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Bodegas San Valero Celebrates 75 Years of Winemaking With Launch of New Corporate Structure and Brands for the U.S. Market

Four Keys Brands, Including the Region's First Organic Wine Portfolio, Will be the Primary Focus of the D.O.P. Cariñena-based Winery in 2020.

NEW YORK, N.Y. (October 31, 2019) – The Cooperativa Vinícola San Valero (previously known as Grupo Bodegas San Valero) is celebrating 75 years of quality winemaking with the launch of a new corporate structure based on four distinct wineries: Bodega Verde de San Valero; Bodega Particular de San Valero; Gran Ducay Winery; and Bodegas San Valero. The winery's President, José Antonio Ruiz, and Managing Director, Ignacio Pastor, announced the new structure and product offerings, including the region's first organic wine portfolio at a 75th Anniversary celebration on Monday, October 28th.

"Starting today, our four wineries will be grouped under the new Cooperativa Vinícola San Valero umbrella and will cover our entire production range," revealed Pastor. "This dynamic new structure enables each winery to focus solely on producing the best wines and brands in their respective categories." Details of the new structure are as follows:

- **Bodega Verde de San Valero** will oversee Aragón's largest organic vineyard certified by the Aragonese Committee of Ecological Agriculture. The organic portfolio will release in Spring 2020.
- **Bodega Particular de San Valero** will focus on producing the limited "Particular" range of highly curated centuries-old strains. The current portfolio will expand to include Fugaz, a premium Garnacha Blanca (white grenache).
- **Gran Ducay Winery** will concentrate on the production of D.O.P Cava wines. The Gran Ducay brand, which has earned a reputation for high value cava, will re-launch in 2020 with a fresh, more premium look featuring the Cariñena sun, an integral element to the production of excellent cava.
- **Bodega San Valero (BSV)** will produce new proprietary brands that maintain the passion and spirit of the founding winemakers of 1944. In December 2019, BSV will release the first vintage of "**Celebrities**," a collection of monovarietals dedicated to the most representative indigenous and international grape varieties of Cariñena: Garnacha, Cariñena, Cabernet Sauvignon, Merlot and Syrah.

"We will be showcasing all of our new brands at Vinexpo New York in March 2020, including our recently launched "**500 Manos**," an exclusive wine to honor the members of the cooperative," continued Pastor. A Cabernet, Syrah and Merlot blend, this wine is presented directly from Cooperativa Vinícola San Valero.

More About Cooperativa Vinícola San Valero. Ranked among the D.O.P. Cariñena's top wineries and Spain's 25 largest producers, Cooperativa Vinícola San Valero is a leading producer of the Cariñena Designation of Origin, with about 27% of all wine with its label. It sells more than 11 million liters per year and exports almost 60% of its production. Cooperativa Vinícola San Valero has a presence in more than 33 countries from the United Kingdom and Switzerland, to the United States and China. Its quality is recognized with more than 100 awards and medals in the last five years alone. Quality as a competitive advantage remains the goal as Cooperativa Vinícola San Valero now celebrates 75 harvests.