



utiel-requena

PRESS RELEASE

Utiel-Requena Bobal wines arrive in New York

- **Eleven wineries** from the appellation Utiel-Requena Regulatory Board has presented today their wines at the conference '**Unveiling Bobal**' at **Double Tree by Hilton**

New York 24th February 2015.- [Utiel-Requena appellation wine Regulatory Board](#) has presented their **Bobal wines** to importers, distributors and US prescribers at the [Double Tree by Hilton](#) Hotel Metropolitan, in New York. The Regulatory Board has travelled for first time to the City in order to show the wines with a **tasting-seminar** and a **showroom** of eleven wineries.

The President of the Regulatory Board, José Luis Robredo, said that the result of the event is "totally positive". Robredo told the action "means a **landmark** and the beginning of great business contacts".

The **seminar 'Unveling Bobal'** was given by the president of QWWineExperts, [Nora Favelukes](#), and specialized wine journalist [Brian Z. Freedman](#). The tasting involved also the explanation of the history of Utiel-Requena and his native grape Bobal. "It has been very interesting and successful, as much as the subsequent showroom, which has been more spectacular than I had imagined", maintained Robredo. They also have spoken about the candidature of [Territorio Bobal](#) to **Cultural Landscape world heritage by UNESCO**.

The event has attended a **hundred** people interested in learning and knowing about the qualities of the wines made with Bobal grapes from Utiel-Requena. The guests were **professionals** from the world of wine: importers, distributors and media.

Historic moment

This action "is a **milestone** in the history of our appellation, because it is the first time we undertake this kind of presentation abroad", said the president. The event is part of the **promotional strategy** of the institution that has begun in this year 2015.

#BobalNYC

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The event, which took place from 11 am to 5 pm at Double Tree hotel, counted on the participation of managers from eleven wineries: [Aranleón](#), [Cherubino Vansangiacomo -Bobal de San Juan](#), [Bodegas Iranzo](#), [Cerrogallina](#), [Chozas Carrascal](#), [Coviñas](#), [Dominio de la Vega](#), [Murviedro](#), [Pago de Tharsys](#), [Primum Bobal](#) and [Vinícola Requenense](#).

Favelukes: "I feel **Bobal wines have an extraordinary future here in USA**, because the **quality** of the wines, the advantageous value and human quality of the people who are working in the wineries".

Utiel-Requena: history

Utiel-Requena's winemaking culture prides itself on **tradition** with over **2.700 years of history**. Archaeological digs in this appellation region prove that the production of wine and its commercialization have continued uninterrupted since the beginning of the Iberian age until present day.

Utiel-Requena: landscape and climate

The Utiel-Requena appellation region is situated in the interior plains of the Province of Valencia (Spain), approximately 70km from the coast. It boasts a Mediterranean climate combined with continental characteristics due to its elevation of some 750 metres above sea level.

The production area covers some 35,000 hectares of vineyards and includes nine municipalities: Caudete, Camporrobles, Fuenterrobles, Requena, Siete Aguas, Sinarcas, Utiel, Venta Del Moro and Villargordo of Cabriel.

Approximately 6000 families and 100 wineries owe their living to viticulture in the Utiel-Requena appellation area, making wine production the principal economic motor for the region.

Utiel-Requena: Regulatory Board

The Utiel-Requena appellation wine Regulatory Board is an organisation that certifies finished products made in the wineries, registered as producers in the specific appellation region, to ensure and protect the quality of the wines encompassed by the appellation name. It also endeavours to promote these wines when possible. This board is made up of twenty members voted in by and to represent all members of the Utiel-Requena viticulture sector.

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