

# GRENACHES DU *Monde*

PRESS RELEASE  
CEBREROS, MAY 10, 2021

## Grenaches du Monde organises its first travelling tasting in Cebberos (Spain)

***Here we go! The first Grenaches du Monde tasting took place as planned in Cebberos, Castilla y León. This is the first stage of a marathon edition that will then visit Châteauneuf-du-Pape, Perpignan, and Ascoli Piceno in the Italian Marche.***

The tasting, organised in partnership with the young Spanish appellation of Cebberos, took place on Monday morning at 9am. Some 25 experienced tasters were able to discover the diversity offered by the grape variety and assess the quality of a selection of 200 wines from the 850 or so that entered the competition this year. All professions were represented: journalists, sommeliers, buyers, distributors, and oenologists.

A clever process that respects the gestures of protection and the recommendations of social distancing and at the same time brings together four emblematic Grenache terroirs:



- **Cebberos in the region of Castilla y León in Spain (May 10)**
- **Châteauneuf-du-Pape in France (May 14)**
- **Perpignan, capital of Roussillon in France (May 17)**
- **and Ascoli Piceno, in the Italian province of Marche (1 June)**

“We prefer to organise limited tastings to about twenty people over one morning to avoid any health hazards”, explains Fabrice Rieu, President of the competition, “this first chapter of Cebberos suggests some very nice surprises for the next steps!”

**Grenaches du Monde** est un concours annuel ouvert à tous les vins issus majoritairement de grenache, sans restriction de couleur, d'origine ou de nationalité. This travelling event has a clear international vocation, and the ambition to discover the singularities and diversity inherent in the grape variety.

Covering 192,455 hectares of vines, grenache ranks seventh among the most planted grape varieties in the world. Emblematic of Mediterranean countries, it ranks third in Europe with 178,628 hectares, or 93% of the world's surface area. France, Spain, and Italy are the top three producing countries, but grenache is very popular all over the world: North and South Africa, Australia, North and South America, Croatia, Greece, Lebanon, etc.

**The Cebreros DOP** is in the heart of the Iberian Peninsula, about 100 km from Madrid. Made up of 35 municipalities in the province of Ávila (Castilla y León), it is a territory shaped by the mountains of the Sierra de Gredos, old non-irrigated vines, Grenache Noir and Albillo Real as a common thread. The passion for a job well done and for the land characterise the winegrowers of the 18 wineries that make up the appellation. Most of them are young and innovative projects, committed to the rehabilitation of the old vineyards and heritage, which emphasise the quality and authenticity of the almost 500 hectares of vineyards that make up this terroir.

**About the Grenaches du Monde:** Created in 2013 by the Interprofessional Council of Roussillon Wines (CIVR) in Perpignan, the Grenaches du Monde competition becomes itinerant in 2016 with its first edition relocated to Aragon (Campo de Borja), then to Sardinia (2017) and Catalonia (Terra Alta, 2018). The Competition returns to Perpignan in 2019, and the following year it resumes its journey to Montpellier in partnership with Vins de Pays d'Oc, the world's leading producer of rosé grenache wines.

---

**Press Contact:**

Assina Berta-Alliche, +33 4 68 51 21 22, [contact@grenachesdumonde.com](mailto:contact@grenachesdumonde.com)

More info: [grenachesdumonde.com](http://grenachesdumonde.com)

Follow us on [Facebook](#) and [Twitter](#)

Photos and logo available [HERE](#).