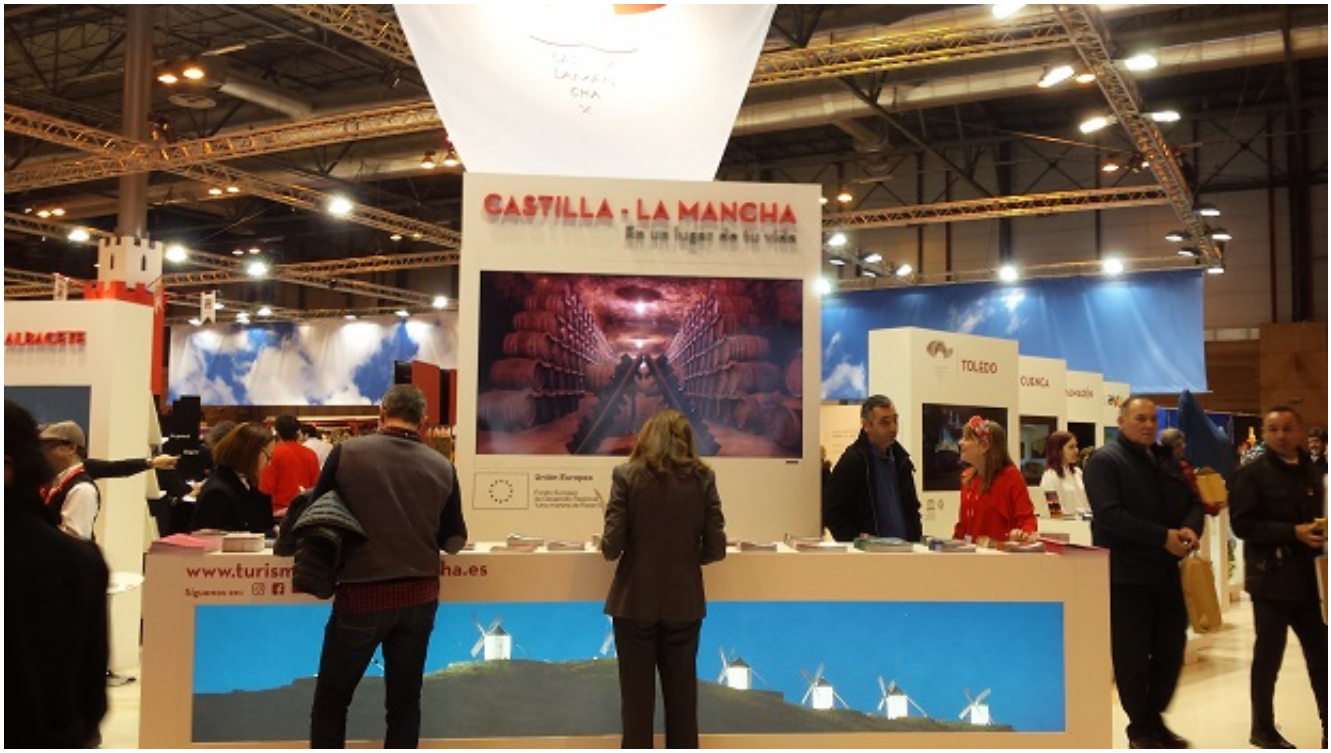
The wine value of the DO Valdepeñas wines, present in FITUR 2018



The Valdepeñas Protected Designation of Origin (PDO) **will be held at the** International Tourism Fair of Spain (FITUR)**, whose next edition begins tomorrow and will continue until January 21st, two presentations with tastings of its wines, both at the stand of** Castilla-La Mancha**, as in the stand of the** Ministry of Agriculture (MAPAMA**).**

The D.O.P Valdepeñas is presented at FITUR 2018, in order to show attendees the added value provided by the wines with Denomination of Origin, in addition to the characteristics and particularities of a Designation of Origin with a recognized track record, as is the case.

> Some wineries registered in the D.O. Valdepeñas also participate as exhibitors and will present their products and wine tourism services within the framework of the institutional stand of the Spanish Association of Wine Tourism

FITUR is the International Tourism Fair of Spain that serves as a global meeting point for tourism professionals. The IFEMA fairgrounds in Madrid host, as usual, this new edition.

> Throughout its history, FITUR has established itself as a leading fair for the receptive and issuing markets of Ibero-America

In its 2017 edition, FITUR broke the record of participation with 9,893 exhibiting companies from 165 countries / regions, 135,838 professional participants and 109,134 visitors from the general public.

Source: D.O.P. Valdepeñas