

DIA

DIA's winery, with the Ribera del Duero Designation of Origin wine 'Heredad Barán', wins silver in the international Mundus Vini competition



DIA's winery, with the Ribera del Duero Designation of Origin wine, 'Heredad Barán', has been awarded the silver medal at the international 'Mundus Vini Summer Tasting 2021' competition.

The company has added this range by Bodegas Señorío de Nava to its winery as part of the project to renew its product selection with a top-quality own brand.

'Heredad Baran' can be found on DIA's shelves from €5.49.

Las Rozas de Madrid (Madrid), 10 September 2021. For the third time this year, DIA's own-brand winery has again received international recognition. This time, **'Heredad Barán', its Ribera del Duero Designation of Origin crianza** choice has been awarded the silver medal at the 29th 'Mundus Vini



Summer Tasting 2021' competition, one of the most prestigious wine competitions in the world, where a professional jury of over 120 experts tasted 4,500 wines from 35 countries around the world.

" 'Heredad Barán', our Ribera del Duero Designation of Origin crianza choice, is an excellent example of the DIA brand transformation. This recognition is the result of the shared efforts of our team and the Señorío de Nava winery to improve the quality of our own-brand wines and thus respond to the wishes of our customers, who demand high quality at affordable prices. This is why we have introduced gourmet products designed for discerning palates at affordable prices", states Analía Blanco, sales director of CPG at DIA Spain.

DIA customers can now add this 2017 Ribera del Duero Designation of Origin red *crianza* to their wine list, available in DIA stores and on Dia.es from €5.49.

HEREDAD BARÁN
Ribera del Duero Designation of Origin
Crianza 2017



Cherry red colour with coppery hints. Medium depth, clean and bright. This wine has good aromatic intensity, with forest fruits and liquorice tones together with hints of vanilla and toasted wood.

Available in DIA stores and on DIA.es at €5.49.



About Mundus Vini

Mundus Vini was founded by Meininger Verlag 15 years ago and is one of the most important wine competitions in the world. It has been held twice a year since 2014. Every year, over 11,000 wines are submitted to this competition both in Germany and worldwide, demonstrating its international prestige. The aim of this competition is to promote quality and the marketing of the wines submitted.

About Bodegas Señorío de Nava

Bodegas Señorío de Nava was founded in 1986 by several winemaking families in Burgos. Today, the Vázquez Muñoz-Calero family is driven by their respect for the land and nature and has decided to promote the values that will drive their winery going forward: the value of time, their back-to-basics approach and their passion for a job well done; all with the sole objective of improving each year's harvest whilst being committed to authenticity and excellence.

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

Rebeca Matilla / Leyla Gallego/ Pablo Ríos

Tel: 609.41.57.21 / 616.02.51.89 / 629.20.28.52

Email: comunicacion@diagroup.com