

PRESS RELEASE

Hong Kong 6th September 2021

D.O. RIBERA DEL DUERO AND D.O. RUEDA CONFIRM PARTICIPATION IN PROWINE HONG KONG 2021

SPANISH leading wine regions D.O. Ribera del Duero and D.O. Rueda confirm their participation in ProWine Hong Kong 2021, showcasing a curated selection of wines, at booth No. 5B-113, along with two wine seminars lead by RiberaRueda Campaign Brand Ambassador – Mr. Ivan Hui.

Thirty-one wineries from both wine regions will be exhibiting, from the 7th to 9th September, at booth **No. 5B-113** of ProWine Hong Kong 2021. Over 60 Ribera del Duero wines and Rueda white wines will be showcased at the **RiberaRueda Wine Bar** at the booth and the seminars, allowing trade visitors to explore wines from these leading Spanish wine regions. Trade visitors will select their preferred wines to taste from both regions and bring the wines samples to the dedicated tasting area, in accordance with the latest Covid restrictions.

RiberaRueda Campaign Brand Ambassador – Mr. Ivan Hui, will host two dedicated seminars: “**The Versatility of Wines from D.O. Rueda**” on the 7th of September and “**Tempranillo in Barrels: Wine from D.O. Ribera del Duero**” on the 9th of September. Mr. Ivan Hui will be guiding participants to explore the wide variety of elaborations in Rueda wines through a selection of 8 wines and Ribera’s multifaceted Tempranillo wines, showcasing 8 wines.

In 2020, RiberaRueda Campaign successfully adapted to the new market conditions and launched an innovative **V2B Wine Meetings© Roadshow in Hong Kong, Shenzhen and Chengdu** alongside a series of salesforce seminars across key cities in China, with nearly 600 business meetings arranged and reaching over 400 wine professionals from different parts of the country.

In 2021, RiberaRueda Campaign continued to break geographic barriers, hosting **Grand Tastings events in Shanghai and Guangzhou**. These events reached record numbers of professional attendees, eager to try and discover the fine wines from Spain. RiberaRueda Campaign remains committed to China and Hong Kong wine markets through upcoming on-and-offline activities.

END

D.O. Ribera del Duero and D.O. Rueda Prowine 2021 Event Catalogue:

<https://drive.google.com/file/d/1FT-iTHtxSNxsseozvdvSTWGSshVjXTK2a/view>



For additional information, contact us.

Campaign and Media Contact

Marisa Flores & Pey Pey Wu Tzeng, Perspectiva Asia Ltd.

Email: mflores@hk.net & peypey@hk.net Ph: +852 2797 9140

Official Website: www.riberaruedawines.cn

Facebook: <https://www.facebook.com/RiberaRuedaWinesChina>

Instagram: https://www.instagram.com/riberaruedawine_cn/



Official Facebook



Official Instagram



Official WeChat



Official Weibo