

# INVERSE TRADE MISSION TO LA RIOJA AGRO-FOOD SECTOR

## CATALOGUE OF PARTICIPANTS Producer companies



Riojaforum  
Logroño  
3<sup>h</sup> and 4<sup>th</sup> June 2015

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<b>Wines D.O.C RIOJA</b>	Bodegas Cialu	<a href="http://www.cialu.es">www.cialu.es</a>
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## COMMERCIAL PROFILE / PERFIL COMERCIAL

### INVERSE TRADE MISSION in the AGROFOOD SECTOR. Logroño, 3<sup>th</sup> and 4<sup>th</sup> June 2015. ENCUENTRO CON IMPORTADORES DE ALIMENTACIÓN Y BEBIDAS 2015.

#### EMBUTIDOS SEÑORA JULIA, S.L.

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: EMBUTDOS SEÑORA JULIA SL	Tax Code / C.I.F.: B26052902
Address/ Dirección CL LAS HERAS S/N	Postal Code/ C.P.: 26121
City/ Localidad: VIGUERA ( LA RIOJA)	Tel.: 941442023      Mobile:
Fax:941442095	Web: www.senorajulia.es
E-mail: <a href="mailto:exportacion@senorajulia.es">exportacion@senorajulia.es</a>	
Foundation year/ Año de fundación:1986	Nº employees/nº empleados: 17
Total volume of sales/ Volumen total ventas (en €)	
Exports (% total sales)/ Exportaciones (% total ventas):	

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Carlos Blazquez Saenz	E-mail: exportacion@senorajulia.es
Position/ Cargo: Administración	Languages/ Idiomas:
Nationality/ Nacionalidad: España	Tel: 941442023      Mobile:

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Founded in 1986 the company brought forth the "handcrafted secrets" that are now in use in the current factory of Embutidos Señora Julia, she was the driving force from the outset, having instilled in her heirs her love of work, spirit of daily achievement, and striving to serve her customers. The wide range of products that are presently developed in Embutidos Señora Julia are manufactured by endeavoring to maintain day by day the purest and handcrafted tradition, true to the love of a job well done. In our careful manufacturing process, we only use the most modern technology, together with the best raw material..

La Rioja is a land with strong tradition in meat manufactured. Its geography, climate and ancient manufacturing secrets give Rioja "Embutidos", their distinctive taste. In Embutidos Señora Julia, we have taken this commitment to quality and by offering you our products we guarantee a wide selection of high quality products capable of satisfying the most demanding and refined palate.

The products that we elaborate, STRING OF SWEET or SPICY EXTRA "CHORIZO" LOOSE, CULAR EXTRA "CHORIZO", CULAR EXTRA "SALCHICHON" and other meat products.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

They are more than two decades elaborating and commercializing derivatives of the pork, offering the maximum quality in all our products and adapting to the needs of the market without losing the handcrafted touch that we inherit from our family.

We have implanted HACCP. In IFS certification process. Awaiting audit results (May 2015).

Catalogue, sheet technical, labels in English, French and German.

We have opened European market, with customers in French, United Kingdom, Holland, Denmark, Belgium, and Germany. Our objectives are increased sales, and obtain new customers in countries previously mentioned. To open market in new countries (U.K.).

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#### HERMANOS CUEVAS, S.A.

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: HERMANOS CUEVAS, S.A.	Tax Code / C.I.F.: A-26011320	
Address/ Dirección: Carretera de Arnedo, km. 1	Postal Code/ C.P.: 26560	
City/ Localidad: Autol	Tel.: 941 390 016/136	Mobile:
Fax: 941 390 562	Web: www.picuezo.es	
E-mail: info@picuezo.es		

Foundation year/ Año de fundación: 1918	Nº employees/nº empleados: 61
Total volume of sales/ Volumen total ventas (en €)	11,5 millions €
Exports (% total sales)/ Exportaciones (% total ventas):	47% of the total sales

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Alberto Lapeña	E-mail: alberto.export@picuezo.es	
Position/ Cargo: Export & Key Account Manager	Languages/ Idiomas: Spanish, English, French	
Nationality/ Nacionalidad: Spanish	Tel: +34 941 390 016	Mobile: +34 655 617 088

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

We are an experienced Company in **vegetable preserves** and our specialties are **canned pulses and mushrooms/champignon**. In our catalogue, you will find lots of **varieties**: the common product (**beans, chickpeas and lentils**), **ecologic** products, **fine** products, **low-salt** pulses, varieties and specialties like black bean, dark red bean, frade, manteiga, etc.

We offer a wide range of products **depending on the customer's necessities**: raw ingredients, packaging (glass or tin), size and weight, quality, recipes, texture, etc.

We sell our own labels – Picuezo, Picuezo Selección 1918, Rabinad, Hacienda Cuevas-, but also we produce for our customers and for private labels.

We are already in the following countries/areas: our most important customers sell in the Middle East, France and Portugal, and to a lesser extent we are in Sweden, USA, in some Countries of Latin America, Holland, Germany, Philippines and Switzerland.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

- Quality Certifications: **BRC and IFS Certifications.**
- Other Competitive advantages: **quality, wide range of products, varieties and specialties, adaptation of the production to the customer's requirements.**
- Sorts of importers: both for the common channel (retail, supermarkets...) and for the HORECA channel (hotels, restaurants, catering), ethnic-products importers.

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### INVERSE TRADE MISSION in the AGROFOOD SECTOR. Logroño, 3<sup>th</sup> and 4<sup>th</sup> June 2015. ENCUENTRO CON IMPORTADORES DE ALIMENTACIÓN Y BEBIDAS 2015.

#### BODEGAS CIALU

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: BODEGAS CIALU	Tax Code / C.I.F.: B26310664	
Address/ Dirección AVDA RIOJA 50	Postal Code/ C.P.:	
City/ Localidad: BOBADILLA	Tel.: 941 374 224	Mobile: 639 51 46 56
	Web: www.cialu.es	

E-mail: export@cialu.es

Foundation year/ Año de fundación: 1998 (official date)	Nº employees/nº empleados: 3
Total volume of sales/ Volumen total ventas (en €)	280.000 €
Exports (% total sales)/ Exportaciones (% total ventas):	0

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: RAQUEL and AIDA	E-mail: export@cialu.es	
Position/ Cargo: Export Manager	Languages/ Idiomas: English, Italian, French	
Nationality/ Nacionalidad: ESPAÑOLA/ SPANISH	Tel: +34 639 514 656	Mobile: +34 639 514 656

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

The Cialu family tradition of winemaking began nearly 50 years ago in the small winemaking town of Bobadilla, located in the heart of La Rioja, on the way to San Millan route and Valvanera Monastery. The delicate union between the skirts of San Lorenzo mountain and Najerilla river help Tempranillo, Garnacha and Mazuelo varieties to grow healthy and with the best properties. Over time the vineyard has matured its personality of both climate and soils, now expressed in its wines.

The third family generation is managing the winery nowadays. Cialu's philosophy that best wines start in the vineyard is the key of the quality of its wines. Tradition and passion are its cornerstones to make such a finest wine.

In 2001 a new building was constructed with the aim of having new facilities accessible for the current needs. French and American oaks are combined to obtain Cialu's special wines. Innovative processes and techniques combined with experience and tradition ensure that Cialu wines set the standard for high quality Rioja wines.

##### Our Wines:

**Cialu Joven:** Pre-fermentation maceration at 10-12 degrees Celsius for 7-10 days in stainless steel tank with cooling sleeves. Alcoholic fermentation at a maximum temperature 25 degrees Celsius for 14-16 days. With gentle pressing and independent malolactic fermentation.

**Sight:** Cherry red color with violet hues on the rim and a medium-high robe. **Nose:** Fruity, aromatic intensity and, most particularly, the aroma of liquorice. **Mouth:** Pleasant and fresh with a pleasurable acidity and elegant structure.

**Cialu Crianza:** Pre-fermentation maceration at 10-12 degrees Celsius for 7-10 days in stainless steel tank with cooling sleeves. Alcoholic fermentation at a maximum temperature 25 degrees Celsius for 14-16 days. With gentle pressing and independent malolactic fermentation.

Aged for 14 months in 225-liter barrels. Allier bottom - French and American oak, with subsequent rounding in the bottle for 12 months.

Cialu Reserva: Pre-fermentation maceration at 10-12 degrees Celsius for 7-10 days in stainless steel tank with cooling sleeves. Alcoholic fermentation at a maximum temperature 25 degrees Celsius for 14-16 days. With gentle pressing and independent malolactic fermentation.

Aged for 24 months in 225-liter barrels. Allier bottom - French and American oak, with subsequent rounding in the bottle for 12 months.

Sight: Maroon cherry and a medium-high robe.

Nose: Aromas of berries, liquorice, vanilla & coffee.

Mouth: Pleasant, smooth, with a long aftertaste of vanilla and cinnamon.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

Cialu Crianza wine was awarded with Silver Medal in BACCHUS 2014 international wine competition in 2014. Winning this award demonstrates that CIALU's wines and those produced from small traditional wineries can indeed be world-class competing with international wine companies.

Cialu is interested in meeting importers worldwide who commit with our respect and carefree attitude promoting our traditional lifestyle based on a strong and a long term relationship.

We believe in our know-how as a family-run business and we would love to spread it out.

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#### NUBORI, S.L.

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: NUBORI S.L.	Tax Code / C.I.F.: B90026394	
Address/ Dirección AVDA. DEL EBRO S/N	Postal Code/ C.P.: 26540	
City/ Localidad: ALFARO	Tel.: 941183502	Mobile: 685943770
Fax: 941183157	Web: www.bodegasnubori.com	
E-mail: dirección@nubori.es		

Foundation year/ Año de fundación: 1.989	Nº employees/nº empleados: 12
Total volume of sales/ Volumen total ventas (en €)	1.200.000 €
Exports (% total sales)/ Exportaciones (% total ventas):	700.000

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: BORJA MATEOS	E-mail: bm@nubori.es	
Position/ Cargo: MANAGING DIRECTOR	Languages/ Idiomas: ESPAÑOL//INGLES	
Nationality/ Nacionalidad: ESPAÑOLA	Tel: 941183157	Mobile:636971804

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

The wine cellar was founded in **1889 (124 years ago)** by **D. Pedro de la Torre** and his main object was to age and bottle Rioja wines and launch them to the market. Nowadays the wine cellar is called NUBORI.

The Bodega has had various owners, however it has maintained its philosophy of wine ageing from the beginning since its foundation. In **1996**, the Bodega reached an **historical record, it sold more than 7 million bottles.**

In order to continue offering the same quality of wines, the wine cellar renewed its technical equipments in **1999**, providing it with the latest vinification and storage installations achieving one of the most modern and trustworthy quality control system within the sector (6 millions Euros in technical systems).

**NUBORI** is the actual **name** of the wine cellars and also the name of its products. Our aim is to launch a modern style and design of wine, always maintaining the traditional wine making process techniques carried out since the beginning

NUBORI produces a **new modern wine which fits with the current gastronomy taste**, without forgetting the prestige and knowledge that has been built throughout the last 100 years.

It is for this reason that we expect to surprise you with this new offer of quality, prestige and tradition developed by a **professional team** with more than forty years experience in production and commercialization of Rioja wines.

- **Medium Range:** Campo Burgo (with different varieties: Vintage red wine, white wine, rose, crianza and reserva)
- **High Range:** Marques de Campo Nuble (Crianza y reserva), NUBORI Crianza. Rueda and Pazo de Nubori Rias Baixas
- **Premium Range:** NUBORI Crianza y Reserva and "NUBORI Vendimia Seleccionada And Nubori Cvee Special".

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

We have the next certifications IFS, BRC, ISO 9001 AND ISO14.001

Counties that we are interested:

ASIA MARKET  
EEUU  
RUSIA  
EUROPE  
SOUTH AMERICA



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#### BODEGAS SAN PRUDENCIO

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: Bodegas San Prudencio S.A	Tax Code / C.I.F.: A01034669
Address/ Dirección Ctra de Viana Km 1	Postal Code/ C.P.: 01320
City/ Localidad: Moreda	Tel.: +34945601034      Mobile:
Fax: +34 945 622451	Web: Bodegasanprudencio.es
E-mail: rubensaenz@bodegasanprudencio.es	
Foundation year/ Año de fundación: 1986	Nº employees/nº empleados: 6
Total volume of sales/ Volumen total ventas (en €)	785.500
Exports (% total sales)/ Exportaciones (% total ventas):	15%

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Ruben Saenz Lopez	E-mail: Ruben Saenz Lopez
Position/ Cargo: Owner	Languages/ Idiomas: English
Nationality/ Nacionalidad: Española	Tel.: +34945601034      Mobile: 637726380

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Bodegas San Prudencio is situated in Moreda, a privileged place in Rioja Alavesa. San Prudencio winery is a young, dynamic and innovator company. We born with the aim of creating innovative wines adapted to new consumer tastes. The team is formed by a group of professionals who share the same passion for the world winw. "Spirit creative and dynamic, which reflects in each of our wines". Throughout the year we dedicate all our efforts and tenacity to looking after our vineyards, inherited from our ancestors. Our main is to harvest top quality grapes to produce our wines. All of La Rioja's most traditional varieties can be found in our vineyards: Tempranillo, Garnacha, Mazuelo and Graciano. After a careful vinification the wines with the best qualities and characteristics are selected. They rest in French and American oak barrels for at least one year, from which they take on oak flavors and essences, until the moment that they reach the optimum character and quality for their classification. The owners, the brothers Saenz Lopez, play an essential role in the winemaking process, actively supervising the production and ageing of the wines, and leaving their personal stamp on every single bottle of Bodegas san Prudencio. They balance respect for the traditional ways of working, with a modern vision of La Rioja's wines. Winemaker Ruben Sanz is the wine's author. Just 31 years old, and one of the youngest enologists currently working in La Rioja, he has a very promising future. In such a traditional wine region as La Rioja, it is most unusual to find one so young, with such responsibility. Bodegas San Prudencio is proud that all of this effort and work has been recognized by the distinguished wine writer, Robert Parker, with his Wine Advocate awarding 90 points to our young wine in 2007.

WINE LIST:  
CUETO (Rioja Alta Wine), ENVITE (Rioja Alavesa Wine), DEPADRE, CONCLAVER RESERVA (Special wine), CONCLAVE ESENCIA (Premium wine), and MALIZIA ( Ice Wine, singular in the world).

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

We have experience in the international market for 10 year.  
We are interested in importing specialized in wines and drinks.

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#### BODEGAS SOLANA DE RAMÍREZ

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: Bodegas Solana de Ramírez	Tax Code / C.I.F.: F26048108
Address/ Dirección: C/ARANA, 24	Postal Code/ C.P.: 26339
City/ Localidad: Ábalos	Tel.: 9413080   Mobile: 669382076
Fax:941308049	Web: www.valsarte.com
E-mail: <a href="mailto:consultas@solanaderamirez.com">consultas@solanaderamirez.com</a>	
Foundation year/ Año de fundación: 1986	Nº employees/nº empleados: 10
Total volume of sales/ Volumen total ventas (en €)	554.355 €
Exports (% total sales)/ Exportaciones (% total ventas):	5%

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Martha Eugenia Buitrago Madrid	E-mail:martha.buitrago@solanaderamirez.com
Position/ Cargo: Export Manager	Languages/ Idiomas: spanish and english
Nationality/ Nacionalidad: Spanish	Tel: 941308049   Mobile: 669382076

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Bodegas Solana de Ramirez Ruiz is a family company that was founded in 1986. Several generatios behind has been devoted to the cultivation of their vineyards and posterior elaboration and aging of their Wines. We have known reconcile the new technology of the elaboration and cleaning of the Wine, with the most traditional way and handmade of making of the big Wines of Rioja.

The bodega has an annual production of 350 to 400 thousand kilos of grape, produce from 50 Has. From own vine, (80% tempranillo and the 20 % of graciano, garnacho and viura adn other experimental varieties); they are located, in the Municipaly of Abalos and San Vicente de la Sonsierra ( Rioja Alta). These vineyards lapse from North to South, from the Cantabria mountains, until the vicinity of the Ebro river. The lands are calcareous, clay that together with the existent micro - climate, influencing for the currents of Cantabrian and Mediterranean air, they make that this zone is very capable in orther to produce wines of excellent quality.

For Crianza and Reserva wine we have and independent space in the underground with 600 barrels of American and French oak, being our Wines, of great quality and prestige inside and outside the Country.

The wines are elaborated artisan for our family with a careful mime, not altering their normal process of fermentation and the result is a wine with character and very flavourful and natural red wine. Red, White, and Rosé with "Destination of Origin Qualifield Rioja". **TYPE:** Young – Crianza – Reserva – Gran Autor Reserva; **BRANDS:** "Solana de Ramirez" and "Valsarte"

- Solana de Ramirez White 2014. Pale yellow color, fine fruit aromas, tasty and sweping. Grape varieties: 90% viura and 10% others.

- Solana de Ramirez Red 2014. Fairly intense ruby tone, strong aroma of red fruits, fruity palate. Grape varieties: 90% tempranillo, 5% garnacha and 5% viura.

- Valsarte Crianza 2009-2010: cherry colour, fruity aromas, strong and balance in mouth with creamy traces of vanilla. Grape varieties: 100% tempranillo.

- Valsarte Reserva: maroon tone, wood aromas, spicy, soft and aroma on the palate, long ageing. Grape varieties: 85% tempranillo, 10% graciano and 5% others.

-Valsarte Gran Reserva: maroon tone, wood aromas, spicy, soft and round on the palate. Grape varieties: 90% tempranillo, 5% graciano and 5% other varieties.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

Firstly there is a magazine PEÑÍN GUIDE TO SPANISH WINE. It has a professional team specialized in the sensory evaluation of wines from the different Spanish wine regions, like RIOJA. There are a tasting supporting team, an international consultant in GRUPO PEÑIN and great expert in the identification of the best price/quality ratio, and the two in – house senior wine editors.

Our price quality ratio 2015 in PEÑIN MAGAZINE is:

Valsarte 2008 TR	Rioja	88	****
Valsarte Vendimia Seleccionada 2009 T	Rioja	88	****
Valsarte 2001 TGR	Rioja	87	***
Solana de Ramírez 2010 TC	Rioja	87	*****
Valsarte 2009 TC	Rioja	86	*****
Solana de Ramírez 2013 B	Rioja	85	*****
Solana de Ramírez 2013 RD	Rioja	85	*****

We also have participate in 2014 in BURDEOS (FRANCE) in CHALLENGE INTERNATIONAL DU VIN which web site is <http://www.challengeduvin.com/>. The Challenge International du Vin is a competition organised in the form of tasting. It is open to all wines and wine-based spirits, ready for marketing (bottled), regardless of vintage. The competition was awarded approval by the European Community in 1986 and is governed by the rules of the " International Code of Oenological Practices for Vines and Wines ". The Challenge International du Vin has been **ISO 9001 version 2008 certified** since 2009. It is one of the biggest French international wines competition and one of the most famous wine event in the world. We achive to win the DIPLOME MEDAILLE D'OR 2014 in D.O. CA RIOJA "CRIANZA ROUGE 2009 VALSARTE"

We went to international fairs in other to promote Bodegas Solana de Ramirez, we are working in improve our brand in the international market as well as national market. For us is important the investment in new technologies, for example the shop online, web improvements for instance. Nowadays we have the production and communication technologies in other to be more competitive in wine market. We have also a video of the bodega <https://www.youtube.com/watch?v=2IEopDXTQHM>.

For example VINO&CIA in Colombia, KONDRAT in Poland and ENOMEX in Mexico are our importers in each country. We want to expand international market to other countries, so our target markets are:

The Netherlands  
Denmark  
Norway  
Chile  
Great Britain

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#### BODEGAS VINÍCOLA REAL

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: BODEGAS Vinicola Real	Tax Code / C.I.F.:B26255661	
Address/ Dirección ctra Nalda km 9	Postal Code/ C.P.:26120	
City/ Localidad:Albelda de iregua	Tel.: 941444233	Mobile:639729176
Fax:	Web:www.vinicolareal.com	
E-mail:Export@vinicolareal.com		

Foundation year/ Año de fundación:1992	Nº employees/nº empleados:10
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Total volume of sales/ Volumen total ventas (en €)	
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Exports (% total sales)/ Exportaciones (% total ventas):	30%
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##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Myriam Ruiz	E-mail:Export@vinicolareal.com	
Position/ Cargo:Export manager	Languages/ Idiomas:ingles, español	
Nationality/ Nacionalidad: Española	Tel:941444233	Mobile:639729176

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Vinícola Real is the personal project for all wines produce for Miguel Angel Rodríguez, owner and winemaker. Placed in an extraordinary location in La Rioja, our own old vineyards, with low yields and a traditional viticulture give us the way to produce high quality wines, as our 200 Monges Reserva, a wine with more than 30 international awards since his released. After more than 20 years in the wine industry, Vinicola Real has become a reference winery in RIOJA with a big portfolio that gives us the chance to arrive to a variety of consumers.

We produce all our wines in the most traditional way and we also have an organic range Viña los Valles. To complete our big portfolio we develop a range of value wines, under the brand anme of Urbion, a full range of Rioja wines (joven, crianza, reserva) with a good value for money, wines with high scores (90/91 Parker) in a standard price level.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

We have BRC, IFS, Certification NOP, and Organic viticultura European certification.

Almost all our wines have been scored with 90 Parker points or more, not only our famous premium range. Our URBION crianza has vintage after vintage GOLD Medal at Mundus Vini.

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#### BODEGAS Y VIÑEDOS CARLOS MORO

##### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: Bodegas y Viñedos Carlos Moro	Tax Code / C.I.F.:B26521567	
Address/ Dirección: Camino Garugele s/n	Postal Code/ C.P.: 26338	
City/ Localidad: San Vicente de la Sonsierra (La rioja)	Tel.: 941334093	Mobile: 607713941
Fax:	Web: <a href="http://www.bodegacarlosmoro.com">www.bodegacarlosmoro.com</a>	
E-mail: comunicacion@bodegacarlosmoro.com		

Foundation year/ Año de fundación: 2015	Nº employees/nº empleados: 2
Total volume of sales/ Volumen total ventas (en €)	-
Exports (% total sales)/ Exportaciones (% total ventas):	-

##### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: JAVIER CORNADO	E-mail: directorcomercial@bodegacarlosmoro.com	
Position/ Cargo: GENERAL SALES DIRECTOR	Languages/ Idiomas: SPANISH / ENGLISH	
Nationality/ Nacionalidad: SPANISH	Tel: 941334093	Mobile: 663205585

##### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Bodegas y Viñedos Carlos Moro is a business and wine project marked by the passion of a winemaker, winemaker and winery owner that has successfully deployed its stamp on other designations of origin, equally demanding and prestigious.

An exciting work also driven by a team of winemakers, responsible for selecting a collection of special vineyards on the left bank of the Ebro River with its epicenter in San Vicente de la Sonsierra, and which constituting the starting point for wines that aim to be in the elite of the Qualified Denomination of Origin Rioja. 20 hectares of own vineyards and another 40 managed by Grupo Matarromera form the starting point for this exciting challenge.

The underground corridors with a surface of more than 1.200 m<sup>2</sup>, with a capacity for over 2,000 barrels, allow natural and homogeneous aging throughout the year because of the optimum temperature and humidity conditions, regardless of weather conditions outside, without dependence on industrial refrigeration equipment and / or air conditioning.

Grupo Matarromera will also invest in the acquirement of enological machinery of the latest technology for the production of high quality wine, with techniques such as the automatically "bleeding" of the wine and the separation of the stems from the grape skin without braking them, which permit to improve the process of winemaking for limited and exclusive productions. Moreover, joining tradition and modernity, some of the fermentation processes will take place in concrete deposits, covered with isolation material. All this combined with the technical knowledge and passion of the team of enologists of Grupo Matarromera, as well as the exciting challenge of making wines of the highest quality in the well known D.O. Rioja.

At the same time Grupo Matarromera is evaluating the investment in a system that could take advantage of the humidity and the temperature of the underground corridors, so that these low temperature can be used in the rest of the rooms of the winery. All this will contribute to the philosophy on sustainability and the protection of the environment.

This new winery forms the backbone between two regions, between two rivers which, flowing in the opposite direction, lead to the same destination: a market accustomed to the requirement and the excellence of its wines, motif set with humility, simplicity and professionalism, the principal and noble goal of this new Rioja winery.

TRADE MARKS: OINOZ CRIANZA, OINOZ RESERVA

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

With the acquisition of this winery in D.O. Rioja, Matarromera takes a strategic and qualitative leap in its intention to become a national reference in winemaking at its finest. The company founded in 1988 by Carlos Moro itself is now a business group that closed 2013 with a turnover of over 18.6 million euro and this year expects sales of 19.5 million, which is 4.8% higher. In the past five years, the company has maintained steady growth, going from a turnover in 2009 of 14.9 million euro to 19.5 million euro in 2014 (forecast), an increase of more than 30%.

The project bases its exponential growth in its commitment to the vineyard (with over 500 hectares, one of the largest owners of vineyards in Castilla y León) and especially in research, investing over 40 million euro in different R & D at the international wine forefront in the last ten years. These investments already resulted in pioneering products such as the first non-alcoholic wine high end of the world (Eminazero), the polyphenolic extract Eminol, which is also internationally patented, and the line of high-end cosmetics Esdor

COUNTRIES WE ARE INTERESTED IN: USA, GERMANY, SWITZERLAND, UK, THE NETHERLANDS, BRASIL.

## COMMERCIAL PROFILE / PERFIL COMERCIAL

### INVERSE TRADE MISSION in the AGROFOOD SECTOR. Logroño, 3<sup>th</sup> and 4th June 2015. ENCUENTRO CON IMPORTADORES DE ALIMENTACIÓN Y BEBIDAS 2015.

MISSFRUIT, S.L.

#### COMPANY DATA/ DATOS DE LA EMPRESA

Company name / Razón social: Miss Fruit SL	Tax Code / C.I.F.: B26526319	
Address/ Dirección C/Ancha 4	Postal Code/ C.P.: 26550	
City/ Localidad: Rincón de Soto	Tel.: +34 941 16 06 56	Mobile: +34 628 66 19 37
Fax: + 34 941 16 06 56	Web: www.missfruits.com	
E-mail: lcalvo@missfruits.com		
Foundation year/ Año de fundación: 2015	Nº employees/nº empleados: 5- 25	
Total volume of sales/ Volumen total ventas (en €)	N/A	
Exports (% total sales)/ Exportaciones (% total ventas):	100%	

#### PARTICIPANT DATA/ DATOS PERSONA PARTICIPANTE

Name/ Nombre: Luis Calvo	E-mail: lcalvo@missfruits.com	
Position/ Cargo: Commercial Director	Languages/ Idiomas: English and Spanish	
Nationality/ Nacionalidad: Spanish	Tel: +34 941 16 06 56	Mobile: +34 628 66 19 37

#### COMPANY DESCRIPTION. PRODUCTS AND TRADEMARKS DESCRIPTION

Miss Fruit SL is a company owned by a group of fruit growers based in Rincon De Soto, La Rioja (Spain) growing conference pears. Our company is dedicated to the cultivation, storage, packing, and commercialization of Top Quality Conference Pears with Protected Geographical Indication.

With over 30 years' experience in the fruit business and a production capability of over 5000 tonnes, Miss Fruit SL is capable of fulfilling all the expectations of its clients in international markets. Our headquarters, including packing facilities, cold stores, and distribution area are located in close proximity to our pear trees. Our cold stores, with leading technology in controlled atmosphere and ultra-low oxygen can store enough fruit to satisfy our clients' demands. Our facilities are Global Gap, IFS and BRC approved

We have a wide range of packaging presentations adapted to our customers' requirements (from bulk trade and personalize boxes to smaller presentations in vacuum packed trays, bags, baskets etc.). Our packaging and handling procedures are very versatile and flexible at our packing facilities. We adapt to your clients demands and the needs of your business.

Miss Fruit SL is currently looking for new business opportunities and seeking for international partners to help us promoting and selling our product range. If you are an importer, central market, wholesale or supplier looking to grow your business with a top quality product and a long term committed business relationship contact us.

**COMPLEMENTARY INFORMATION.** Quality certifications. Other competitive advantages. Concrete references: relevant clients, prizes... etc. / Experience in external markets if applicable/ Sort of importers/ countries you are interested in etc.

BRC. IFS and Global Gap.

Countries of Interest: UK, France, Italy, Germany and any other EU countries.

Potential partners: fruit importers, wholesale & cash and carries, supermarkets and central markets.