

DIA

DIA's winery receives the gold award from Gilbert & Gaillard's international wine guide for its Cariñena Designation of Origin



'Geraldino', from the DIA winery's Cariñena Designation of Origin, has been awarded a gold medal (Geraldino Crianza 2018) and a silver medal (Geraldino Reserva 2017) by the prestigious international wine magazine Gilbert & Gaillard.

The company has made further progress to renew its private label by recently adding the top quality red wines produced by the 'Grandes Vinos' winery to its range.

This award-winning range can be found on DIA's shelves from €1.99.

Las Rozas de Madrid (Madrid), 8 October 2021. For the fifth time this year, DIA's private label winery has received international recognition. This time, the international ['Gilbert & Gaillard'](#) guide has awarded a gold medal to [Geraldino Crianza 2018](#), the company's **Crianza red wine with the Cariñena Designation of Origin**. It has also awarded the silver medal to its [Geraldino Reserva 2016](#), also with the Cariñena Designation of Origin. Every year, the French magazine recognises wines from all over

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the world that are tasted by winegrowers and professionals and rated according to international standards.

"Geraldino', our red wine with Cariñena Designation of Origin, is a clear example of the change and transformation that our private label is undergoing. This recognition is the result of the work by our team and the Grandes Vinos winery to offer our customers a range of private label wines of the highest quality at an affordable price," said **Analía Blanco**, sales director of CPG at DIA Spain.

DIA customers can now add this Cariñena Designation of Origin, produced in Zaragoza, to their wine list, available in DIA stores and on Dia.es.

<p>Silver Medal- 'Geraldino'. 2017 Reserva Red Wine Cariñena Designation of Origin</p>	<p>Gold medal-'Geraldino'. 2018 Crianza Red Wine Cariñena Designation of Origin</p>
	
<p>Ripe cherry red colour with brick tones. Aromas of ripe black fruit with spicy, toasted hints thanks to its ageing in oak. Long and persistent. Tasty in the mouth with hints of black fruit, compotes, toast, cocoa and toffee.</p> <p>Available in DIA stores and on Dia.es at €2.39.</p>	<p>Intense ruby red colour with garnet rim. Aromas of cherry, ripe red fruits and spicy vanilla tones. Smooth, pleasant and harmonious in the mouth with hints of ripe fruit and an elegant spicy depth.</p> <p>Available in DIA stores and on Dia.es at €1.99.</p>



Fifth award for DIA's winery in 2021

DIA's winery has already won five awards so far this year. Last May, 'Berliner Wein Trophy', one of the world's most important international wine competitions, awarded a [gold medal to the '2016 Castillo de Haro Reserva Red Wine'](#) with Rioja Qualified Designation of Origin.

Only a month later, the international Gilbert & Galliard guide once again awarded DIA two gold medals for its complete '[Castillo de Haro](#)' range under the **Rioja Qualified Designation of Origin**, as well as for its '[Campo Curero](#)' wine under the Toro Designation of Origin.

In September, the brand received recognition once again. This time, '[Heredad Barán](#)', a crianza with Ribera del Duero Designation of Origin was awarded the silver medal at the 29th 'Mundus Vini Summer Tasting 2021' competition, one of the most prestigious wine competitions in the world.

These two new gold and silver medals for the Cariñena winery awarded by Gilbert & Gaillard join this list of awards.

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 Grandes Vinos

Grandes Vinos is a story of union. 700 wine-growing families who pass on their passion for vines generation after generation. A leading winery in the Cariñena Designation of Origin, where the great variety and diversity of its vines stand out, particularly the old Garnacha and Tempranillo grapes. They employ sustainable viticulture methods and, using the latest winemaking technology and through an innovative and creative vision, their wines know no limits.

DIA - Closer every day

Distribuidora Internacional de Alimentación is a leading network of neighbourhood supermarkets, with around 6,000 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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