



*Photo: Stef Schwalb*

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At SommCon in Washington, DC and San Diego, CA, numerous industry influencers attended “Garnacha Unveiled: From Cariñena to the World,” a seminar led by Master Sommelier Bob Bath. Sommeliers discovered the region’s exceptionally value-driven wines and were impressed by the range of styles. Learning about the resurgence of historic Garnacha, current market trends and future prospects were highlighted through a tasting of wines from DOP Cariñena, the birthplace of Garnacha, in addition to other influential, key-growing regions around the world.

At ECRM, representatives from Bodegas Paniza, Bodegas San Valero and Grandes Vinos presented their wines to a global audience of buyers from off-premise retail accounts, as well as distributors and importers. The show was a resounding success for the region.

Lastly, this was Cariñena’s first time at Great Match Los Angeles, and Great Match San Antonio was the first edition of the Wines of Spain event held in Texas. At both events, wines from Bodegas Paniza, Bodegas San Valero and Grandes Vinos were showcased to consumers and trade. Feedback from attendees included being impressed by the tremendous value and range of wine styles on display.