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15 Y 16 DE ABRIL  
Palacio de Congresos  
SALAMANCA

# DUERO WINE FEST. 2024

## The Duero is positioned in Salamanca as one of the most important wine rivers in the world

- *At Duero Wine Fest 2024, international speakers and prescribers corroborate the richness and potential of the different wine-growing territories of this river.*

**Salamanca, April 18, 2024.-** The Duero is positioning itself as one of the most important wine rivers worldwide. This was confirmed this week during the celebration in Salamanca of the third edition of the Duero Wine Fest congress, which brought together prestigious national and international speakers and prescribers during two intense days of presentations, tastings and debates.

The passion for the wine-growing territories of the Duero was explicitly exposed in the interventions of two foreign Masters of Wine, Tim Atkin, who opened the congress, and Sarah Jane Evans, analyst for Decanter magazine and specialist in Spanish wines.

The first, although he focused mainly on one of the best-known territories, the Ribera del Duero, also expressed his surprise at the elaborations that are being carried out in the areas of Arribes and Sierra de Salamanca, who has been getting to know and tasting these days and that piqued his interest. Atkin considers that the wines from the different territories of the Douro, both those already recognized and those that are beginning to be promoted, still have a lot of potential in world markets.

Sarah Jane Evans expressed herself in the same sense, assuring that the “Duero” brand is an example of commercial strength based on the territory, which also extends to the mouth of the river passing through the Portuguese wine regions, which are also increasingly achieving more impact with the “Duero” brand.

Altitude, as a geographical element present in the route of the Duero River, was another very prominent element in some presentations at the Duero Wine Fest. Most experts consider that it will be a key advantage for vineyards and winemaking, given the consequences that climate change is already having in the world.

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What will be a challenge, in the opinion of some professionals who participated in the presentations, such as the Masters of Wine Almudena Alberca and Álvaro Ribalta, will be to find classification systems for the vineyard and the wines for the great enological and viticultural diversity found in the territory of the Duero River. Classifications that, as indicated, should be easy to understand and remember by the market, but without losing sight of the historical and identity context and also taking into account the parameters of viticulture and oenology, always respecting typicity.

## **Wine tourism and new technologies**

The list of speakers at Duero Wine Fest 2024 also included other renowned experts who outlined strategies to follow in fields such as wine tourism or new technologies. Regarding the first, Professor Gregely Szolnoki advised wineries to commit to sustainability and promote it, and emphasized the attraction of the vineyard as a landscape element of interest to travelers, especially motorhome travelers, who are increasing, as well as the ease to provide them with a stay or parking area for their vehicles.

Regarding digitalization, expert Ignacio Urría encouraged wineries to apply it at their own pace in all business scenarios (vineyard, wine tourism, marketing...) but focusing on obtaining good data.

The components of wine and their relationship with health or the evolution of the wine market, which was explained by the director of the Spanish Observatory of Wine Markets, Rafael del Rey, were other aspects addressed during the congress.

Great interest was also aroused by the six organized tastings, which were completely full during the two days, especially the two in which Portuguese critics and winemakers participated (Luis Antunes, João Roseira), since one focused on the presentation differences of the large grape varieties on both sides of the border and the other was a comparison of different minority varieties. There was also a historical tasting of Pago de los Capellanes riverside winery, another specific one of aged rosés and whites, one dedicated to productions in small denominations of origin and the last one aimed at discovering the veil and demijohns.

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The two designations of origin of the province of Salamanca, DO Arribes and DOP Sierra de Salamanca, have also had special prominence, which have been able to make known to all professionals the great work that is being done at the wine-growing level in both areas. The passion of its winemakers, the quality of its preparations and the peculiarity of its landscape could be widely disseminated not only at the congress, but also in a trip organized for national and international specialized press.

## Capturing young people

Duero Wine Fest 2024 has made a special effort to introduce young people to the culture and world of wine, a challenge that a wine-producing region such as Castilla y León must face, because one of the evidence presented by some of the experts throughout the presentations was the continuous decline in wine consumption, especially among the youth population. For this reason, while the bulk of the congress took place in the Salamanca Congress Palace, Arzobispo Fonseca was the setting for the University Oenological Agora. There were entertaining educational tastings aimed at young people and students, as well as an exhibition and virtual reality activities.

Around 400 people attended the third edition of Duero Wine Fest on April 15 and 16 in Salamanca. Promoted by the Department of Agriculture, Livestock and Rural Development of the Government of Castilla y León through the Agrarian Technological Institute (ITACYL), it has already held two more editions in 2021 in Valladolid and in 2018 in Burgos.

The balance of this Third Edition of Duero Wine has been highly positive for the organization. After a day and a half of an intense program with different activities (presentations, round tables, debates, technical conferences, tastings for professionals, tastings for young people), the different agents related to the sector (vinegrowers, winemakers, oenologists, specialized press, salespeople, distributors, sommeliers...) have been able to enjoy the congress and share opinions.

An opportunity that will continue in 2026, when the IV edition of Duero Wine Fest will be held. However, a year before, the wine sector of Castilla y León and its Great Wines will meet again at the Zarcillo Awards, the International Wine Competition that is already being prepared for the spring of 2025.

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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 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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