

Rías Baixas

Exceptional Albariño from Spain

NEWSLETTER VOLUME 13

Rías Baixas Albariño Makes New Fans at 17th Annual Great Match Series

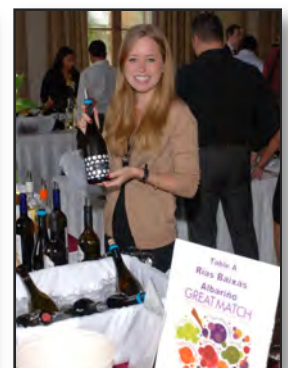


In 2010, Wines from Spain presented the **17th Annual Great Match**, a series of walk-around tastings featuring “vivacious varietals and tantalizing tastes from Spain.” Rías Baixas Albariño wines were once again a hit at this year’s events, held in three of the country’s most important wine markets: Los Angeles (May 12), New York City (October 7), and Miami (October 13). The events attracted hundreds of Spanish wine lovers, loyal fans and Albariño newcomers alike.



In New York, the Rías Baixas table was a must-visit for all guests, not only for the wines but also for the photo opportunities! Guests lined up to strike a pose against scenic shots from beautiful Galicia at the campaign’s branded, interactive photo booth. Attendees left with not only a photo souvenir from the event, but a new appreciation for Albariño wines.

Each tasting featured separate trade and consumer portions, offering attendees an opportunity to experience hundreds of the finest wines from all over Spain. Consumer portions in each city included tapas from locally renowned restaurants, allowing guests to explore a wide range of delicious food and wine pairings. The campaign Albariño wines featured perfectly complemented many of the delectable tapas offerings.



From Santiago to Sapporo: Albariño Meets Japanese Cuisine at 2010 Worlds of Flavor Conference

700 chefs, food and beverage directors, world cuisine experts and journalists flocked to the Culinary Institute of America (CIA) from November 4th-6th for the **13th Annual Worlds of Flavors Conference** entitled “*Japan: Flavors of Culture, from Sushi and Soba to Kaiseki.*” This unprecedented three-day event offered an in-depth exploration of traditional and modern Japanese cuisine.

While conventional wisdom claims that Japanese food matches best with sake and beer, Albariños from Rías Baixas dramatically disproved this perception. As a bronze sponsor of the conference — under the auspices of Wines of Spain — a collection of 14 different Albariño wines were presented at seminars and daily “*Market Place*” tastings. Here, conference attendees sampled wines and made their own pairing selections while also enjoying a variety of Japanese dishes prepared by some of Japan’s most accomplished chefs. Based on the crowds at the Rías Baixas table, Albariño was the wine of choice for *sushi*, *sashimi*, *soba* noodles and other intricate dishes made with *dashi*, *ginger*, *yazu* and *shiso*. The flavor



profile of the Albariño wines, with their minerality and crisp acidity, made exceptional partners to alluring *umami*, the ubiquitous rich flavor found in Japanese cooking.

Guests at this year’s conference included Thomas Keller of the French Laundry, Iron Chef Morimoto, Ruth Reichl, former editor-in-chief of *Gourmet*, David Chang of Momofuku fame, and many of Japan’s two and three star chefs.



Columbia University Business School
(September 29, 2010)



New York University Business School
(October 19, 2010)



American University Alumni Association
(November 3, 2010)

Albariño Goes Back to School

Throughout the fall, the Rías Baixas campaign introduced Albariño wines to a new and influential consumer base: graduate school students and recent college alumni. While many of these young leaders are already wine lovers, the majority are just beginning to truly explore the wide world of wines available. As a high-quality, affordable and food-friendly wine option, these future opinion leaders were excited to learn all about Albariño wines from Spain.

Led by wine personality and expert W.R. Tish, the campaign hosted three educational seminar-tastings in the New York area. Each event highlighted six different Rías Baixas Albariño wines with themed food pairings to showcase the versatility of Albariño. Guests sampled the wines with Indian cuisine (e.g., *shrimp curry with fresh chiles*, *potato-pea curry*), classic Spanish tapas

(e.g., *tortilla*, *boquerones*) and “eclectic American” (e.g., *vegetable spring rolls*, *crab cakes with siracha aioli*). With his extensive knowledge of Albariño plus a touch of humor, Tish led students on a journey from grape to glass. Overall, the seminars reached over 150 enthusiastic wine consumers, many of whom had never tried an Albariño wine before, but are sure to enjoy it in the future.



Rías Baixas Albariño Makes a Splash in Miami

On November 15th, sommeliers, wine buyers, and other industry professionals from the Miami area gathered *poolside* to sample the exceptional 2009 Albariño vintage at the **3rd annual Rías Baixas Albariño "After Hours"** party. Set at the Shore Club South Beach Hotel in Miami, wine industry professionals sampled Albariño wines by the moonlight in a festive and relaxed atmosphere.

This year's event showcased campaign Albariño wines alongside Japanese-inspired seafood from NOBU restaurant. The bright acidity of the wines perfectly complemented dishes such as sashimi tacos, rock shrimp tempura, black cod, and sushi. Shore Club sommeliers crafted Albariño cocktails especially for the event, creating new twists on a Spanish favorite.

Guests described Rías Baixas Albariño as the perfect wine for Miami weather. A number of sommeliers even left with new Albariño brands to add to their wine lists.



Albariño

1 part Fresh Lime Juice

1 part Agave Nectar

6-8 Mint Leaves

3 parts Albariño

2 parts Club Soda

Add mint, lime juice, and agave to a mixing glass, gently muddle mint.

Add Albariño and ice, shake for 2-3 seconds.

Strain into a wine glass over fresh ice, top with club soda

Garnish: mint sprig

Miami Sunshine

1 part Fresh Lemon Juice

1 part Agave Nectar

1 part Fresh Orange Juice

1/2 part Cointreau or

Curaçao liqueur

3 parts Albariño

2 parts Lemon Lime Soda

Add all ingredients to an ice filled glass

Garnish: cucumber wheels, lemon wheels, and blackberries

Press Highlights from 2010

Over the last three years, Albariño marketers have made significant inroads in the U.S., positioning the wines as a food-friendly option beyond a night of tapas and Mediterranean cuisine; it's now seen as perfect summer sipper that will not break the bank.

Zester Daily
May 11, 2010

Every once in a while a wine made from indigenous grapes goes global. Witness the popularity of Albariño from Spain's Rías Baixas, a white wine that was virtually unknown 20 years ago.

Reuters
September 14, 2010

Could Albariño be the new — albeit for characterful — Pinot Grigio?

Wall Street Journal
September 19, 2010

Albariño, the noble white varietal from Spain's green region, Galicia, offers the amazing palate blend of crisp freshness and lush creaminess. It pleases the Pinot Grigio, Riesling, and Sauvignon Blanc lovers on one hand and the Viognier and Chardonnay lovers on the other.

Ft. Worth Business Press
July 9, 2010

Rías Baixas, where the once obscure Albariño grape has become Spain's most popular white export, and a popular American white wine drink.

Kansas City Star
October 13, 2010

Albariño is a great addition to anyone's white wine repertoire. It's a fruity wine at times, but balanced and fresh, and it loves to be served with food.

Snooth.com
September 2, 2010

Albariño should make it on to your "wines to try" list as you can find some outstanding ones at reasonable prices.

Mutineer
September 2010

For a white that falls into the oft-cited "aromatic" category, Albariño from Rías Baixas in Galicia is increasingly popular — and with good reason.

Atlantic Monthly
April 28, 2010

Chill a bottle of Albariño. This Spanish wine made from the grape of the same name is just the thing for the dog days (and nights) of summer.

Washington Life Magazine
August 26, 2010

I'd like to see the New York City Parks Department install water fountains that dispense ice-cold Albariño.

Food & Wine
July 2010

Let us know!

Email Adrienne at achristner@cornerstonepr.com with updates, questions or concerns.

Keep up with Rías Baixas Albariño

To download all event and US campaign information, go to www.riasbaixaswines.com/extranet.
Username: **producer**
Password: **bodega**

Keep up with Rías Baixas on:



Rías Baixas Albariño Wine Bank

Please send samples to:

New York Wine Warehouse
Attn: Ahmad Hamid
For Account 397
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Long Island City, NY 11101, USA



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