



Reach for Ribera del Duero

Ribera del Duero launches promotion for second year this February

Following the success of the inaugural campaign in 2022, Ribera del Duero D.O. will be running its 'Reach for Ribera del Duero' promotion in over 40 independent wine merchants across the UK this February. Dubbed "as the one of the wine regions to watch in Europe" by Tim Atkin MW, there has never been a better time to celebrate its diversity and quality and encourage consumers to explore its exceptional wines.

For a minimum of two weeks in February, retailers will celebrate the wines of Ribera del Duero with high-visibility promotions, both in-store and online, with the aim of educating customers about Ribera del Duero D.O. and the incredible and unexpected variety of its wines through on-site merchandise displays, promotional actions, social media activity and newsletters. All participating retailers will be gifted £200 towards their activities, and the best all-round promotion will be rewarded with a trip to the region in 2024.

"We are delighted to be expanding our retailer promotion in the UK this year, to support independent wine merchants and help reach new consumers" says Pablo Baquera Peironcely, Marketing Director of the Regulatory Board of Ribera del Duero D.O. "Following the launch of Tim Atkin MW's Top 100 Selection and a hugely successful tasting in London in November, the UK trade has got a taste for the inimitable quality and diversity of our wines, so we are looking forward to strengthening this tie and spreading this enthusiasm to UK consumers."

Consumers and retailers are encouraged to join in the campaign on Twitter throughout February, using the hashtag **#ReachForRiberadelDuero** and tagging the **@DORiberaUK** account.

Located in Castilla y León, north of Madrid, Ribera del Duero D.O. is the cradle of many of Spain's most sought-after and applauded wines. Benefiting from an array of complex soils, old vines, high altitudes and challenging climates, each and every wine from this extraordinary region is an honest reflection of its own unique terroir.

Stay up to date with Ribera Del Duero's activities in the UK on Twitter **@DORiberaUK** or visit our UK site <https://riberadelduero.es/uk/>

ENDS

PRESS CONTACT: Eleanor Field at CUBE Communications - eleanor@cubecom.co.uk



Participating retailers:

Amps Wine Merchants, Oundle (Oundle Wharf)
Amps Wine Merchants, Oundle (Market Place)
Penistone Wine Cellars, Penistone
Mumbles Fine Wines, Swansea
EW Wines, Indian Queens
Doddington Farms LLP, Doddington
Fine Wines of Mayfield, Mayfield
Fine Wines of Tunbridge Wells, Tunbridge Wells
Wine Poole Ltd, Warwick
The Artisan Wine & Spirit Co., Salisbury
Rodney Densem Wines (RD Wines Ltd), Nantwich
MWH Wines, Boughton
South Down Cellars, near Hassocks
Guest Wines, Cramlington
Bonafide Wines Ltd, Christchurch
Alexander Hadleigh Wine Merchants, Southampton
Mr & Mrs Fine Wine, Southwell
Kirkness & Gorie, Kirkwall
Handpicked Wine Box, Thrapston
The Scottish Gantry, Glasgow
KWM Wines & Spirits, Kilkeel
Evington's Wine Merchants, Leicester
Hic!, Castleford
Flagship Wines, St Albans
Grape and Grain Wine Merchants, Crediton
Magnum Wine Shop, Swindon
The Tapas Room, Tooting
The Oxford Wine Company, Witney
The Oxford Wine Company, Oxford (Clarendon Street)
The Oxford Wine Company, Oxford (Botley Road)
The Oxford Wine Company, Oxford (Turl Street)
A Taste of Tanners, Shrewsbury
Tanners Wine Merchants, Shrewsbury
Tanners Wine Merchants, Bridgnorth
Tanners Wine Merchants, Chester
Tanners Wine Merchants, Hereford
Tanners Wine Merchants, Welshpool
Grape Expectations, Marlow
Cambridge Wine Merchants, Ampthill
Cambridge Wine Merchants, Royston
Cambridge Wine Merchants, Cambridge (Cherry Hinton Road)
Cambridge Wine Merchants, Cambridge (King's Parade)
Cambridge Wine Merchants, Cambridge (Bridge Street)

About The Regulatory Council of Ribera del Duero D.O.

The Regulatory Council of Ribera del Duero D.O., is the body responsible for ensuring the authenticity of the region, making sure that each bottle that bears its label has passed strict quality controls.

Just over 300 wineries make up this D.O., which is situated in the Duero river basin and was voted Best Wine Region in the World in 2012. The wines of Ribera del Duero D.O. are characterised by their high quality, small production, and a strong commitment to innovation. The desire to overcome, experience and a creative mindset, together with dedication, tradition and talented winemakers and winegrowers make Ribera del Duero wines truly unique.