

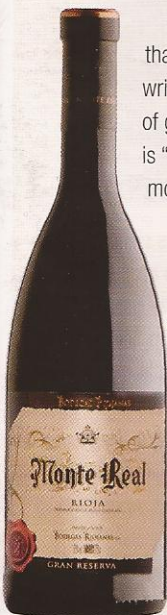
## Two great classics to grace the table at important celebrations

**B**odegas Riojanas presents the Gran Reservas of Monte Real and Viña Albina from the historic vintage of 2001. These great aged Rioja wines, classic and aristocratic par excellence, display all their glories in exceptional vintages such as 2001 and justify why most consumers still consider them the paradigm of high-end wine. These are wines that would grace the table at the finest celebrations; wines that will always go down well when it comes to giving a special gift. These exclusive and inimitable Gran Reservas, masterfully crafted by long-standing firms such as Bodegas Riojanas, are untouched by fashions in wine and occupy a place of honour among the great wines of the world, as recently acknowledged by the American wine guru Robert Parker.

Critics such as José Peñín are also proclaiming "a return to the classics, to our old and more established glories that are a template for the rest of Rioja wines and a benchmark of aged wines throughout the world". "The classics," writes Federico Oldenburg, "represent a traditionally Riojan model that we would be wise not to forget in these times of globalization", something that Jay Miller, one of the most influential wine critics in the world, echoed by saying this is "one of the key strengths of Rioja", that in his opinion "should not be lost", as well as offering outstanding value for money.

Monte Real and Viña Albina are unquestionably two of the most widely-recognised brands among the historic Riojan Gran Reservas, a true bastion of a style that has given this winemaking region its fame and prestige and continues to arouse admiration among wine lovers and connoisseurs. American journalist Gerry Dawes describes it perfectly when he says that "Viña Albina and Monte Real are the wines I drink at home when I want a wine that increases my pleasure with every drop and transports me with its aromas, flavours and charm to one of my favourite places in the world, La Rioja. They simply couldn't be from anywhere else".

But being a classic wine does not mean being an old-fashioned wine, as at Bodegas Riojanas a respect for tradition is certainly not incompatible with innovation. This is why as well as having modernized the labels without losing their recognisable identity, the new Monte Real and Viña Albina Gran Reserva 2001 also feature a few oenological novelties that bring them closer to current market trends in aspects such as greater depth of colour and fruit concentration, characteristics that are very much accentuated in such an exceptional vintage as the 2001. The ageing period of over 60 months in the barrel and bottle is what finally allows the wine to achieve the refinement and elegance so typical of this type of long-aged wine, a quality that is exclusive to Rioja wines and that very few other winemaking regions in the world can match. "The traditional Rioja style," concludes Jay Miller in *The Wine Advocate*, "bears no comparison with any other wine, offering marvellous wines that we can also lay down in our own cellars".



**Q. The development of the R&D&I department is another of the winery's strategies. Will you manage to change the concept of "classic wines" that is attributed to you?**

**A.** I'm never going to turn my back on being a classic winery, as I think that's a good thing. What I'll never agree with is that we make old-fashioned wines. Our winery has inherited a series of traditions and we'll continue to respect them, as we're very proud of them, but that doesn't mean that alongside the brands that reflect that tradition we can't also produce other wines that reflect a much more modern approach. Even the most classic names evolve over time, and for that reason, without defrauding our customers and continuing to give them what they expect from a Viña Albina or a Monte Real, I can promise you that the wines we produce today are very different from those we made thirty years ago, as we have been constantly adapting our processes.

## Getting closer to the markets

**B**odegas Riojanas has won the Internationalization Award 2010, given by the La Rioja Chamber of Commerce, the Development Agency and the ICEX in recognition of the efforts and achievements of companies in their determination to adapt to the new challenges posed by the current economy, accentuated by the process of globalization. The result of this strategy to strengthen the winery's presence in the main international markets, and unquestionably one of the most significant achievements that has led to winning this award, was the creation of "Bodegas Riojanas USA Corporation" in New Jersey at the end of 2009 with the aim of intensifying the Group's penetration of the US market.

The Bodegas Riojanas Group has also been following a diversification strategy during the last five years which has led it to incorporate a range of extremely high quality wines, comprising a top-of-the-range Cava ("Cum Laude"), a prestigious Champagne ("Pierre") and wines from the Designations of Origin of Ribera del Duero ("Azuel"), Rueda ("Viore"), Rías Baixas ("Veiga Naúm" and "Cruceiro Vello") and Toro ("Peñamonte"); in this last case, the wine is produced by Bodegas Torredueiro which the Bodegas Riojanas Group set up ten years ago in the Toro D.O. This product diversification strategy, complemented by the development of the group's own commercial structure with offices in Madrid, Barcelona and New Jersey, has made Bodegas Riojanas a model of dynamism and innovation in the winemaking sector; a company that was created 120 years ago and which has been a pioneer in exporting Rioja wines.