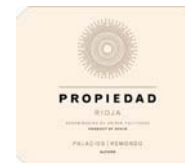
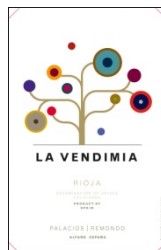


# Rioja region top-ranked by trade & consumers for quality and value at all price points.

- According to trade members, Rioja offers the best value at any given price point, outranking the rest of Spain and other prestigious wine territories.
  - Rioja offers a better value proposition than Argentina and the rest of Spain in the \$10 - \$20 price range.
  - Rioja trumps Bordeaux and Burgundy at the \$20 to \$50 price point
  - Outperforms Bordeaux, Barolo and Burgundy in terms of value at the \$50+ price level
  - Spain was top-ranked by trade as producing quality red wines under \$20 and in the \$20 to \$50 price range (Wine Opinions 2010 Imported Wine Study)
- Consumers rank Rioja as the best region for high-quality wines that pair well with food, one of the top three factors influencing their purchase decision.
  - Rioja leads the list of regions in the production of high-quality wines that pair well with food (56.7%), followed by Napa (49.1%) and Tuscany (40.4%)



The survey was commissioned by the Vibrant Rioja marketing campaign and sent to nearly 12,000 consumers and 1,500 trade members, who joined Rioja's opt-in wine community database in 2010.

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