

that defines the great sparkling wines made in the heart of the Penedès region [pdf]The newly launched CORPINNAT is the collective brand of the EU that defines the great sparkling wines made in the heart of the Penedès region

- **GRAMONA, LLOPART, NADAL, RECAREDO, SABATÉ I COCA AND TORELLÓ HAVE JOINED FORCES TO LAUNCH THIS NEW QUALITY LABEL THAT WILL INCLUDE ALL THE WINE PRODUCERS IN THE REGION WHO MEET THE QUALITY STANDARDS SET OUT IN THE GUIDELINES GOVERNING THE NEW BRAND.**
- **ORGANIC GRAPES PROCESSED ON THE ESTATE, WINES AGED FOR MORE THAN 18 MONTHS AND A GUARANTEED MINIMUM PRICE FOR THE GROWERS ARE SOME OF THE COMMITMENTS UNDERTAKEN BY THE PRODUCERS WHO WISH TO BE PART OF THE BRAND.**

Sant Sadurní d'Anoia, 10th April 2018. At the beginning of October this year, the first wines with the collective brand of the European Union, CORPINNAT, will be launched on the market. This new project is an initiative of the wineries Gramona, Llopart, Nadal, Recaredo, Sabaté i Coca and Torelló and aims to lend prestige to the sparkling wines produced in the heart of the Penedès county. The new collective brand is open to all the wineries within the territorial boundaries of CORPINNAT that comply with the high-standard commitments established by its guidelines: hand-picking; certified organic grapes; the use of historic grape varieties, with particular emphasis on native ones; production entirely on the premises; ageing for more than 18 months; guaranteed minimum price for the growers with a gradual increase over time; and a commitment to rigorous and exacting standards.

CORPINNAT falls within a geographical area that includes 46 municipalities – all the ones in the Alt Penedès, some in the Baix Penedès, the Alt Camp, Anoia and Baix Llobregat – where, for geographical, geological, climatic and social reasons native grape varieties have always been grown to make sparkling wines. The CORPINNAT area has traditionally been the focus of the production of most cava and sparkling wines using the traditional method.

The CORPINNAT brand covers a compact area of 22,966 hectares of vineyards that fall within the pre-coastal depression of the Penedès and its adjacent mountain ridges. The wine-producing area of CORPINNAT represents 61% of the vines planted to produce cava, which amounts to 37,706 hectares.

The inclusive approach of this initiative, spearheaded by six businesses from the sector – that produce more than two million bottles a year between them – is perfectly reflected in the guidelines for the use of the brand name, which allow all the wineries that meet the requisites of the territory and quality to join, regardless of whether they fall under the DO Cava or DO Penedès quality designations, or neither of the two.

The CORPINNAT brand name will feature in the centre of the main label of all the sparkling wines made by the participating wineries. These wineries will have to comply with the guidelines mentioned above. In order to become part of the brand, the wineries will have to undergo an initial external audit as well as a subsequent yearly audit to ensure they continue to comply with these requirements.

The CORPINNAT brand has been registered with the European Union Intellectual Property Office (EUIPO) and the World Intellectual Property Organization (WIPO) and is owned by the CORPINNAT Wine Growers' and Producers' Association (AVEC), founded by the six wineries behind the initiative and which all the wineries that want to use the brand must join. The AVEC assembly is the main governing body of the association and each winery will have a vote, while the board of directors will be made up of a representative from each of the six wineries that launched the initiative. Xavier Gramona and Ton Mata are the joint CEOs of AVEC.