Rioja, "Spanish Hero" for their marketing campaign in Great Britain

D.O. Ca. Rioja has received the award for "best marketing campaign in the UK" in the annual "The Spanish Heroes Awards 2015" award which aims to recognize the different organizations, companies and individuals, both Spanish and British which they have most successfully contributed to the promotion of Spanish wine.

Rioja campaign in the UK has been awarded in the category of "best marketing campaign" for "his imaginative and appealing approach" as well as "popular events such as the successful festival Fantastic Tapas" and "supporting their work professionals with training and activation of sales." The driving force behind this initiative is the magazine Harpers Wine & Spirit, one of the most influential wine industry and drinks in the UK, whose editors awarded prizes based on the assessments made by key opinion leaders in both the professional sector as in the media. Among the winners this year include the Master of Wine Sarah Jane Evans as best communicator for

Spain, Nick Room, Waitrose distribution company, as an ambassador for the Spanish wine in the UK, and Noel Young Wines, Cambridge, as best independent retailer.
The promotional event of Rioja wine in London "Fantastic Tapas" has been receiving major awards as the best initiative aimed at consumers. Highlights include the awarded by the magazine Drinks & Bussines, the International Wine & Spirits Competition, the most prestigious wine competition in Great Britain, and the "Golden Hedgehog", awarded by the British Association of Public Relations Agencies.

Source: D.O. Ca. Rioja