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15 Y 16 DE ABRIL  
Palacio de Congresos  
SALAMANCA

# DUERO WINE FEST. 2024

## Duero Wine Fest closes discussing the decline in wine consumption and its possible solutions

**Salamanca, April 16, 2024** - The general decline in wine consumption and the importance of wine tourism and technologies in reversing this trend have been the main topics addressed in the last hours of the Duero Wine Fest congress that has been held in Salamanca.

One of the world's wine tourism experts, Gregely Szolnoki, opened his presentation at the congress with an aspect that previous speakers have stressed: the general decline in wine consumption in Europe, especially among young people. In his opinion, wine tourism can be an opportunity to improve consumption.

According to the studies of this prestigious professor, 80% of tourists are not interested in visiting a winery, and therefore wineries have to focus their strategies on this profile of visitors, trying to attract them.

Some of the aspects to be taken into account in wine tourism strategies are joining gastronomy to wine tourism, taking into account sustainability or including more innovative aspects such as digital tours or facilitating access to caravan tourism, which has increased considerably after the pandemic.

But it was also discussed the importance of wineries having a good management system, not only for the administrative part, production, marketing or the vineyard, but also for the customers and visitors they receive.

In the field of technologies Ignacio Gurría, executive director of the Digitalization working group, the FEV's Digitalization and Wine Hub on digitalization and wine markets encouraged wineries to undertake their digitalization well. "In technology you are never late, you get there right or wrong, that's the reality; it's not a question of time but of getting it right," he said.

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He urged them to consider their own websites as just another distributor, to have their digital presence under control and, above all, he emphasized the importance of having good data: "Good data is a treasure for the winery. And that has to be the goal, even if it takes us 15 years. It should be one of the winery's assets", he said insisting that wine tourism is the spearhead of wine sales.

Another much awaited intervention was that of Sarah Jane Evans, Master of Wine and specialist in Spanish wines for the British magazine Decanter, who considers that the wines of a territory have to seek a strong brand to position themselves abroad. The "Duero" brand, with one of the great Spanish rivers as a reference, or the "Bierzo" brand, which has relied mainly on people and characters, are for her an example of commercial strength, while the potential is lost in more generic denominations, such as "Vinos de Castilla y León".

About 400 people have attended in these two days to the various presentations and tastings organized in Duero Wine Fest, a conference promoted by the Ministry of Agriculture and Rural Development of the Junta de Castilla y León through the Agrarian Technological Institute and that aims to position the Duero as one of the most important wine rivers in the world.

This third edition has been held in Salamanca, (in 2021 it was in Valladolid and in 2018 in Burgos), seeking to also give voice, due to its proximity to Portugal, to winemakers and experts from the neighboring country, with which it shares a river.

The presentations of Duero Wine Fest 2024 can be seen on the YouTube and WhatsApp channels of the congress.

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## Great Wines of Castilla y León

Sixteen protected designations of origin (P.D.O.) are recognized in the Community: Arlanza, Arribes, Bierzo, Cigales, Ribera del Duero, Rueda, León, Tierra del Vino de Zamora, Toro, Cebreros, Valtiendas, Valles de Benavente, Sierra de Salamanca, plus the three single vineyard wines (Abadía Retuerta, Dehesa Peñalba and Uruña). There is also a Protected Geographical Indication (PGI): Vino de la Tierra de Castilla y León.

The main objective of the International Congress "Duero Wine" is to promote the Duero river basin as a unique territory, a source of quality wines with different personalities, different tastes and different flavors. The wines of the Bierzo region, endowed with its characteristic atlanticity, and the singularities of the Sierra de Salamanca and Cebreros. In this way, the congress complements the efforts made by the Wine Designations of Origin and the Geographical Indication of Castilla y León, with the aim of increasing the national and international positioning of this region as a producer of great wines.

## The wine industry in Castilla y León

The wine sector, with almost 82,000 hectares of vineyards and some 750 wineries, is one of the pillars of the economy of Castilla y León, with a turnover of over one billion euros. It contributes to 3.1% of the regional GDP and helps to maintain 3.8% of employment (some 33,000 workers, including direct and indirect jobs), most of them in rural areas and dedicated to a deeply rooted business with no possibility of relocation. Overall, this is a strategic sector, and it is precisely this capacity to generate activity in rural areas that makes it, so important activity in rural areas makes it an effective tool for combating the demographic challenge.



Interviews and more información:  
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