foundations of both artists. Eva Longoria's foundation provides education and opportunities to foster an entrepreneurial spirit among women, while Ricky Martin's foundation works for the welfare of children around the world in areas such as education, health and social justice. The gala coincided with one of the most important art fairs in the world, Art Basel, and was attended by 150 guests, including celebrities like philanthropist billionaire Jorge Pérez, NBA star Scottie Pippen and supermodel Esther Cañadas



Eva Longoria with Ricky Martin and Jorge Pérez, who received the Honorary Philanthropist award at the Miami gala

Promotional activities in Spain



The Manager of the La Rioja Economic Development Agency (ADER), Javier Ureña, the students of La Rioja Design School who won the competition, the general director of the D.O.Ca. Rioja Control Board, José Luis Lapuente and the president of the La Rioja Bookshops Association, Antonio Domínguez

PROMOTIONAL ACTIVITIES IN SPAIN

Celebration of 2015 World Book Day: Books and Rioja, delights that complement each other

Under the slogan 'A book and a Rioja: the pleasure of culture', Rioja booksellers have turned into tradition the original idea they had nearly twenty years ago to celebrate World Book Day by giving their customers a bottle of Rioja wine. This original initiative is now a genuine Rioja tradition, supported by the D.O.Ca. Rioja Control Board since it was

launched in 1997 and sponsored by the La Rioja Economic Development Agency (ADER).

Pairing cheese and Rioja white wines

Barcelona, Valencia and Bilbao provided the venues for a tasting of white Rioja wines and cheeses from Valencia, Catalonia and the Basque Country. Sommeliers and wine and food journalists took part in these pairing tastings. The pairings were reported to be outstanding by participating experts, who unanimously praised the originality of the tasting



The Director of the Barcelona tasting, cheese specialist Guillermina Sánchez, along with the journalist Enrique Calduch, who organised the tasting, and the director-general of the Control Board, José Luis Lapuente.

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and the harmonious combination of the aromas and flavours of the white wines and cheeses, which complemented and enriched each other

Rioja sponsored enoFestival 2015 to bring young people closer to wine culture

The D.O.Ca. Rioja participated in enoFestival 2015 sponsoring the stage in Madrid's Círculo de Bellas Artes. Rioja could not miss this wonderful initiative to bring young people closer to intelligent and moderate consumption of wine.

'Las Mañanas' radio show broadcast from Control Board headquarters

Alfredo Menéndez hosted the broadcast of the Spanish National radio show 'Las Mañanas' from Control Board headquarters on Thursday, 4 June. Rioja wine was the star of the show's various sections, which included interviews with La Rioja President, Pedro Sanz and Control Board President, Luis Alberto Lecea. They spoke of the good overall situation of the D.O.Ca. Rioja, particularly its rising sales and growing international projection, highlighted by José Manuel Chicot, head of the promotional campaign in China, who joined the show from that country. Wine tourism and food were showcased with the participation of the chef Francis Paniego, the Pernod Ricard winemaker Elena Adell, the Vivanco Museum director Eduardo Díaz and the Control Board general director José Luis Lapuente. There was also a live connection with the Logroño winery Bodegas Franco-Españolas and an interview with a famous Rioja actor, Javier Cámara. Listeners also told amusing anecdotes about their relationship with wine, which made the show an excellent showcase of wine culture thanks to the show staff



Promotional activities in Spain

Rioja participates in the university training of future chefs

As patron of the Basque Culinary Centre (BCC), the D.O.Ca. Rioja is actively cooperating in the university training of future chefs, as well as in various educational and research projects. The BCC held its first graduation ceremony of its Degree in Gastronomy and Culinary Arts, the first in Spain. To this purpose, its International Advisory Council, composed of several of the most influential chefs in the world and chaired by Ferrán Adrià, met at BCC headquarters in San Sebastian.

The Control Board joined the

Board of Trustees of the BCC in 2014 with the firm conviction of promoting synergies between the two institutions and the primary goal of developing projects in the areas of training, research and promotion. For Rioja, the only Designation of Origin among the seven trustees of the BCC, Gastronomy and the Culinary Arts are an essential travelling companion in the pursuit of international success for its wines.

The director of the BCC, Joxe María Aizega, in the Centre, together with the president and the general director of the Rioja Control Board, José María Daroca and José Luis Lapuente respectively, as well as Board trustees Martín Berasategui and Pedro Subijana



Graduation ceremony of the first cohort of students in the Basque Culinary Centre Gastronomy and Culinary Arts Degree programme, the first in Spain.

COMMUNICATION AND PROMOTION

Partnership agreement with FIVIN

The D.O.Ca. Rioja Control Board and the Fundación para la Investigación del Vino y la Nutrición (FIVIN - Wine and Nutrition Research Foundation) jointly developed a campaign to foster wine culture among students during

the academic year. It was one of the main initiatives of the programme of activities set out in the partnership agreement that both institutions signed up with the overall goal of communicating positive aspects about health and responsible drinking



Dr. Rosa M^a Casas, FIVIN Secretary-General Domingo Valiente and winemaker Julio Santamaría at the Pompeu Fabra University in Barcelona



The president of the Control Board, José María Daroca (l.), and the secretary-general of FIVIN, Domingo Valiente (c.), sign the partnership agreement between the two institutions. Along with them, the general director of the Control Board, José Luis Lapuente.

Seminar on the development and perspectives of viticulture organised by the Rioja Control Board and ARPROVI

The important transformation experienced by Rioja grape growing in recent years and its future prospects in view of a growing demand for more sustainable production systems were the themes of the conference organized by the D.O.Ca. Rioja Control Board and ARPROVI (Rioja Technicians' Group for Progress in Viticulture) on 30 March. An interesting debate "in view of major challenges arising in the near future for the Rioja wine industry which could lead us to a complicated scenario," said the conference coordinator, Antonio Remesal.



Promotional activities in Spain



The director of Gourmet Experience at El Corte Inglés in Callao (I.) with the president and officers of the D.O. Ca. Rioja.

El Corte Inglés Gourmet Experience and Gourmet Club invite you to enjoy Rioja & Tapas

The Gourmet Experience and Gourmet Club at the El Corte Inglés department store in seven Spanish cities invited customers to enjoy the Rioja & Tapas route from 30 October to 4 December. During these five weeks, the department stores at Plaça Catalunya (Barcelona), Murcia, Palma de Mallorca, Plaza del Duque (Seville), Avenida de Andalucía (Málaga), Federico Soto (Alicante), and Goya, Castellana, Callao, Princesa, Sanchinarro, Campo de las Naciones, Serrano (Madrid) offered their most emblematic tapa along with a glass of Rioja wine at a price ranging between 3 and 6 euros.

Through its Gourmet Experience section and Gourmet Club tasting bars, El Corte Inglés has joined the initiative 'Celebrate life with Rioja & Tapas' implemented by the

D.O. Ca. Rioja Control Board to promote culture and tapas associated with Rioja wine.

El Corte Inglés customers who participated in the Rioja & Tapas route had the chance to win a weekend stay in Rioja for two, a unique experience which includes special activities and visits to wineries and vineyards and even the opportunity of tasting the wines together with the winemakers. There was an information point in each Gourmet Experience and Gourmet Club where consumers could learn more details about this activity and how to participate in the draw, which took place on 18 December.

Participants were also able to share their experience on social media through the hashtag #tapeaconrioja and #GourmetExperience.

COMMUNICATION AND PROMOTION



The Hotel Finisterre in Corunna was the venue of the Rioja Wine News Show on 16 November. The show in Corunna was hosted by the president of Galician sommeliers, Luis Paadín

The D.O.Ca. Rioja presented its innovative and spectacular range of wines

Professionals from hotels, catering, distribution, supermarkets and the specialist press in the Valencia and Galicia regions had the opportunity of enjoying the spectacular and innovative offer of more than one hundred wineries from Rioja in the itinerant Rioja Wine News Show,

organised by the Control Board in different Spanish cities for the past twenty years. The most renowned Designation of Origin in Spain showed once again its ability to continue surprising and conquering the palates of professionals and consumers. This is thanks to the innovative trends of Rioja grape growers and winemakers, which are reflected in a great diversity of wines under a common denominator of recognised quality.

Promotional activities in Spain



The Corunna Show was hosted by the president of the Galicia Sommeliers Association, Luis Paadin, appearing between the Control Board general secretary, José Luis Lapuente, and the president, José María Daroca



More than five hundred professionals from Valencia attended the Rioja News Show held in Valencia's Edificio del Reloj on 2 November

As pointed out in by the president of the Control Board, José María Daroca, "the main goals of the Wine News Show is to show professionals the great values that set Rioja apart from other designations of origin, such as innovation, a great diversity of wines, and being a 'sure value' for consumers." The Control Board president underscored the important role of distributors, restaurants, wine shops, and sommeliers, stating that they are "an essential component without which the efforts of Rioja growers and winemakers to continue improving quality and remain innovative to respond to those demands from the market that you transmit would be wasted."

A total of 284 Rioja wines from 110 wineries were tasted at the Salon. These are wines that were put on the market in 2015 in their different categories and vintages of wine aged in oak barrels, which are the main distinguishing feature of the D.O.Ca. Rioja. New this year was a presentation of varietal wines made with grapes other than Tempranillo,



The Control Board organised a meeting with fifty trade journalists in Madrid's Allard restaurant on 26 October

Graciano, Garnacha or Maturana, wines from organic viticulture, white wines and a selection of wines with the best ratings in reference wine guides.

COMMUNICATION AND PROMOTION

UK retailers visit Rioja. A group of twenty independent retailers from the United Kingdom visited the D.O.Ca. Rioja in April. It was primarily an educational visit, which allowed them to learn about the extensive diversity of wines available in this wine region. The trip was followed up by an autumn campaign at over one hundred shops in the United Kingdom



Press and buyers trips to Rioja

The Control Board organised 18 visits to Rioja with a total of 63 visitors from 6 countries, of which 5 were press trips, 4 were organised for buyers and retailers and 9 brought end consumers. The latter were the winners of draws among participants in promotional campaigns in the United Kingdom and Switzerland.

A total of 128 wineries were visited on these trips, for an average of 7 wineries per trip, with visitors staying in Rioja for 5 days on average. Most notable visitors include the American journalist Michael Schachner, Canada's Michelle Bouffard, a group of UK independent retailers, the British journalist Tim Atkin and a group of journalists from China.



Chinese press visits the D.O.Ca. Rioja. A group of trade journalists from China visited the D.O.Ca. Rioja. The press group consisted of 6 wine and food journalists, including Sam Chen, Rioja educator and specialist in Spanish wines, lecturer at the I-way Wine Education Centre, freelance wine writer and China Wine Blind Tasting champion

Promotional activities in Spain



Rioja Wine Guild honorary member

Comedian Carlos Latre. Comedian Carlos Latre was "proud" to be inducted as an honorary member of the Rioja Wine Guild and "ready to transmit all the effort that lies behind the wine of this land." Described by the Guild Grand Master Javier Gracia as "passionate about the culture of wine" and "a happy person who makes those around him happy as well," Carlos Latre is one of the personalities participating in the "If you know how to drink, you know how to live" campaign, which aims to encourage wine drinking in our country.

Journalist and Master of Wine Tim Atkin. The Control Board and the Rioja Wine Guild paid a special tribute to the well-known British journalist and Master of Wine Tim Atkin at the Control Board headquarters. Tim Atkin confessed that he has always kept a special place in his heart for Rioja, because it was one of the first wine regions of the world he visited when he started out as a wine professional in 1986. He said that different terroirs should be promoted as much as possible, because Rioja is known world-wide for making good wine but, in his opinion, its best wines are too cheap..



Pepe Dioni Fayos, president of the Spanish Federation of Bartender Associations and Vice President - Europe of the International Bartenders Association. The Rioja Wine Guild distinguished him as an honorary member to "pay tribute to and forge a symbolic alliance with" this key group of on-trade professionals." At the induction ceremony, Pepe Dioni said that "Rioja wine is my flag and from now on we will promote it across the world."

CONTROLLING BODY

Activities

CONTROLLING BODY

The Board Controlling Body controls the Wine Region both administratively and on the field, with activities as diverse as managing the Register of Wineries and Vineyards, managing the Grape Grower's Cards and monitoring growing practices, grape production and wine production, inspecting wineries and vineyards, monitoring the movement, ageing and marketing of wines, checking and monitoring guarantee documents, obtaining market samples and, finally, producing statistics.

A. INSPECTION SERVICE.

To carry out inspections, the Control Board has a team of Overseers who are empowered by the Ministry of Agriculture. Among other functions, they enforce growing and winemaking regulations, particularly those of the Regulations of the Denominación de Origen Calificada Rioja..

Vineyard inspections: In their second year, vineyards are monitored for aspects such as planting density, authorised varieties, growing practices (pruning and irrigation), production yields, and others. Any violations detected during inspections are consigned in a report and filed for further action. In addition, the Controlling Body inspects the phenological state of the grapevines, weather incidents, pests and diseases that may affect the development of the harvest and yields. In its final phase, the ripening of the grapes is monitored and a weekly report is issued in order to keep growers informed so the harvest will take place in the most appropriate dates in order to optimise quality.

In order to guarantee the origin and quality of Rioja wines, the Control Board Plenary determines a set of Grape Harvest Standards every year that govern the harvest and constitute a stringent control system which the Board's Controlling Body is responsible for strictly enforcing. During the harvest it is

responsible for monitoring the movement of grapes, checking the borders of the wine region, checking the quality of the grapes and coordinating the Harvest Supervisors that are placed in every crush pad.

Wine rating: After each harvest, the wines are rated. The Controlling Body takes care of implementing and coordinating the process with the assistance of temporary staff. Samples of the new wines are taken for testing at the Wine Region's official laboratories and for sensory assessment by the Control Board Tasting Panel. Throughout the year, during the ageing process until the wine is marketed, quality control of wines continues with random collection of samples at wineries which are also subjected to both tests and tastings.

Winery inspections: The Control Board's Controlling Body carries out systematic inspections in wineries, checking wine stocks in each type of container and record sheets, guarantee of origin documents and finished product warehouses. It also controls and supervises the circulation of wines between registered wineries and the dispatching of wines that are not protected by the Designation. Any complaints regarding the misuse of the Rioja Designation of Origin both inside and outside its territory are checked out. The Control Board employs external companies to take market samples of Rioja wine, wine of other Spanish designations of origin and wines from the rest of the world, covering both Spain and other, mainly European, countries where sales of Rioja are significant. Periodically, samples of Rioja wine are collected at points of sale and taken to the Control Board, where they are examined by the Controlling Body and the Tasting Panel, both to assess the characteristics of the product and to check the authenticity of any guarantee labels.

The Control Board's team of Overseers also verifies the results of the wine rating files, checking lab and tasting reports and notifying the results to the winemakers, deals with the enquiries that are received every day, both at the premises and by telephone, authorises the transport of wines and the



A Controlling Body overseer explains to a Spanish Television crew how grape ripening is monitored during the 2015 harvest

issuing of back labels and seals, and writes different types of reports, including those on winery and vineyard inspections, records of violations, the rating of the wines made by each winemaker every year, the progress of the growth cycle and weather incidents, grape ripening and harvest controls.

Anomalies that appear on the wine movement records are also constantly evaluated.

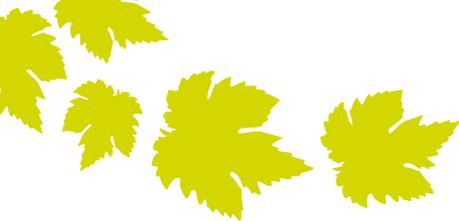
B. IT SECTION

One of the permanent goals of the Control Board the past few years is to computerise its services with major investments. This has led to decisive progress in streamlining and improving the efficiency of all the control systems, thereby refining traceability and quality assurance for consumers. As control systems become more complex, more sophisticated equipment and more powerful software are required, allowing the Board to design more suitable programs for fulfilling its goals.

The activities of the IT Section related to viticulture focus on managing the Vineyard Registry (new registrations, cancellations, ownership changes, etc.), managing the Grape Grower’s Cards, processing grape deliveries and harvest statements submitted by growers, and issuing harvest reports to growers and wineries with figures on certified and non-certified grapes and wines.

This year, more improvements were implemented in the computer program used to manage grape deliveries with the Grape Grower’s Card, transmitting data to the Control Board server and processing them. This allows for a continuous, real-time flow of information on the production and yields of each grower and on vinification at the wineries. There is a website where every grower and winery can access their harvest and grape delivery details, making it a useful tool for drawing up the harvest statement.

200 terminals were deployed in as many grape weighing and receiving locations to process grape deliveries to wineries with the 15,952 Grape Grower’s Cards and



CONTROLLING BODY

control of transshipments between wineries. The experience acquired and the improvements of the last ten years since the implementation of the Grape Grower's Card have resulted in very positive and satisfactory feedback from registered growers. There is a commitment to progressively optimise the harvest process even further. During the harvest, the Controlling Body responds immediately to any problems that may arise in using the Grape Grower's Cards.

After the harvest all the sworn winemaking statements are processed, and the data supplied by vendors and purchasers of grapes and must is compared with the data gathered by the Control Board.

During the approval process, files are processed and so are the data obtained from laboratory and sensory tests, and every owner sends a report on each batch of wine. After each vintage is rated, a file is opened on each vinification where all movements affecting that particular batch of wine are recorded. Records are also kept to monitor wines which are not certified or have been rejected, so they can be removed from the wineries in accordance to regulations.

Every month, wineries are required to submit wine movement and stock control sheets on every vintage. The data on the movement of the wines and the stock of each vintage held by the wineries is processed monthly using a computer program, checking that the movement and stock data match the records. Labelled wines are checked for accuracy of ageing times against the Control Board labels that they bear.

Statistics are compiled on the sales of Rioja wine on the domestic market and abroad —by country, by type of winery, by category and by type of wine— which are sent to the wineries and associations for their information.

The Winery Register is permanently updated with information about new wineries, wineries that close and changes in the facilities, containers and capacity of registered wineries.

INSPECTION ACTIVITIES

Designation of Origin monitoring and inspection tasks are carried out by the Control Board's eight Empowered Overseers, who do part of their work at the Control Board premises where, this year, these tasks took up 23.29% of their time. This office work includes various tasks —such as responding to the numerous queries that are received daily on the premises or over the phone, assessing the approval files of each winemaker, authorising the movement of wines and delivering guarantee documents, writing various types of reports— that are complementary to the inspections carried out in vineyards and wineries and affidavits when additional reports are required. A total of 521 inspection reports were filed in 2015. Reports are also submitted on the growth cycle, weather incidents and how the harvest progressed in each sub-area.

Anomalies that appear on the wine movement records are also constantly evaluated.

Inspections took up the remaining 76.71% of the Overseers' time. A total of 1,391 inspection trips were taken, which break down as follows:

- Vineyard inspections: 21.30%
- Winery inspections: 46.17%
- Vintage approval inspections: 14.17%
- Harvest controls: 11.24%
- Other activities: 7.12%

Vineyard inspections. The Control Board Controlling Body carries out field inspections to ensure that vineyard owners are complying with the Designation's Regulations on growing practices, such as training and pruning, planting distance, the use of authorised grape varieties, and so on. Since 1994, every vineyard is systematically checked before it begins to produce grapes and, hence, before it is included in the Grape Grower's Card. These Inspections of vineyards which have been authorised by the relevant Public Administration, aim to check that the registration details match the vines



Laboratory testing of grape samples to monitor ripening during the 2015 harvest.

that are actually planted. These specific controls were carried out in 2015 on vineyards that had been planted in 2013 and that will be coming into production next harvest. For this work, the Control Board hired 14 technicians who were coordinated by the Controlling Body and who carried out on-site inspections in August and September, on 1,739 vineyards in 108 municipalities belonging to 1,303 owners. Anomalies are assessed by the Controlling Body and forwarded to the Control Board Legal Department, which opens a file to study the situation, temporarily suspending the vineyard's registration as a precautionary measure. Of the 1,739 vineyards which were visited, a total of 147 vineyards had some kind of incident. Most were administrative irregularities which are easily remedied. Taking into account that some vineyards had more than one type of anomaly, the distribution is as follows: changes in planted varieties, usually among authorised red grapes (19.88%), surface areas different from those authorised (44.44%) errors in plot identification (19.88%) different years of plantation or grafting (8.19%), inferior plantation

density (4.67%) and, finally, a percentage of irregularities above 10% (2.94%).

Monitoring of reference vineyards. In order to monitor vineyards each year and compare them with previous years, the Controlling Body has chosen 179 plots which serve as a reference to assess the development of the vines through the different phenological stages: budding, fertility, setting, veraison and ripening. This allows it to continuously determine production and quality forecasts, which are regularly reported to both the Control Board Plenary and to registered members. The work is carried out by the Controlling Body together with two support technicians.

Vineyard production controls. During the season, inspections were carried out to detect vineyards with high production levels in order to inform owners about incidents in their vineyards, so they can take the necessary corrective measures. To this purpose, the Controlling Body had the



CONTROLLING BODY

support of 14 technicians who were hired for this purpose. There was a prior sampling taken in all the municipalities and approximately 10,000 vineyards distributed throughout the region were assessed. When production was considered consolidated, each of the growers with excess yields was notified of the irregular situation so that they could adjust yields to the Harvest Standards at the outset of veraison. Production was adjusted in all vineyards except three belonging to the same owner.

Monitoring of vineyards and grape ripening. The Controlling Body plays a key role in monitoring the phenological state of the grapevines, weather incidents, pests and diseases that may affect canopy development and harvest yields. The final stage of the cycle involves monitoring grape ripening and, on 25 August 2015, sample collection began. This task is carried out by the Controlling Body since 1993, with the aim of determining the most appropriate harvesting dates for each municipality. After accredited laboratories in all three Autonomous Communities analyse the samples, the Board publishes a “results newsletter”, which comes out every week and is widely circulated among growers and winemakers. A total of 5 newsletters were published between 25 August and 22 September 2015, with figures on grape varieties, planting year, altitude, grape weight, potential alcohol content, total tartaric acidity, pH, malic acid, potassium, TPI, anthocyanins and colour intensity.

Harvest controls. During harvest, the Controlling Body controls grape movements and the arrival of grapes at the wineries, keeps watch over the wine region’s borders, checks grape quality and coordinates the Harvest Supervisors hired by the Board to supervise grape weighing at each of the scales located near vinification centres, where each has a Harvest Terminal that processes the data from every Grape Grower’s Card. For the 2015 harvest, the Board hired a total of 183 Harvest Supervisors in addition to 15 additional Support Technicians who helped with the inspection tasks of the

Controlling Body. They were dedicated mainly to monitoring the wine region’s borders, randomly inspecting the harvesting of vineyards and grape loading and supervising the weighing supervisors at weighing stations.

Winery inspections. Before details are entered in the Register of Wineries, the Controlling Body inspects winery facilities to ensure that they conform with the information provided in the application form and that they meet D.O.Ca. Rioja Regulations for each type of registration (growers, keepers, co-operatives and ageing).

In 2015, the Controlling Body also carried out a total of 399 wine stock inspections in wineries. These are undertaken systematically to check stocks and ageing in various containers by type of wine and vintage, as well as to check on the use of back labels and seals by bottling wineries. They inspections are systematically undertaken in the finished product warehouses and take samples to verify labelled wines. Finally, monitoring and surveillance tasks are carried out throughout the year, dealing with the circulation of wines between registered wineries and the dispatching of non-certified wine or those which have been disqualified. Wines being transported are sampled extensively and subjected to laboratory and sensory tests. The Controlling Body also carries out activities regarding complaints about improper use of the Rioja name outside the wine region. Controlling Body personnel also cooperates in dissemination activities (tastings, conferences, etc.) carried out by the Control Board.

Approval of 2014 vintage wines. The Control Board has been applying an approval process to all the wines produced in each vintage since 1980, following up on these wines throughout the various ageing stages. The enforcement and coordination of the approval process for the wines of each new vintage is the responsibility of the Controlling Body.

The first applications for 2014 wine approvals were submitted on 3 November 2014, so the wines could be marketed as young wines. During the month of November



The Controlling Body carried out 399 inspections in wineries in 2015 to check on stocks and wine ageing in various containers.

2014 several wineries also asked for early approval of up to 10% of their wine. Systematic sample taking began on 1 December, attending to the requests of wineries. The sample collection schedule is implemented by the Controlling Body with the help of eight temporary employees. Samples are taken from every single tank in each winemaking winery. The sample taking process concluded on 3 March 2015, as a very high number of samples were taken this year and many of the wineries did not ask for samples to be taken until close to the deadline. In a first stage, 4,331 samples were taken. These represented 307.3 million litres of wine of this vintage made in the D.O.Ca. Rioja. Of these, 4,224 (98.0%) samples were approved. New samples were taken of the rejected wine for which appeals had been lodged between 14 January and 27 April 2015. Thus, the total number of samples taken was 4,477. For the 2014 vintage, the Control Board used 136 tasters to carry out sensory tests. There were also 18 candidates who concluded the selection process with a practicum stage. Five daily tastings were held in the Control Board tasting room, with a total of 305 sessions of

15 samples each. The tastings not only determine whether the wine samples are suitable as Riojas but also rate them, and these ratings are then pooled to determine the official overall vintage rating. The Appeals Committee, which consists of 18 members, met in 4 sessions, each attended by five tasters. They assessed 21 samples that had been initially rejected by the Regular Tasting Committee, of which 9 were approved and 12 definitely rejected.

The approval process represents one third of the work carried out by the Control Board Empowered Overseers for three months; two tasting coordinators and one driver for three months; one secretary for five months and seven specialists who take samples during one and a half months. 2 to 4 vehicles were used every day to transport sample takers and samples. Chemical tests of samples were carried out in the laboratories of the wine research stations in the relevant Autonomous Communities, free of charge for registered growers.



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Monitoring of approved wines. In 2015, the Controlling Body took 1,244 samples of market-ready bottled wines from finished product warehouses in different wineries before they left the winery.

Another 1,200 wines were sampled in the Spanish market and 447 samples were taken in several countries. All were subjected to lab and sensorial tests and their labels were checked. The results were highly satisfactory, showing that most wines surpassed the official global rating originally awarded to the vintage during the initial rating stage. This is logical, as the best wines of each vintage are used for the Crianza, Reserva and Gran Reserva categories.

IT SECTION

Equipment. The old voice and data wiring was replaced in the whole building at the end of the year. This improves transmission speed and increases the number of connections at each workstation.

The periodic renewal of hardware (PCs, peripherals, etc.) as it becomes obsolete was continued this year.

Programming. The various applications used in-house were maintained.

IT Section: Wineries.- Wine movements and stocks: the Control Board undertook exhaustive computer controls of wine and stock movements carried out by the wineries. Proof of this is that, every month, an average of 4,872 vintage control and wine movement sheets are checked and coded. These are supplied by ageing wineries, wine keepers and cooperatives within the first 10 days of each month. The sheets—corresponding to an average 6,933 wine movements a month in 2015—were processed. Any anomalies found were immediately reported to the Controlling Body.

By the end of 2015, the number of members that use computerised wine movement sheets rose to 361, while the number of members requesting this system—which allows for

computerised data exchange—grew steadily.

Simultaneously with movements, sales documents on sales on the export market (averaging 257 a month) are also submitted. These are processed and allow the Board to compile statistics on foreign sales of Rioja wine by country, type of winery, category and type of wine. These statistics, those of sales on the domestic market and summaries comparing current figures with those of the previous year are sent to the registered owners and associations every month.

With regard to the Register of Wineries, the records are permanently updated with information on additions, removals, changes in ownership, container capacities and number and capacity of barrels in each winery.

After the harvest, the sworn winemaking statements from each winery are processed and the figures provided are checked against the figures of the Controlling Body during harvest. After the approval process, non-qualified wines are controlled and monitored. Wine losses during barrel ageing were also checked.

Finally, it should be pointed out that ageing wineries, wine keepers and cooperatives benefit from the section's personal face-to-face and telephone support in solving queries and incidents that often arise regarding wine movements, stocks, regularisations, statistics, etc.

IT Section: Vineyards. The activities carried out in this area took place chronologically as follows:

January – March: after concluding the checking and recording of data on harvest, production and vinification, and certified grape and wine production reports were issued to winemakers, and the period for claims and queries was opened. After this, a harvest report is also sent to growers with information on certification, and overproduction stocks. After all claims had been lodged and dealt with, new reports are issued.

April – June: after the abovementioned process, mainte-



For the 2015 harvest season, 200 terminals were deployed in as many grape weighing and receiving locations to process grape deliveries to wineries with the 15,952 Grape Grower's Cards. Remote data transmission to the Control Board server provides real-time information on the production and yields of each grape grower and on how much wine is being made in each winery. Both growers and wineries can access their details online.

nance and updating tasks are again taken up on the Register of Vineyards.

The files sent by the three Autonomous Communities regarding the Register of Vineyards (additions, removals, ownership changes, etc.), processing the data and returning signed copies to the stakeholders.

All vineyard owners who do not collect their grape grower's card are requested in writing to explain the reason for this, and, when such reasons are not provided, the relevant vineyards are removed from the records.

July - August: after concluding the modifications to the Register of Vineyards, bills were issued and sent to the entities who distribute these and collect taxes. The documentation on vineyards processed during the harvest was scanned. Graphical digitising of vineyard printed forms lasted until the end of the year.

September - October: claims regarding Grape Grower's Cards were dealt with, and processing went ahead of the production of registered vineyards planted in 2013 that had been inspected by the Controlling Body. Cards were prepared for owners who do not have other vineyards in production

Ageing wineries, wine keepers and cooperatives were sent the harvest statement forms and lists were issued for winemaking figures and stocks of 182 winemaking growers.

November - December: 182 harvest and vinification statements submitted by winemaking growers and 423 statements submitted by firms (ageing wineries, wine keepers and cooperatives) were checked against the information obtained through the Harvest Terminals managing grape deliveries and the Grape Grower's Cards.

Throughout the year, 1,900 vine planting requests were processed from La Rioja, 281 from Alava and 278 from Navarre. These are submitted to the Control Board by the viticulture services of the three Autonomous Communities.

In addition to the above activities, face-to-face and telephone queries from growers were attended to at the Control Board offices, particularly just before and during harvest and during the period when the yields of two-year-old vineyards have to be managed.

CONTROLLING BODY



Domingo Rodrigo and Pablo Franco in the middle, flanked by the eight members of the Empowered Overseers Service.

Changes in the Controlling Body of the Rioja Control Board

Domingo Rodrigo had been in charge of controlling and certifying the wines of the Denominación de Origen Calificada Rioja for the past 26 years. He retired on 6 November. The person selected to take over his job as manager of the Controlling Body is Pablo Franco Sarria.

Domingo Rodrigo (Tudelilla, 1950) said goodbye to La Rioja media providing the assessment of his last harvest in the Control Board and his privileged vision of the way Rioja has evolved since he joined the Control Board Technical Service as a Ministry of Agriculture Empowered Overseer in 1977. "I am very optimistic about the future of Rioja," he said, after commenting that he was convinced that "the best wines in the wine region's history are being made today, because there is better viticulture, great professionals and more technical means in the wineries." "The D.O. which I joined in 1977 has nothing to do with the current D.O. We have gone from 40 wineries to 600, from 37,000 to 65,000 hectares, and from 67 million litres to 280." When I entered the Council there was no Vineyard Registry. There were three overseers and 5 office workers, while today we have a staff of 35 full-time employees, distributed among the Control Service, Administration, Legal department and Marketing Department and we hire 200 technicians every year to fulfil different functions.

A witness to and player in the great advances of Rioja in the field of quality control, Domingo Rodrigo recalled the implementation of vintage controls and the ageing categories in 1980, or the wine approval process in 1985, all of which led to the recognition of Rioja in 1991 as the only 'Calificada' D.O., a process which continued in 1993 with compulsory bottling at source, in 1998 with the right to the use of the sub-area name, and in 2005 with the turning point in yield controls, just to mention some significant milestones. After gratefully recalling the six presidents with whom he worked, Domingo Rodrigo mentioned how proud and satisfied he was at "having participated actively with my colleagues in the Technical Service in the growth of this Designation, which has enabled a significant improvement in the standard of living of people in villages." To conclude, he expressed his wish that the wine industry representatives "continue reaching consensus agreements to ensure the stability of the D.O. and quality improvements, in order to achieve more value added for our wines".

Rioja a rising value after 2015 sales

Spain's leading wine Designation of Origin broke records with sales of 388M bottles, while growing sales value by 5.33 percent. According to Control Board president José María Daroca, this is "an achievement confirming the success of our priority strategy better position our wines on the market while maintaining the balance achieved by the Region over the past decade thanks to the guidelines set out in the Rioja Strategic Plan 2005-2020."

The Control Board expressed its satisfaction at the presentation of the 2015 Rioja sales figures, which have grown for the third consecutive year, totalling 284 million litres (up 1.13% from 2014). The director general of the Control Board, José Luis Lapuente, highlighted how Rioja has managed to consolidate growth in the Spanish market, which has matched exports growth for the first time since the economic downturn. 2015 Rioja sales in Spain were 177.4 million litres (up 1.10%), maintaining an undisputed leadership among quality wines. "Achieving this milestone in the current circumstances," said Lapuente, "is due to the great strength of the Rioja brand and to the Rioja wine industry's ability to adapt to market demands with a dynamic and innovative model which offers both confidence and security to consumers."

The president also expressed the Control Board's satisfaction at "continuing to fulfil the strategic goal of increasing exports," which currently stand at 106.6 million litres (38% of total sales). "Rioja has managed to increase sales in both volume and value," said Lapuente, "which is quite different from the Spanish wine industry as a whole, according to Spanish Wine Market Observatory reports."

Rioja sales grow in 2015 setting new record with 388M bottles.

Observatory figures show that Rioja exports amount to 41.3% of the total value of Spanish D.O. wine exports, while in volume they stand at 31.4%. In terms of price, the average for Rioja is 30% higher than the average for D.O. wines and four times as much as the average price of exported Spanish wines.

Good position in international markets

The D.O.Ca. is also performing better in value than in volume in its top twelve export markets, where Rioja accounts for 3% of total value of bottled wine imports and 2.5% of volume. Rioja prices are also 19.8% higher than the average. Among these countries, the United Kingdom performed excellently (up 2%), strengthening its position as the leading importer of Rioja with a total of 36.8 million litres in 2015 (34.5% of total exports).

Other countries with significant growth in Rioja imports include Ireland (up 42%), China (up 34.5%), which has climbed to sixth position, and Canada (up 23%). In view of promising sales forecasts, the Control Board has included both Ireland and Canada among the countries targeted for promotional campaigns. Germany, the United States and Switzerland continue to hold top positions among importers after the United Kingdom, although with a slight drop in Rioja sales in 2015, which was also the case in some traditional markets such as Sweden and Mexico.

The director general also highlighted "the good results of the D.O.Ca. Rioja white wine strategy, which brought new grape varieties on board in 2007." In 2015, white wine sales



SALES BALANCE

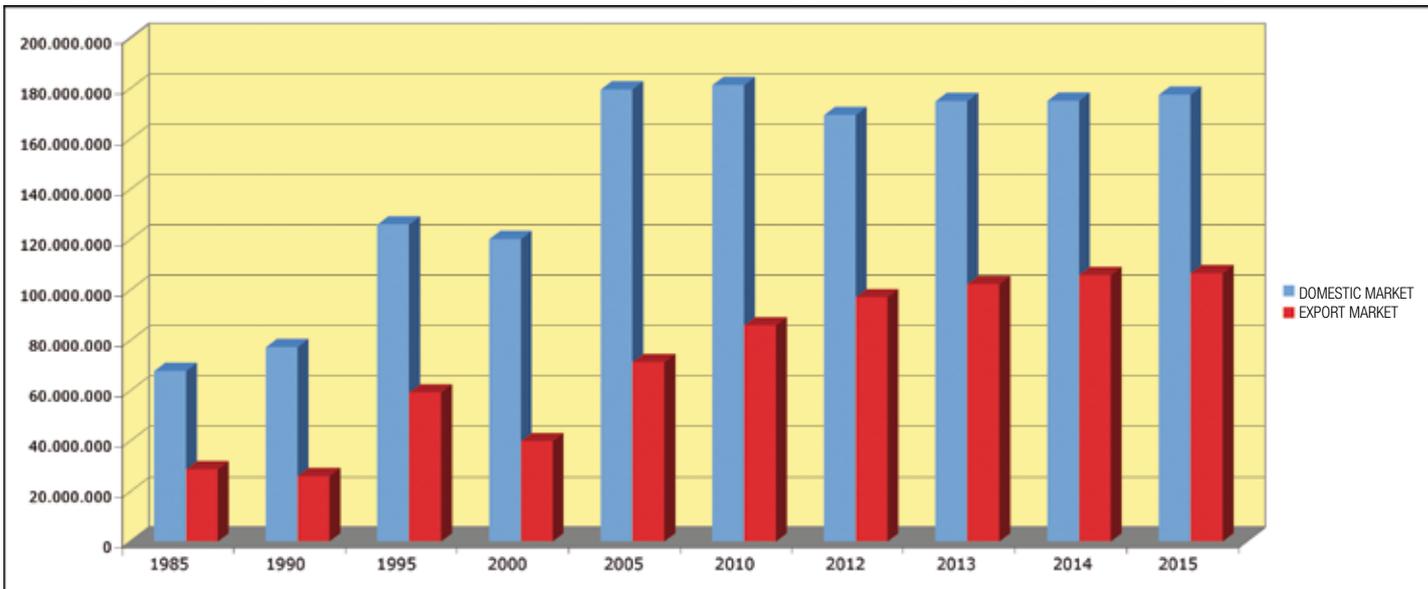
(16.89M litres) enjoyed double-digit growth 2015 (+14%) for the second year in a row, ahead of other white wine exporting areas. Rioja rosés include some very innovative offerings, allowing them to join this positive trend, with sales growing by 17% (30% in domestic sales) to 14.52M litres. Although red wines still account for 89% of Rioja sales, whites and rosés gained one percentage point in market share in 2015.

Another significant result according to José Luis Lapuente is “the progress achieved in the strategic objective of focusing sales on higher added value wines—the Crianza, Reserva and Gran Reserva categories— whose sales grew in both volume and value.” The 160 million litres sold in these three categories amount to 64% of all red wines. Crianzas accounted for the largest sales volume (106.5 million litres).

The distance between this category and the next best-seller, generic red, has increased, particularly in the Spanish market. Rioja Reserva sales experienced the highest growth (up 3.56%) with 62% of the wines in this category being sold in foreign markets.

Spain’s leading wine region reaps rewards from its strategy to advance white wines and focus on aged wines.

DEVELOPMENT OF RIOJA WINE SALES 1985-2015 (IN LITRES)





2015 STATISTICS: THE MOST SIGNIFICANT FIGURES

By colour and category: more market share for wines aged in oak barrels

- Although red wines still account for 89% of Rioja sales, whites and rosés gained one percentage point in market share in 2015, with sales growing for the second consecutive year (up 13.67% for whites and up 16.96% for rosés).

- Sales of barrel-aged red wines (Crianza, Reserva and Gran Reserva categories) rose by 4.2 million litres, accounting for 64% of total red wine sales —a market share that continues to grow year after year.

- Red Crianza wine is the best-selling Rioja category, with a total of 106.5 million litres. The distance between this red category and the next best-seller, generic red, has increased, particularly in the Spanish market.

- Rioja Reserva sales experienced the highest growth (up 3.52%) with 61% of the wines in this category being sold in foreign markets.

By market: export and domestic markets grow at similar rates

- For the first time since the economic downturn, domestic Rioja wine sales grew (up 1.10%) at a similar rate as exports (up 1.20%). Rioja sales reached 177.4 million litres in Spain, a market where the Region is the undisputed leader among quality wines which accounts for 62.4% of total sales.

- Rioja sales abroad continued growing although at varying rates depending on the country. Exports account for 37.6% of total sales. Some markets performed superbly, one of them being the United Kingdom (up 2%) which strengthened its position as leading importer with

a total of 36.8 million litres in 2015. The UK absorbs 34.5% of Rioja exports.

- Other countries with significant growth include Ireland (up 42%), China (up 34.5%), which has climbed to sixth position, and Canada (up 23%). In view of promising sales forecasts, the Control Board has included both Ireland and Canada among the countries targeted for promotional campaigns.

- Germany, the United States and Switzerland continue to hold top positions among importers after the United Kingdom, although with a slight drop in Rioja sales in 2015, which was also the case in some traditional Rioja markets such as Sweden and Mexico.



REPORT on the 2015 harvest in the D.O.Ca. RIOJA

'Very Good' rating for the earliest Rioja vintage in history



The D.O.Ca. Rioja Control Board has given the 2015 vintage an official 'Very Good' rating. It was the earliest harvest in the history of Rioja and the results are very satisfactory both in terms of quality and quantity. The total production is 319 million litres of wine. The most outstanding qualities of this year's vintage are freshness and elegance, in addition to optimal ageing potential. The rating is the average of the marks given to 4,454 samples of wine subjected to a strict approval process. The samples are taken directly from the wineries' fermenters by Control Board personnel and subjected to laboratory and sensory tests. Finally, a total of 298.48 million litres (16.62 ML white, 13.62 ML rosé and 268.24 ML red) were approved, meaning they earn the right to be certified as wines protected by the D.O.Ca. Rioja; a solid quality guarantee for consumers.

Good weather throughout the growing cycle provided excellent canopy growth and grapes in top condition, free of pests or disease. It also enabled balanced ripening across all vineyards, and unhurried, selective picking. September proved exceptionally favourable for quality. One of the most curious facts about the 2015 harvest is that it took place practically simultaneously across the region with the bulk of

DEVELOPMENT OF ANALYTICAL RATING PARAMETERS FOR RED WINES 2001/2015

| PARAMETERS | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Alcohol content (% Vol.) | 13.26 | 13.28 | 13.28 | 13.49 | 13.30 | 13.60 | 13.37 | 13.27 | 13.80 | 13.75 | 14.19 | 13.42 | 13.56 | 13.55 | 14.15 |
| Total Acidity - tartaric (g/l) | 5.13 | 5.42 | 4.99 | 5.79 | 5.13 | 5.23 | 5.33 | 5.34 | 5.04 | 5.14 | 5.14 | 4.94 | 5.56 | 5.16 | 5.17 |
| pH | 3.68 | 3.70 | 3.68 | 3.61 | 3.66 | 3.71 | 3.63 | 3.70 | 3.72 | 3.72 | 3.74 | 3.77 | 3.70 | 3.68 | 3.73 |
| Volatile acidity - acetic (g/l) | 0.47 | 0.51 | 0.50 | 0.43 | 0.42 | 0.49 | 0.39 | 0.42 | 0.47 | 0.43 | 0.49 | 0.44 | 0.44 | 0.46 | 0.50 |
| Total SO ₂ (mg/l) | 45.48 | 44.83 | 54.08 | 43'87 | 39.85 | 47.93 | 40.14 | 40.49 | 43.84 | 40.51 | 45.52 | 46.92 | 47.67 | 52.03 | 45.70 |
| Colour Index (A ₄₂₀ + A ₅₂₀ + A ₆₂₀) | 9.80 | 9.38 | 7.34 | 10.14 | 12.38 | 10.42 | 11.81 | 11.60 | 11.33 | 12.52 | 13.39 | 11.96 | 9.79 | 9.51 | 10.82 |
| Total Polyphenol Index (TPI) | 50.63 | 52.78 | 50.61 | 55.46 | 58.70 | 56.91 | 55.89 | 56.74 | 59.71 | 59.62 | 64.14 | 63.81 | 56.44 | 52.99 | 60.11 |



the grapes being picked within a four-week period. Normally, the grape harvest in Rioja is carried out gradually over nearly two months. The feast of Virgen del Pilar on 12 October is when the grape harvest has traditionally reached its peak. This year, however, practically all the vineyards had been picked out by that date. Berry quality was very good and the grapes arrived in top condition with test results that showed they were very suitable for making excellent wines. Quality is particularly outstanding in those wines from vines located in cooler areas with moderate vigour and limited production.

Compared to the previous vintage, red wines show the most notable differences, with a slightly higher-than-average alcohol content (14.15%). The traits defining the average 2015 vintage wine are intense fruit from proper ripening and very elegant tannins, exceptionally smooth in some cases. In general, the red wines exhibit great aromatic complexity and stand out for their finesse and elegance. This is accompanied by a very good balance and structure, making them optimally suited for ageing.

THE 2015 HARVEST

Total grape production surface area in the region for 2015 was 61,870 hectares, 334 more than the previous vintage. Of these, 57,861 hectares are planted with red grape varieties and produced 392.98 million kg, while 4,009 hectares with white grape varieties yielded 33.72 million kg. This production is a little higher than last year's but less than the maximum yields per hectare authorised for this campaign (6,955 kg/ha for red grapes and 9,360 kg/ha for white).



Statistics 2015

Rioja Wine in figures

1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE D.O.Ca. RIOJA

| | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | |
|--|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Productive vineyards (Hectares) | 43,074 | 42,898 | 44,079 | 45,751 | 47,192 | 47,346 | 47,346 | 47,765 | 48,381 | 49,135 | 52,029 | |
| Certified production (Millions of litres) | 161.24 | 145.34 | 149.94 | 173.92 | 168.85 | 217.91 | 244.47 | 253.6 | 273.56 | 216.24 | 310.80 | |
| Yield (Hectolitres/ Hectare) | 37.43 | 33.88 | 34.02 | 38.01 | 35.78 | 46.03 | 51.63 | 53.09 | 56.54 | 44.01 | 59.74 | |
| Sales (millions of litres) | Domestic market | 77.75 | 99.70 | 114.35 | 120.19 | 139.61 | 125.78 | 119.07 | 137.46 | 150.70 | 138.68 | 120.12 |
| | Foreign markets | 26.03 | 29.14 | 34.29 | 38.72 | 56.75 | 59.12 | 58.85 | 67.78 | 71.55 | 56.80 | 39.86 |
| | Total sales | 103.78 | 128.84 | 148.64 | 158.91 | 196.36 | 184.90 | 177.92 | 205.24 | 222.25 | 195.48 | 159.98 |
| Stocks on 31 December (millions of litres) | Previous years | 315.91 | 335.32 | 317.60 | 296.57 | 268.21 | 246.89 | 281.90 | 314.95 | 339.27 | 408.58 | 459.42 |
| | Last harvest | 161.24 | 144.99 | 149.24 | 173.71 | 166.42 | 214.12 | 240.60 | 250.20 | 270.60 | 215.60 | 309.81 |
| | Total stocks | 477.15 | 480.31 | 466.84 | 470.28 | 434.63 | 461.01 | 522.50 | 565.15 | 609.87 | 624.18 | 769.23 |
| Stocks-to-sales ratio | 4.28 | 3.39 | 2.87 | 2.76 | 2.13 | 2.41 | 2.84 | 2.68 | 2.65 | 3.08 | 4.62 | |
| Total no. of bottling wineries | 310 | 324 | 336 | 345 | 363 | 372 | 386 | 401 | 403 | 422 | 443 | |
| Number of ageing wineries | 103 | 120 | 131 | 141 | 148 | 153 | 156 | 171 | 180 | 203 | 222 | |
| Number of barrels (thousands) | 547 | 561 | 573 | 584 | 597 | 598 | 621 | 660 | 815 | 911 | 939 | |

GRAPE GROWING AND WINERY STATISTICS:

1. DEVELOPMENT OF VITICULTURE AND WINEMAKING IN THE D.O.Ca. RIOJA
2. CERTIFIED RIOJA GRAPE PRODUCTION - 2015 HARVEST
3. VINIFICATION OF CERTIFIED WINE - 2015 VINTAGE (LITRES)
4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, YIELDS AND WINE PRODUCTION
5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES
6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2015 (HECTARES)
7. VINEYARDS BY COMMUNITY AND YEAR OF PLANTING (IN HECTARES)
8. DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE D.O.Ca. RIOJA (HECTARES)
9. DISTRIBUTION OF VINEYARDS BY PLOT SIZE - 2015
10. NUMBER OF GRAPE GROWERS 2015
11. CERTIFIED WINE STOCKS ON 31-12-2015 (HECTOLITRES)
12. CERTIFIED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2015 (HECTOLITRES)
13. CERTIFIED WINE STOCKS BY VINTAGE ON 31-12-2015 (HECTOLITRES)
14. DEVELOPMENT OF BARREL NUMBERS
15. WINERIES REGISTERED IN RIOJA ON 31-12-2015
16. REGISTERED RIOJA WINERIES BY CAPACITY AND SALES RANGES ON 31-12-2015 (MILLION LITRES)
17. DEVELOPMENT OF STORAGE AND AGEING CAPACITY OF RIOJA WINERIES (LITRES)

SALES STATISTICS:

18. DEVELOPMENT OF RIOJA WINE SALES 1985-2015 (LITRES)
19. RIOJA WINE SALES STATISTICS FOR 2015 (BY CATEGORY AND TYPE OF WINE)
20. 2015 EXPORTS BY COUNTRY

| 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 53,820 | 55,545 | 56,580 | 58,132 | 59,212 | 60,390 | 60,773 | 60,882 | 61,270 | 61,960 | 62,143 | 62,153 | 61,840 | 61,645 | 61,870 |
| 242.00 | 196.82 | 298.42 | 269.7 | 273.94 | 278.18 | 273.68 | 272.12 | 277.56 | 255.90 | 267.65 | 245.70 | 253.44 | 295.16 | 298.83 |
| 44.96 | 35.43 | 52.74 | 46.39 | 46.26 | 46.06 | 45.03 | 44.70 | 45.3 | 41.30 | 43.07 | 39.53 | 40.98 | 47.88 | 48.30 |
| 160.01 | 178.15 | 170.21 | 182.28 | 179.44 | 182.87 | 187.02 | 172.00 | 163.67 | 181.26 | 176.99 | 169.45 | 174.98 | 175.00 | 177.41 |
| 60.41 | 72.10 | 66.14 | 69.01 | 71.23 | 78.93 | 84.59 | 79.91 | 72.43 | 85.86 | 91.92 | 96.97 | 102.18 | 105.79 | 106.61 |
| 220.42 | 250.25 | 236.35 | 251.29 | 250.67 | 261.80 | 271.61 | 251.91 | 236.1 | 267.12 | 268.91 | 266.42 | 277.16 | 280.79 | 284.02 |
| 539.50 | 524.42 | 478.77 | 515.72 | 529.63 | 535.54 | 537.05 | 554.20 | 583.88 | 587.67 | 568.81 | 563.69 | 525.30 | 491.58 | 496.03 |
| 241.84 | 195.54 | 295.76 | 268.42 | 273.06 | 277.37 | 272.21 | 271.60 | 276.71 | 254.93 | 266.88 | 244.51 | 252.49 | 293.20 | 296.68 |
| 781.34 | 719.96 | 774.53 | 784.14 | 802.69 | 812.91 | 809.26 | 825.80 | 860.59 | 842.60 | 835.69 | 808.20 | 777.79 | 784.78 | 792.71 |
| 3.39 | 2.78 | 3.17 | 3.02 | 3.13 | 3.03 | 2.91 | 3.19 | 3.54 | 3.07 | 3.03 | 2.96 | 2.74 | 2.72 | 2.73 |
| 472 | 498 | 517 | 550 | 559 | 586 | 595 | 596 | 603 | 572 | 583 | 581 | 587 | 600 | 594 |
| 255 | 272 | 286 | 306 | 324 | 349 | 364 | 376 | 371 | 375 | 382 | 386 | 392 | 403 | 381 |
| 1,005 | 1,061 | 1,080 | 1,106 | 1,161 | 1,197 | 1,239 | 1,261 | 1,286 | 1,292 | 1,290 | 1,278 | 1,262 | 1,284 | 1,271 |

STATISTICS

2. CERTIFIED RIOJA GRAPE PRODUCTION - 2015 HARVEST

| | | LA RIOJA | ÁLAVA | NAVARRE | TOTAL |
|---------------------------------|-----------------|-------------|------------|------------|-------------|
| Hectares of red grapes | | 39,266.90 | 12,318.35 | 6,281.02 | 57,866.28 |
| Production of red grapes (kg) | | 268,364,568 | 81,579,468 | 43,461,419 | 393,405,455 |
| Red grape yields (kg/ha) | | 6,834 | 6,623 | 6,919 | 6,799 |
| Hectares of white grapes | | 2,693,06 | 908,36 | 402,65 | 4,004,08 |
| Production of white grapes (kg) | | 22,829,471 | 7,316,574 | 3,665,653 | 33,811,698 |
| White grape yields (kg/ha) | | 8,477 | 8,055 | 9,104 | 8,444 |
| Total white & red | Hectares | 41,959.97 | 13,226.72 | 6,683.67 | 61,870.37 |
| | Production (kg) | 291,194,039 | 88,896,042 | 47,127,072 | 427,217,153 |
| | Average Yields | 6,940 | 6,721 | 7,051 | 6,905 |

3. VINIFICATION OF CERTIFIED WINE - 2015 VINTAGE (LITRES)

| COMMUNITY | TYPE OF WINERY | RED | ROSÉ | WHITE | TOTAL |
|-----------|-----------------|-------------|------------|------------|-------------|
| ÁLAVA | WINEGROWERS | 6,582,213 | 5,456 | 104,190 | 6,691,859 |
| | CO-OPERATIVES | 8,260,028 | 169,477 | 397,811 | 8,827,316 |
| | WINE KEEPERS | 1,555,640 | 26,011 | 298,024 | 1,879,675 |
| | AGEING WINERIES | 52,336,195 | 2,264,345 | 3,642,985 | 58,243,525 |
| | TOTAL | 68,734,076 | 2,465,289 | 4,443,010 | 75,642,375 |
| LA RIOJA | WINEGROWERS | 4,238,162 | 242,721 | 268,768 | 4,749,651 |
| | CO-OPERATIVES | 64,095,484 | 3,067,872 | 4,787,855 | 71,951,211 |
| | WINE KEEPERS | 2,793,474 | 184,027 | 51,515 | 3,029,016 |
| | AGEING WINERIES | 113,551,823 | 6,833,404 | 6,027,035 | 126,412,262 |
| | TOTAL | 184,678,943 | 10,328,024 | 11,135,173 | 206,142,140 |
| NAVARRE | WINEGROWERS | 0 | 0 | 0 | 0 |
| | CO-OPERATIVES | 6,189,336 | 297,129 | 224,629 | 6,711,094 |
| | WINE KEEPERS | 441,570 | 1,369 | 0 | 442,939 |
| | AGEING WINERIES | 8,862,431 | 320,478 | 704,491 | 9,887,400 |
| | TOTAL | 15,493,337 | 618,976 | 929,120 | 17,041,433 |
| TOTAL | WINEGROWERS | 10,820,375 | 248,177 | 372,958 | 11,441,510 |
| | CO-OPERATIVES | 78,544,848 | 3,534,478 | 5,410,295 | 87,489,621 |
| | WINE KEEPERS | 4,790,684 | 211,407 | 349,539 | 5,351,630 |
| | AGEING WINERIES | 174,750,449 | 9,418,227 | 10,374,511 | 194,543,187 |
| | TOTAL | 268,906,356 | 13,412,289 | 16,507,303 | 298,825,948 |

Those wines which have not passed the approval process will be discounted from these production figures

PRODUCTION AND DEVELOPMENT

4. DEVELOPMENT OF SURFACE AREA, GRAPE PRODUCTION, YIELDS AND WINE PRODUCTION

| YEAR | PRODUCTIVE HECTARES | | | PRODUCTION IN KG | Average yields (kg/ha) | Certified vinification (litres) |
|------|---------------------|-------|--------|------------------|------------------------|---------------------------------|
| | Red | White | Total | | | |
| 1985 | 29,903 | 9,094 | 38,817 | 241,296,770 | 6,319 | 173,346,717 |
| 1986 | 29,936 | 9,079 | 39,015 | 173,529,246 | 4,448 | 119,830,258 |
| 1987 | 30,206 | 9,065 | 39,271 | 186,151,310 | 4,740 | 133,749,709 |
| 1988 | 33,049 | 8,997 | 42,046 | 180,410,559 | 4,291 | 131,082,102 |
| 1989 | 33,851 | 8,840 | 42,691 | 223,279,641 | 5,230 | 160,609,524 |
| 1990 | 34,182 | 8,669 | 42,851 | 225,635,498 | 5,266 | 161,242,940 |
| 1991 | 34,381 | 8,509 | 42,889 | 213,410,823 | 4,976 | 145,345,353 |
| 1992 | 35,848 | 8,227 | 44,075 | 214,637,991 | 4,870 | 149,938,412 |
| 1993 | 37,528 | 8,247 | 45,775 | 249,738,789 | 5,456 | 173,920,771 |
| 1994 | 38,955 | 8,238 | 47,193 | 241,689,232 | 5,121 | 168,843,546 |
| 1995 | 39,267 | 8,090 | 47,357 | 303,643,224 | 6,412 | 217,910,968 |
| 1996 | 39,378 | 7,923 | 47,301 | 340,408,707 | 7,197 | 244,468,446 |
| 1997 | 39,920 | 7,844 | 47,764 | 359,612,606 | 7,529 | 253,574,457 |
| 1998 | 40,679 | 7,709 | 48,388 | 386,776,917 | 7,993 | 273,560,471 |
| 1999 | 42,522 | 7,484 | 50,006 | 305,342,334 | 6,106 | 216,241,745 |
| 2000 | 44,676 | 7,339 | 52,015 | 490,669,779 | 9,431 | 310,801,915 |
| 2001 | 46,999 | 6,799 | 53,798 | 367,989,290 | 6,848 | 242,347,992 |
| 2002 | 49,459 | 6,086 | 55,545 | 284,289,535 | 5,118 | 196,823,899 |
| 2003 | 51,194 | 5,386 | 56,580 | 437,607,739 | 7,734 | 298,418,768 |
| 2004 | 53,161 | 4,975 | 58,136 | 472,281,522 | 8,124 | 269,695,002 |
| 2005 | 54,567 | 4,645 | 59,212 | 445,091,696 | 7,517 | 273,940,000 |
| 2006 | 55,931 | 4,458 | 60,389 | 421,440,239 | 6,979 | 278,180,000 |
| 2007 | 56,569 | 4,204 | 60,773 | 412,617,538 | 6,789 | 273,687,537 |
| 2008 | 56,825 | 4,057 | 60,882 | 396,622,326 | 6,515 | 272,118,653 |
| 2009 | 57,344 | 3,926 | 61,270 | 412,387,909 | 6,731 | 277,558,000 |
| 2010 | 58,109 | 3,851 | 61,960 | 395,196,593 | 6,378 | 255,904,080 |
| 2011 | 58,375 | 3,768 | 62,143 | 387,618,868 | 6,238 | 267,647,691 |
| 2012 | 58,389 | 3,764 | 62,153 | 354,904,866 | 5,710 | 245,704,466 |
| 2013 | 58,026 | 3,814 | 61,840 | 368,421,839 | 5,958 | 253,441,316 |
| 2014 | 57,761 | 3,884 | 61,645 | 434,006,506 | 7,040 | 295,164,588 |
| 2015 | 57,866 | 4,004 | 61,870 | 441,887,833 | 7,142 | 298,825,948 |

5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES

| LA RIOJA | Hectares | | Wineries | LA RIOJA | Hectares | | Wineries |
|------------------------|----------|--------|----------|--------------------------|----------|--------|----------|
| | RED | WHITE | | | RED | WHITE | |
| ABALOS | 666.16 | 34.44 | 16 | CIDAMON | 60.83 | 0 | 0 |
| AGONCILLO | 158.19 | 1.83 | 1 | CIHURI | 329.98 | 15.3 | 0 |
| AGUILAR DEL RÍO ALHAMA | 40.06 | 0 | 0 | CIRUEÑA | 23.85 | 1.03 | 0 |
| ALBELDA DE IREGUA | 132.75 | 31.84 | 3 | CLAVIJO | 164.14 | 4.66 | 0 |
| ALBERITE | 236.15 | 14.13 | 2 | CORDOVIN | 85.85 | 66.79 | 10 |
| ALCANADRE | 499.42 | 14.98 | 4 | CORERA | 172.7 | 3.6 | 1 |
| ALDEANUEVA DE EBRO | 1,408.30 | 11.84 | 16 | CORNAGO | 14.96 | 0 | 0 |
| ALESANCO | 402.9 | 137.33 | 4 | CUZCURRITA DEL RÍO TIRON | 529.53 | 53.21 | 6 |
| ALESON | 204.03 | 21.54 | 1 | DAROCA DE RIOJA | 11.24 | 0.23 | 0 |
| ALFARO | 3,756.42 | 85.47 | 7 | EL REDAL | 251.55 | 2.31 | 0 |
| ANGUCIANA | 51.3 | 1.52 | 0 | EL VILLAR DE ARNEDO | 259.41 | 1.36 | 3 |
| ARENZANA DE ABAJO | 270.71 | 37.65 | 4 | ENTRENA | 630.95 | 79.15 | 5 |
| ARENZANA DE ARRIBA | 172.64 | 12.99 | 0 | FONCEA | 14.15 | 0 | 0 |
| ARNEDILLO | 1.57 | 0 | 0 | FONZALECHE | 289.94 | 15.74 | 1 |
| ARNEDO | 311.95 | 3.33 | 2 | FUENMAYOR | 1,481.75 | 65.49 | 27 |
| ARRUBAL | 4.97 | 0 | 0 | GALBARRULI | 129.37 | 4.51 | 1 |
| AUSEJO | 1,481.11 | 30.36 | 2 | GALILEA | 169.34 | 5 | 1 |
| AUTOL | 952.5 | 21.99 | 2 | GIMILEO | 98.08 | 3.49 | 2 |
| AZOFRA | 406.83 | 30.22 | 1 | GRÁVALOS | 25.53 | 8.03 | 0 |
| BADARAN | 412.46 | 54.74 | 6 | HARO | 1,060.63 | 96.61 | 19 |
| BAÑARES | 103 | 0.19 | 0 | HERCE | 77.53 | 0.24 | 0 |
| BAÑOS DE RIO TOBIA | 151.15 | 35.59 | 1 | HERRAMELLURI | 9.3 | 0 | 0 |
| BAÑOS DE RIOJA | 72.37 | 16.13 | 5 | HERVIAS | 43.07 | 2.05 | 1 |
| BERCEO | 12.16 | 0.64 | 0 | HORMILLA | 316.38 | 25.65 | 5 |
| BERGASA | 206.42 | 32.52 | 0 | HORMILLEJA | 197.25 | 20.78 | 1 |
| BERGASILLAS BAJERA | 5.46 | 0 | 0 | HORNOS DE MONCALVILLO | 143.2 | 25.61 | 1 |
| BEZARES | 3.37 | 0 | 0 | HUERCANOS | 1,154.25 | 82.3 | 2 |
| BOBADILLA | 18.13 | 2.15 | 2 | IGEA | 114.05 | 0 | 0 |
| BRIÑAS | 95.05 | 4.25 | 6 | LAGUNILLA DE JUBERA | 131.76 | 3.33 | 1 |
| BRIONES | 1,236.40 | 80.01 | 8 | LARDERO | 56.08 | 2.37 | 0 |
| CALAHORRA | 697.22 | 5.38 | 3 | LEIVA | 24.52 | 2.22 | 0 |
| CAMPROVIN | 141.34 | 26.45 | 0 | LEZA DEL RIO LEZA | 6.36 | 0.27 | 0 |
| CANILLAS DE RIO TUERTO | 93.9 | 25.6 | 0 | LOGROÑO | 1,005.10 | 84.96 | 14 |
| CAÑAS | 99.88 | 13.17 | 0 | MANJARRES | 170.32 | 21.02 | 0 |
| CARDENAS | 111.09 | 40.86 | 4 | MATUTE | 7.88 | 0.07 | 0 |
| CASALARREINA | 68.67 | 4.35 | 1 | MEDRANO | 265.59 | 32.73 | 0 |
| CASTAÑARES DE RIOJA | 14.93 | 2.61 | 0 | MIRANDA DE EBRO | 56.21 | 2.87 | 1 |
| CELLORIGO | 40.7 | 0.76 | 0 | MURILLO DE RÍO LEZA | 733.09 | 5.79 | 2 |
| CENICERO | 1,930.26 | 97.05 | 11 | NAJERA | 888.57 | 168.98 | 2 |
| CERVERA DE RÍO ALHAMA | 345.02 | 0.51 | 1 | NALDA | 115.11 | 32.17 | 2 |

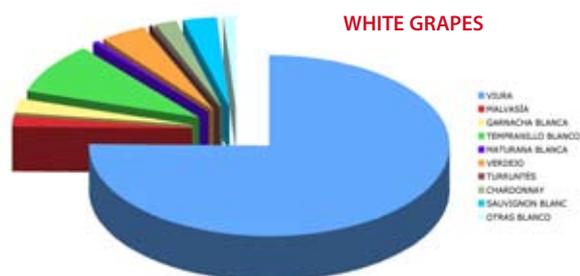
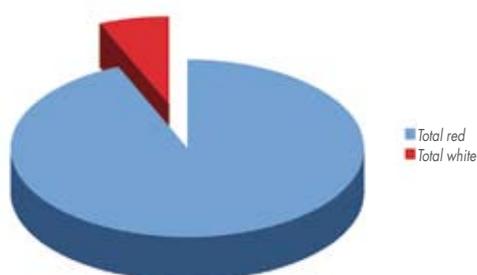
5. DISTRIBUTION OF VINEYARDS IN PRODUCTION BY TOWN AND BOTTLING WINERIES

| LA RIOJA | Hectares | | Wineries | LA RIOJA | Hectares | | Wineries |
|-----------------------------|------------------|-----------------|------------|---------------------------|------------------|-----------------|------------|
| | RED | WHITE | | | RED | WHITE | |
| NAVARRETE | 915.02 | 72.92 | 13 | ÁLAVA | | | |
| OCHANDURI | 33.41 | 0.71 | 0 | | | | |
| OCÓN | 465.65 | 32.83 | 0 | | | | |
| OLLAURI | 83.47 | 6.82 | 6 | | | | |
| PRADEJON | 242.76 | 0.41 | 1 | | | | |
| PREJANO | 9.65 | 0.31 | 0 | BAÑOS DE EBRO | 467.19 | 50.88 | 24 |
| QUEL | 511.91 | 14.43 | 1 | BARRIOBUSTO | 188.29 | 24.66 | 1 |
| RIBAFRECHA | 352.69 | 14.12 | 1 | CRIPAN | 170.29 | 8.8 | 3 |
| RINCÓN DE SOTO | 212.05 | 1.19 | 2 | ELCIEGO | 1,079.25 | 44.87 | 17 |
| RODEZNO | 462.17 | 5.52 | 2 | ELVILLAR DE ÁLAVA | 809.61 | 66.09 | 12 |
| SAJAZARRA | 320.83 | 3.93 | 4 | LABASTIDA | 1,048.02 | 66.57 | 16 |
| SAN ASENSIO | 1,546.58 | 318.99 | 15 | LABRAZA | 111.3 | 14.28 | 0 |
| SAN MILLAN DE YÉCORA | 8.63 | 0.23 | 0 | LAGUARDIA | 3,357.49 | 233.56 | 59 |
| SAN TORCUATO | 12.65 | 1.19 | 0 | LANCIEGO | 1,039.76 | 88.24 | 17 |
| SAN VICENTE DE LA SONSIERRA | 1,727.67 | 75.99 | 32 | LAPUEBLA DE LABARCA | 297.05 | 24.35 | 32 |
| SANTA COLOMA | 5.41 | 2.5 | 0 | LEZA | 372.11 | 31.07 | 6 |
| SANTA ENGRACIA DE JUBERA | 283.39 | 8.81 | 0 | MOREDA | 278.83 | 28.04 | 2 |
| SANTA EULALIA BAJERA | 10.54 | 0 | 0 | NAVARIDAS | 582.95 | 49.91 | 8 |
| SOJUELA | 99.52 | 28.65 | 1 | OYON | 940.81 | 49.64 | 9 |
| SORZANO | 71.17 | 7.6 | 0 | SALINILLAS DE BURADON | 47.97 | 2.22 | 0 |
| SOTES | 243.68 | 19.35 | 1 | SAMANIEGO | 489.93 | 49.84 | 12 |
| TIRGO | 14.06 | 3.06 | 2 | VILLABUENA DE ÁLAVA | 493.64 | 53.62 | 36 |
| TORMANTOS | 22.56 | 0.88 | 0 | YECORA | 541.38 | 22.77 | 4 |
| TORRECILLA SOBRE ALESANCO | 142.51 | 20.84 | 0 | TOTAL ÁLAVA | 12,318.35 | 908.36 | 259 |
| TORRENTALBO | 209.73 | 36.17 | 1 | NAVARRE | | | |
| TREVIANA | 119.58 | 5.06 | 0 | | | | |
| TRICIO | 141.93 | 19.4 | 0 | | | | |
| TUDELILLA | 690.55 | 9.35 | 3 | | | | |
| URUÑUELA | 747.47 | 49.7 | 7 | | | | |
| VENTOSA | 200.15 | 16.03 | 2 | ANDOSILLA | 921.03 | 69.98 | 3 |
| VIGUERA | 2.24 | 0 | 0 | ARAS | 75.59 | 10.93 | 1 |
| VILLALBA DE RIOJA | 307.41 | 12.3 | 1 | AZAGRA | 1,423.46 | 63.99 | 3 |
| VILLAMEDIANA DE IREGUA | 313.26 | 20.75 | 3 | BARGOTA | 378.7 | 29.43 | 1 |
| VILLAR DE TORRE | 38.79 | 2.09 | 0 | MENDAVIA | 1,511.52 | 95.18 | 3 |
| VILLAROYA | 2.89 | 0 | 0 | SAN ADRIAN | 581.34 | 28.78 | 1 |
| ZARRATON | 226.04 | 9.85 | 0 | SARTAGUDA | 19.94 | 0.08 | 0 |
| | | | | VIANA | 1,369.43 | 104.28 | 2 |
| | | | | TOTAL NAVARRE | 6,281.02 | 402.65 | 14 |
| TOTAL LA RIOJA | 39,266.90 | 2,693.06 | 321 | TOTAL D.O.Ca.RIOJA | 57,866.28 | 4,004.08 | 594 |

STATISTICS

6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2015 (HECTARES)

| WHITE | La Rioja | % | Álava | % | Navarre | % | Total | % White | % Vineyard S.A. |
|--------------------|----------|--------|--------|--------|---------|--------|----------|---------|-----------------|
| VIURA | 2,952.96 | 75.15% | 875.38 | 95.54% | 189.78 | 44.96% | 4,018.12 | 76.28% | 6.22% |
| MALVASÍA | 84.23 | 2.14% | 14.07 | 1.54% | 3.63 | 0.86% | 101.94 | 1.94% | 0.16% |
| GARNACHA BLANCA | 95.91 | 2.44% | 2.69 | 0.29% | 2.83 | 0.67% | 101.43 | 1.93% | 0.16% |
| TEMPRANILLO BLANCO | 363.50 | 9.25% | 11.85 | 1.29% | 66.96 | 15.86% | 442.32 | 8.40% | 0.69% |
| MATURANA BLANCA | 20.58 | 0.52% | 0.00 | 0.00% | 0.99 | 0.23% | 21.58 | 0.41% | 0.03% |
| VERDEJO | 164.35 | 4.18% | 1.93 | 0.21% | 106.52 | 25.24% | 272.80 | 5.18% | 0.42% |
| TURRUNTÉS | 2.84 | 0.07% | 0.00 | 0.00% | 0.00 | 0.00% | 2.84 | 0.05% | 0.00% |
| CHARDONNAY | 76.76 | 1.95% | 2.08 | 0.23% | 34.19 | 8.10% | 113.03 | 2.15% | 0.18% |
| SAUVIGNON BLANC | 125.24 | 3.19% | 4.62 | 0.50% | 15.43 | 3.65% | 145.29 | 2.76% | 0.23% |
| OTHER WHITE | 42.88 | 1.09% | 3.61 | 0.39% | 1.76 | 0.42% | 48.25 | 0.92% | 0.07% |
| TOTAL WHITE | 3,929.26 | 100% | 916.23 | 100% | 422.10 | 100% | 5,267.58 | 100% | 8.16% |



7. VINEYARDS BY COMMUNITY AND YEAR OF PLANTING (HECTARES)

| | No. Plots | 2011/2015 | 2006/2010 | 2001/2005 | 1996/2000 | 1991/1995 | 1986/1990 | 1981/1985 | 1976/1980 | .../1975 | TOTAL |
|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|
| LA RIOJA | 81,605 | 4,480.01 | 4,375.92 | 7,542.70 | 8,311.87 | 4,464.50 | 5,241.68 | 3,336.31 | 1,719.12 | 5,024.70 | 44,496.84 |
| ÁLAVA | 28,431 | 311.46 | 877.19 | 2,034.79 | 1,766.62 | 1,081.71 | 1,532.61 | 1,813.04 | 654.24 | 3,213.29 | 13,284.99 |
| NAVARRRE | 8,890 | 452.58 | 668.53 | 1,841.85 | 1,710.14 | 457.83 | 972.39 | 417.74 | 95.97 | 162.69 | 6,779.75 |
| TOTAL | 118,926 | 5,244.05 | 5,921.65 | 11,419.34 | 11,788.63 | 6,004.05 | 7,746.69 | 5,567.10 | 2,469.33 | 8,400.70 | 64,561.59 |

8. DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE D.O.Ca. RIOJA (HECTARES)

| Vineyards registered on 31-12-1983 | | VARIATIONS | | | | | | | | | | | | | | | |
|------------------------------------|--------|------------|-------|-------|-------|------|------|-------|------|-------|-------|-------|------|------|-------|------|-------|
| | | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 |
| La Rioja | 27,395 | 1,129 | 1,212 | 783 | 1,331 | -210 | -826 | 1,417 | -28 | 1,037 | 878 | 982 | -191 | 260 | 1,237 | 497 | 1,250 |
| Álava | 8,039 | 596 | 333 | 468 | 291 | 96 | 43 | 395 | -40 | 72 | 205 | 269 | 61 | -13 | 342 | 288 | 210 |
| Navarre | 2,915 | 135 | -14 | 84 | -28 | 539 | 249 | 600 | 271 | 161 | 166 | -92 | -88 | -149 | -48 | 189 | 470 |
| Total | 38,349 | 1,860 | 1,531 | 1,335 | 1,594 | 425 | -534 | 2,412 | 203 | 1,270 | 1,249 | 1,159 | -218 | 98 | 1,531 | 974 | 1,930 |

6. VINEYARDS BY GRAPE VARIETY AND COMMUNITY - 2015 (HECTARES)

| RED | La Rioja | % | Álava | % | Navarre | % | Total | %S/tintas | % Vineyard S.A. |
|------------------|------------------|-------------|------------------|-------------|-----------------|-------------|------------------|-------------|-----------------|
| TEMPRANILLO | 34,485.81 | 85.01% | 11,928.15 | 96.44% | 5,392.08 | 84.81% | 51,806.04 | 87.37% | 80.24% |
| GARNACHA | 4,183.32 | 10.31% | 130.97 | 1.06% | 431.30 | 6.78% | 4,745.59 | 8.00% | 7.35% |
| MAZUELO | 949.01 | 2.34% | 100.98 | 0.82% | 263.21 | 4.14% | 1,313.20 | 2.21% | 2.03% |
| GRACIANO | 759.65 | 1.87% | 163.09 | 1.32% | 230.98 | 3.63% | 1,153.72 | 1.95% | 1.79% |
| MATURANA TINTA | 103.20 | 0.25% | 4.80 | 0.04% | 6.92 | 0.11% | 114.92 | 0.19% | 0.18% |
| OTHER RED | 86.59 | 0.21% | 40.78 | 0.33% | 33.17 | 0.52% | 160.54 | 0.27% | 0.25% |
| TOTAL RED | 40,567.58 | 100% | 12,368.77 | 100% | 6,357.66 | 100% | 59,294.01 | 100% | 91.84% |

| | La Rioja | % S/T | Álava | % S/T | Navarre | % Tot. | Total |
|----------------------------|------------------|---------------|------------------|---------------|-----------------|---------------|------------------|
| TOTAL D.O.Ca. RIOJA | 44,496,84 | 68.34% | 13,285.00 | 21.04% | 6,779.75 | 10.62% | 64,561.59 |

RED GRAPES



10. NUMBER OF GRAPE GROWERS 2015

| | CO-OPERATIVE MEMBERS | NON MEMBERS |
|--------------|----------------------|--------------|
| LA RIOJA | 5.628 | 6.330 |
| ÁLAVA | 519 | 2.169 |
| NAVARRRE | 581 | 812 |
| TOTAL | 6.728 | 9.311 |

9. DISTRIBUTION OF VINEYARDS BY PLOT SIZE - 2015

| PLOT SIZE IN Ha. | 0- 0.10 | 0.10-0.25 | 0.25-0.50 | 0.50-1 | 1-2 | 2-3.50 | 3.50-5 | 5-7.50 | 7.50-10 | 10-15 | 15-30 | 30-50 | 50-100 | TOTAL |
|------------------|---------|-----------|-----------|-----------|-----------|----------|----------|----------|---------|--------|--------|--------|--------|-----------|
| No. of PLOTS | 12,585 | 31,577 | 32,873 | 25,921 | 12,519 | 2,522 | 464 | 284 | 81 | 51 | 41 | 7 | 1 | 118,926 |
| % TOTAL | 10.58 | 26.55 | 27.64 | 21.80 | 10.53 | 2.12 | 0.39 | 0.24 | 0.07 | 0.04 | 0.03 | 0.01 | 0.00 | 100 |
| SURFACE AREA | 770.65 | 5,438.85 | 11,764.21 | 17,831.56 | 16,524.17 | 6,216.05 | 1,910.07 | 1,691.59 | 698.53 | 611.23 | 793.50 | 252.39 | 58.73 | 64,561.59 |
| % TOTAL | 1.19 | 8.42 | 18.22 | 27.62 | 25.59 | 9.63 | 2.96 | 2.62 | 1.08 | 0.95 | 1.23 | 0.39 | 0.09 | 100 |

DEVELOPMENT OF REGISTERED VINEYARDS BY COMMUNITY IN THE D.O.Ca. RIOJA (HECTARES)

| VARIATIONS | | | | | | | | | | | | | | | Registered Vineyards | |
|------------|-------|-------|------|-------|------|------|------|------|------|------|---------|---------|---------|--------|----------------------|---------------|
| 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | on 31-12-2015 |
| 1,630 | 2,398 | 1,029 | -10 | 533 | -29 | -17 | 115 | 197 | -540 | 449 | -176.46 | -496.94 | -151.26 | 457.19 | 1,070.76 | 44,496.84 |
| 400 | 323 | 414 | -65 | 434 | -153 | -98 | 73 | -49 | 140 | 220 | 134.9 | -90.94 | -18.29 | -50.09 | 15.56 | 13,285.00 |
| 246 | 6 | 379 | 229 | 360 | 204 | -10 | 11 | -11 | 24 | 14 | -33.4 | 60.79 | 9.37 | -2.07 | -67.15 | 6,779.75 |
| 2,276 | 2,727 | 1,822 | 154 | 1,327 | 22 | -125 | 199 | 22 | -377 | 683 | -74.95 | -527.10 | -160.18 | 405.03 | 1,019.17 | 64,561.59 |

STATISTICS

11. CERTIFIED WINE STOCKS ON 31-12- 2015 (IN HECTOLITRES)

| TYPE | WINEGROWERS | CO-OPERATIVES | WINE KEEPERS | AGEING WINERIES | TOTAL |
|--------------|----------------|---------------------|------------------|---------------------|---------------------|
| White | 2,798.53 | 24,511.47 | 2,444.62 | 196,009.64 | 225,764.26 |
| Rosé | 2,612.20 | 28,624.18 | 2,362.17 | 123,047.67 | 156,646.22 |
| Red | 111,868.27 | 967,864.02 | 57,649.83 | 6,407,259.89 | 7,544,642.01 |
| TOTAL | 117,279 | 1,020,999.67 | 62,456.62 | 6,726,317.20 | 7,927,052.49 |

12. CERTIFIED WINE STOCKS BY TYPE OF CONTAINER ON 31-12-2015 (IN HECTOLITRES)

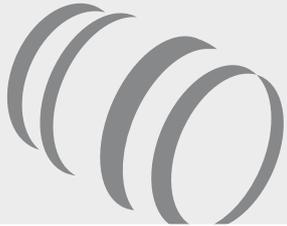
| TANKS | BARRELS | TANKS (ageing) * | BOTTLES | TOTAL |
|--------------|--------------|------------------|------------|--------------|
| 3,468,286.88 | 2,521,754.29 | 1,181,886.28 | 755,125.04 | 7,927,052.49 |

*Aged wines stored in tanks

13. CERTIFIED WINE STOCKS BY VINTAGE ON 31-12-2015 (IN HECTOLITRES)

| VINTAGE | TOTAL STOCKS | VINTAGE | TOTAL STOCKS | VINTAGE | TOTAL STOCKS |
|----------|--------------|---------|--------------|--------------|---------------------|
| Prev. V. | 5,671.66 | 1991 | 299.67 | 2004 | 21,321.31 |
| CVC | 4,197.52 | 1992 | 87.63 | 2005 | 31,642.18 |
| 1980 | 250.93 | 1993 | 118.94 | 2006 | 24,575.71 |
| 1981 | 1,195.20 | 1994 | 1,790.83 | 2007 | 31,251.09 |
| 1982 | 288.07 | 1995 | 1,228.94 | 2008 | 75,758.22 |
| 1983 | 116.87 | 1996 | 398.28 | 2009 | 109,822.97 |
| 1984 | 14.86 | 1997 | 144.14 | 2010 | 229,377.67 |
| 1985 | 192.28 | 1998 | 1,600.94 | 2011 | 485,509.19 |
| 1986 | 232.46 | 1999 | 1,248.45 | 2012 | 748,089.87 |
| 1987 | 282.83 | 2000 | 3,382.49 | 2013 | 1,209,841.43 |
| 1988 | 101.64 | 2001 | 8,835.81 | 2014 | 1,956,546.45 |
| 1989 | 86.45 | 2002 | 1,592.48 | 2015 | 2,966,825.10 |
| 1990 | 79.56 | 2003 | 3,052.37 | TOTAL | 7,927,052.49 |

14. DEVELOPMENT OF BARREL NUMBERS

| YEAR | TOTAL NO. OF BARRELS | YEAR | TOTAL NO. OF BARRELS | YEAR | TOTAL NO. OF BARRELS |
|------|----------------------|------|----------------------|---|----------------------|
| 1990 | 546,615 | 2009 | 1,286,738 | 2015 | 1,271,688 |
| 1995 | 598,000 | 2010 | 1,292,261 |  | |
| 2000 | 939,454 | 2011 | 1,290,226 | | |
| 2005 | 1,161,331 | 2012 | 1,277,696 | | |
| 2007 | 1,239,291 | 2013 | 1,262,296 | | |
| 2008 | 1,261,022 | 2014 | 1,284,672 | | |

Development 2015:

The total number of 225 litre oak barrels for use in ageing was **1.271.688** on 31-12-2015, an decrease of **-12.984** over the previous year.

WINERIES

15. WINERIES REGISTERED IN RIOJA ON 31-12-2015

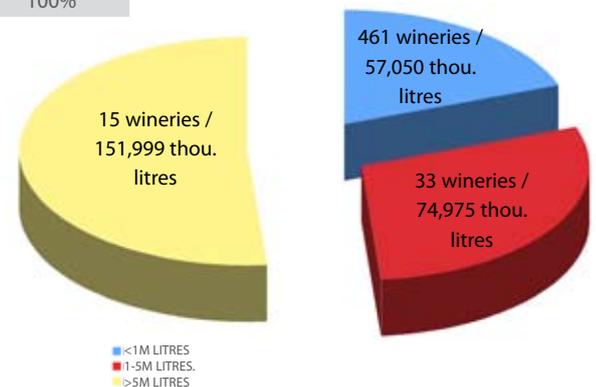
| TYPES | LA RIOJA | | ÁLAVA | | NAVARRE | | TOTAL | | WINERIES REG. AS BOTTLERS | |
|-----------------|----------|------|-------|------|---------|------|-------|------|---------------------------|------|
| | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 | 2015 | 2014 |
| Ageing Wineries | 219 | 227 | 148 | 153 | 14 | 14 | 381 | 394 | 390 | 403 |
| Wine Keepers | 39 | 33 | 34 | 30 | 1 | 0 | 74 | 63 | 54 | 47 |
| Co-operatives | 28 | 28 | 7 | 7 | 2 | 3 | 37 | 38 | 27 | 28 |
| Winegrowers | 134 | 138 | 169 | 169 | 0 | 0 | 303 | 307 | 123 | 122 |

16. REGISTERED RIOJA WINERIES BY SALES RANGES ON 31-12-2015

| VOLUME SALES | Wineries | % all wineries | 2015 Sales (thou. litres) | % all sales |
|---------------|----------|----------------|---------------------------|-------------|
| >10M LITRES | 4 | 0.8 | 65,374 | 23 |
| 5-10M LITRES | 11 | 2.2 | 86,625 | 30.5 |
| 1-5M LITRES. | 33 | 6.5 | 74,975 | 26.4 |
| 0.5-1M LITRES | 27 | 5.2 | 20,073 | 7.1 |
| <0.5M LITRES | 434 | 85.3 | 36,977 | 13 |
| TOTAL | 509 | 100% | 284,024 | 100% |

(NOTE: The number of bottling wineries in business in 2015 was 509)

WINERIES BY SALES RANGES



16. WINERIES BY CAPACITY RANGES ON 31-12-2015

| CAPACITY RANGES | <1M LITRES | 1-3M LITRES | 3-5M LITRES | 5-10M LITRES | >10M LITRES | TOTAL |
|-----------------|------------|-------------|-------------|--------------|-------------|-------|
| Ageing Wineries | 243 | 76 | 21 | 17 | 24 | 381 |
| Wine Keepers | 66 | 8 | 0 | 0 | 0 | 74 |
| Co-operatives | 0 | 10 | 6 | 15 | 6 | 37 |
| Winegrowers | 300 | 3 | 0 | 0 | 0 | 303 |
| Total | 609 | 97 | 27 | 32 | 30 | 795 |

17. DEVELOPMENT OF STORAGE AND AGEING CAPACITY OF RIOJA WINERIES (LITRES)

| YEAR | TANKS | BARRELS | TOTAL |
|-----------------|---------------|-------------|---------------|
| 1982 | 371,047,288 | 91,484,700 | 462,531,988 |
| 1993 | 708,219,134 | 131,308,241 | 839,527,375 |
| 1998 | 865,913,648 | 181,158,584 | 1,047,072,232 |
| 2015 | 1,122,382,456 | 286,711,556 | 1,409,094,012 |
| Ageing Wineries | 784,545,241 | 277,511,306 | 1,062,056,547 |
| Wine Keepers | 27,310,693 | 0 | 27,310,693 |
| Co-operatives | 253,126,436 | 9,200,250 | 262,323,686 |
| Winegrowers | 57,400,086 | 0 | 57,400,086 |

18. DEVELOPMENT OF RIOJA WINE SALES 1985-2015 (IN LITRES)

| Year | Domestic market | | Export market | | Total sales | |
|------|-----------------|--------|---------------|--------|-------------|--------|
| | LITRES | % YOY | LITRES | % YOY | LITRES | % YOY |
| 1985 | 67,743,375 | ----- | 28,633,625 | ----- | 96,377,000 | -0.35 |
| 1986 | 74,651,578 | 10.70 | 29,902,122 | 4.43 | 104,553,700 | +8.48 |
| 1987 | 77,442,665 | 3.74 | 35,665,935 | 19.28 | 113,108,600 | +8.18 |
| 1988 | 82,894,300 | 7.04 | 34,301,700 | -3.82 | 117,196,000 | +3.61 |
| 1989 | 77,784,543 | -6.16 | 26,631,578 | -22.36 | 104,416,121 | -10.90 |
| 1990 | 77,252,631 | -0.68 | 26,029,946 | -2.26 | 103,782,577 | -0.61 |
| 1991 | 99,841,642 | 29.2 | 29,137,809 | 11.9 | 128,979,451 | 24.28 |
| 1992 | 114,478,913 | 14.6 | 34,362,372 | 17.9 | 148,841,285 | 15.40 |
| 1993 | 120,199,494 | 5 | 38,722,771 | 12.7 | 158,922,265 | 6.77 |
| 1994 | 139,918,321 | 16.4 | 56,790,139 | 46.6 | 196,708,460 | 23.78 |
| 1995 | 125,953,908 | -9.98 | 59,116,887 | 4.1 | 185,070,795 | -5.92 |
| 1996 | 119,444,519 | -5.46 | 58,846,727 | -0.46 | 178,291,246 | -3.66 |
| 1997 | 137,458,184 | 15.08 | 67,781,317 | 15.18 | 205,239,501 | 15.11 |
| 1998 | 150,682,311 | 9.47 | 71,550,035 | 5.5 | 222,232,346 | 8.15 |
| 1999 | 138,445,732 | -8.13 | 57,133,801 | -20.67 | 195,579,533 | -11.99 |
| 2000 | 120,119,230 | -13.24 | 39,858,918 | -30.24 | 159,978,148 | -18.20 |
| 2001 | 159,986,313 | 33.28 | 60,405,880 | 51.53 | 220,392,193 | 37.83 |
| 2002 | 178,115,778 | 11.27 | 72,097,169 | 19.33 | 250,212,947 | 13.48 |
| 2003 | 170,209,213 | -4.43 | 66,138,317 | -8.26 | 236,347,530 | -5.54 |
| 2004 | 182,308,591 | 7.10 | 69,027,451 | 4.36 | 251,336,042 | 6.34 |
| 2005 | 179,565,974 | -1.57 | 71,230,807 | 3.19 | 250,796,781 | -0.26 |
| 2006 | 182,715,391 | 1.75 | 78,965,590 | 10.86 | 261,680,981 | 4.34 |
| 2007 | 187,461,381 | 2.59 | 84,589,517 | 7.12 | 272,050,898 | 3.96 |
| 2008 | 171,992,928 | -8.25 | 79,916,305 | -5.52 | 251,909,233 | -7.40 |
| 2009 | 163,672,090 | -4.89 | 72,425,805 | -9.38 | 236,097,895 | -6.31 |
| 2010 | 181,262,567 | 10.75 | 85,855,264 | 18.53 | 267,117,831 | 13.14 |
| 2011 | 176,985,130 | -2.42 | 91,920,407 | 7.06 | 268,905,537 | 0.62 |
| 2012 | 169,448,349 | -4.26 | 96,967,206 | 5.47 | 266,415,555 | -0.93 |
| 2013 | 174,982,696 | 3.17 | 102,184,584 | 5.39 | 277,167,280 | 3.98 |
| 2014 | 175,003,261 | 0.02 | 105,786,163 | 3.52 | 280,789,424 | 1.31 |
| 2015 | 177,410,848 | 1.10 | 106,612,815 | 1.20 | 284,023,663 | 113 |

19. RIOJA WINE SALES STATISTICS FOR 2015

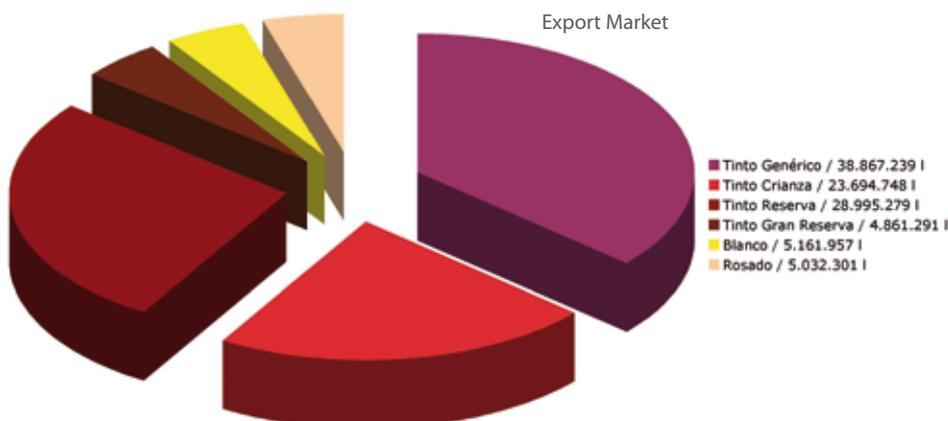
| RED WINE BY CATEGORY | | | |
|----------------------|----------|-------------|--------|
| Type | Markets | Litres 2015 | % YOY |
| Generic | Domestic | 53,291,353 | -8.61 |
| | Export | 38,867,239 | -0.17 |
| | Total | 92,158,592 | -5.23 |
| Crianza | Domestic | 82,792,431 | 3.16 |
| | Export | 23,694,748 | 0.47 |
| | Total | 106,487,179 | 2.55 |
| Reserva | Domestic | 18,399,138 | 6.05 |
| | Export | 28,995,279 | 1.98 |
| | Total | 47,394,417 | 3.52 |
| Gran Reserva | Domestic | 1,705,722 | -20.05 |
| | Export | 4,861,291 | 6.60 |
| | Total | 6,567,013 | -1.89 |
| Total | Domestic | 156,188,644 | -1.18 |
| | Export | 96,418,557 | 0.95 |
| | Total | 252,607,201 | -0.38 |

| TYPE OF WINE BY COLOUR | | | |
|------------------------|----------|-------------|-------|
| Type | Markets | Litres 2015 | % YOY |
| White | Domestic | 11,727,802 | 16.30 |
| | Export | 5,161,957 | 8.13 |
| | Total | 16,889,759 | 13.67 |
| Rosé | Domestic | 9,494,402 | 29.11 |
| | Export | 5,032,301 | -0.68 |
| | Total | 14,526,703 | 16.96 |
| Red | Domestic | 156,188,644 | -1.18 |
| | Export | 96,418,557 | 0.95 |
| | Total | 252,607,201 | -0.38 |
| TOTAL | Domestic | 177,410,848 | 1.10 |
| | Export | 106,612,815 | 1.20 |
| | Total | 284,023,663 | 1.13 |

SALES 2015

20. 2015 EXPORTS BY COUNTRY

| Country | Litres | % of Total |
|-----------------|-------------|------------|
| United Kingdom | 36,809,065 | 34.53 |
| Germany | 18,071,752 | 16.95 |
| United States | 9,605,311 | 9.01 |
| Switzerland | 5,927,856 | 5.56 |
| Netherlands | 3,657,956 | 3.43 |
| China | 3,207,892 | 3.01 |
| Canada | 3,061,901 | 2.87 |
| Sweden | 2,958,204 | 2.77 |
| Belgium | 2,926,766 | 2.75 |
| Ireland | 2,513,226 | 2.36 |
| Other countries | 17,872,876 | 16.76 |
| Total 2015 | 106,612,815 | 100% |





Denominación de Origen Calificada

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