

DIA

DIA's Rioja Premium winery receives the gold award from Gilbert & Gaillard's international wine guide



Gilbert & Gaillard, the prestigious international wine magazine, has awarded its highest accolade to 'Castillo de Haro', DIA's own premium brand within the Rioja Qualified Designation of Origin.

The company recently added this range by Haciendas y Viñedos Marqués del Atrio to its winery as part of the project to renew its product selection with a top-quality own brand.

The Rioja Qualified Designation of Origin premium range can be found on DIA's shelves from €3.19.

Madrid, 4 June 2021. DIA's own-brand winery has once again been recognised worldwide. This time, the international wine guide ['Gilbert & Gaillard'](#) has awarded its highest accolade, the gold medal, to 'Castillo de Haro', DIA's premium range within the RIOJA Qualified Designation of Origin, which is

made up of 4 wine varieties: Madurado CVC, Crianza 2017, Rosé 2020 and Tinto Reserva 2016. Every year, the French magazine recognises wines from all over the world that are tasted by winegrowers and professionals and rated according to international standards.

"The Rioja Qualified Designation of Origin wine 'Castillo de Haro', is an excellent example of the transformation that the DIA brand is undergoing. This recognition is the result of the company's hard work to improve the quality of our own-brand products and ultimately consolidate the New DIA Quality. 'Castillo de Haro' is conceived by and for our customers, who demand high quality at affordable prices, and helps us in our aim to be closer to them every day", commented Analía Blanco, sales director of CPG at DIA Spain.

DIA customers can now add this Rioja Qualified Designation of Origin premium range to their wine list, which can be found in DIA stores and on Dia.es from €3.19.

Castillo de Haro Madurado CVC	Castillo de Haro Crianza 2017	Castillo de Haro Rosé 2020	Reserva Red Wine 2016 Castillo de Haro
			
<p>Bright ruby red in colour with a high intensity. Ripe red fruit aromas with elegant liquorice notes. Balanced in the mouth with a long and</p>	<p>Intense cherry red colour. Hints of ripe black fruits, prunes and liquorice. It has spicy notes and hints of mineral, with firm rounded tannins</p>	<p>It has a delicate pale peach colour. Reminiscent of fresh red fruits, floral aromas and grapefruit on the nose. Intense, juicy and fresh on the</p>	<p>Recently awarded the gold medal in the international 'Berliner Wein Trophy' competition. This is a high-intensity</p>

<p>elegant fruity aftertaste. It is the perfect balance between fresh and acidic. Fantastic with meats, <i>tapas</i> and mild cheeses.</p> <p>Available in DIA stores and on DIA.es at €3.95.</p>	<p>denoting maturity. It is full-bodied and has a persistent and harmonious finish, with a predominance of ripe fruit and toasted notes. Best served with red meats, game, cold meats and cured or blue cheeses.</p> <p>Available in DIA stores and on DIA.es at €4.49.</p>	<p>palate. A delicious wine with hints of citrus. Best served with fresh fish, fried fish or seafood; oriental cuisine, rice, light meats and pasta.</p> <p>Available in DIA stores and on DIA.es at €3.19.</p>	<p>wine with a deep garnet colour and terracotta and russet tones. An aromatic, spicy wine with smoky touches and forest fruit, ripe strawberry, plum, black cherry, coconut and vanilla aromas. Solid and well-structured in the mouth. A round, long and potent wine, with ripe tannins and a firm, complex and persistent finish, best served with roasted red meats, lamb and cured cheeses.</p> <p>Available in DIA stores and on DIA.es at €6.69</p>
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About Gilbert & Gaillard

The Gilbert & Gaillard group was founded in France in 1989 by Philippe Gaillard and François Gilbert. Today they are a multimedia group dedicated to wine in 22 countries. The group publishes their annual Wine Guide in 9 languages, aimed at promoting and recommending quality wines worldwide.

About the Marqués del Atrio Group

The Marqués del Atrio Group is a Rivero family, Rioja-based wine-making 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 Qualified 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.

DIA - Closer every day

Distribuidora Internacional de Alimentación is a leading network of neighbourhood supermarkets, with around 6,100 own stores and franchises in Spain, Portugal, Brazil and Argentina. Thanks to the commitment of its



39,000+ employees worldwide and its mainly local suppliers, DIA offers the best selection and service to its 20+ million customers.

PRESS

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