

DIA

DIA winery receives gold medal in 'Berliner Wein Trophy' competition



World's most important wine competition awards gold medal to 'Castillo del Haro', a 2016 red Rioja reserve with Qualified Designation of Origin.

DIA recently added this reserve, produced by Haciendas y Viñedos Marqués del Atrio, to its own-brand winery selection as part of its major 'New DIA Quality' project.

'Castillo de Haro' is available at DIA stores for €6.99 per bottle.

Madrid, 6 May 2021. One of the world's most important wine competitions, the 'Berliner Wein Trophy', has presented the DIA winery with its first award at the latest edition. This prestigious international event awarded a gold medal to 'Vino Tinto Reserva 2016 Castillo de Haro 75 cl', a certified red Rioja wine which is part of the retail chain winery's own-brand premium range.

As Analía Blanco, Head of Consumer Product Sales at DIA Spain, states "Vino Tinto Reserva 2016 Castillo de Haro was recently brought to market as part of the major 'New DIA Quality' project undertaken by the group. At DIA, we are committed to understanding our customers better every day by adapting to their current needs. To serve this purpose, the company is always evolving and transforming, and part of this involves improving our product range with top quality products at affordable prices".

The award-winning wine, produced for DIA by the Rioja-based winery group Haciendas y Viñedos Marqués del Atrio, is a deep, intense, garnet-coloured wine with hints of terracotta and slate. Aromatic, spicy, with smoky tones and forest fruit, ripe strawberry, plum, cherry, coconut and vanilla aromas, this is a full-bodied and well-structured wine. A round, enduring and bold wine, with ripe tannins and strong, complex and lasting end notes, perfect for accompanying roast red meats, lamb and mature cheeses.

DIA customers can now add this premium Rioja range to their wine collection. Available at DIA stores and on the Dia.es website for €6.99 per 75 cl. bottle.

About the Berliner Wine Trophy

The Berliner Wine Trophy has become the world's largest and most important wine competition, sponsored by the International Organisation of Vine and Wine (OIV) and the International Union of Oenologists (UIOE) since 2004. Each year, the competition brings together renowned producers and distributors from all over the world.

To ensure quality, entries are limited to 7,000 samples per edition (held in February and July), making the BWT the top international wine competition.

About the Marqués del Atrio Group

The Marqués del Atrio Group is a Rioja-based winery group which began producing wine in the town of Arnedo in 1899. Since then, successive generations of the family-run winery have remained true to its legacy, growing the business to bring its wines to some of the most demanding markets in the world. Fourth and fifth generation wine-makers, with over 100 years' experience, now head up the business with the Group's two main wineries in the Rioja certified designation of origin and a presence in Spain's other main designations, positioning the Group as one of the most outstanding wineries on the national and international scene. As well as the Rivero family, its partners include the Changyu Pioneer Wine group, which has been key to the international expansion of its wines.

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Closer every DAY DIA

(Distribuidora Internacional de Alimentación) is a leading local supermarket chain, with close to 6,200 stores

and franchises in Spain, Portugal, Brazil, and Argentina. With the commitment of its more than 39,000 employees around the world as well as its suppliers, who are primarily local, DIA offers the best product offering and service to its more than 20 million customers.

PRESS

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