



## **Meet Spain's New Power Wine Couple – D.O. Ribera del Duero and D.O. Rueda Form Strategic Partnership**

**New York, NY (October 1, 2014)** — There is a new “power couple” in Spanish wine. The D.O.s of Rueda and Ribera del Duero have announced a strategic partnership launching this fall 2014. These critically acclaimed wine-producing denominations of origin share a common legacy in Spain’s northern region of Castilla y Leon. Known for their red and white wines respectively, Ribera and Rueda offer the perfect pairing for wine lovers seeking wines that are appealing and well-matched.

“Rueda and Ribera del Duero share a profound story, defined by their geography, and centuries of history and winemaking affinity in Castilla y Leon,” states Felipe Gonzalez-Gordon, Director for D.O. Ribera del Duero and D.O. Rueda in the U.S. market. “Ribera makes exceptional Spanish reds that complement the brilliant Verdejo-based whites from Rueda; both are well-represented on Spain’s top wine lists. The ties that bind these regions run deep and together they make a very dynamic couple.”

The multi-year partnership kicks off with a fall campaign – **Rueda White. Ribera Red.** – to debut at the Spain’s Great Match events in New York (October 8<sup>th</sup>) and Los Angeles (November 10<sup>th</sup>). The Great Match events include a Red & White Patio at the New York event and a trade education seminar led by wine expert Steve Olson at the Los Angeles event. Additional fall programming will include digital/social media, press outreach, and select retail marketing to introduce Spain’s “power wine couple” to media, trade and consumer audiences.

D.O. Ribera del Duero is known for making wines that are the ultimate expression of Tempranillo, Spain’s signature red grape. Available in a range of styles such as crianzas and reservas, Ribera winemakers are also embracing younger styles—known as barrica or roble wines—which showcase the fruit-forward character of Tempranillo at affordable prices. D.O. Rueda lies just to the south of the Ribera region, and is famous for its largely Verdejo-based white wines. Widely acknowledged as the favorite white wine of Spain, Rueda wines are crisp, food-friendly, accessible and versatile. The wines are harmonious, and invite the consumer to continue drinking.

For more information and to request samples of D.O. Rueda and D.O. Ribera del Duero wines for fall / holiday coverage please contact us:

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### **About D.O. Ribera del Duero**

Ribera del Duero ([www.drinkriberawine.com](http://www.drinkriberawine.com)) provides a benchmark for quality in the Spanish wine category. With an extreme climate perfectly suited for quality grape-growing and ripening, Ribera del Duero wines represent the pinnacle of Spanish winemaking and the ultimate expression of Spain's most noble red grape: Tempranillo. The region became a Denominación de Origen (D.O.) in 1982, and today there are 267 wineries, producing top world-class wines. Join the conversation online at: [facebook.com/drinkribera](https://facebook.com/drinkribera) and [twitter.com/DrinkRibera](https://twitter.com/DrinkRibera).

### **About D.O. Rueda**

D.O. Rueda ([www.winesofrueda.com](http://www.winesofrueda.com)) was founded in 1980, the first D.O. in Castilla y León. Verdejo is the predominant variety in the region. The favorite white wine of Spain, Rueda wines are crisp, food-friendly, accessible and versatile. Situated on a high plateau with a continental climate, Rueda has long cold winters, short springs and hot summers. High elevations and gravelly stone soils allow the late-maturing Verdejo to develop deep aromas and flavors resulting in dry, fresh wines with great character. Find us on Facebook, [facebook.com/RuedaWines](https://facebook.com/RuedaWines), and follow us on twitter: [twitter.com/RuedaWines](https://twitter.com/RuedaWines).

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