

## ANNUAL RESULTS REPORT 2010

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### REGULATING COUNCIL DESIGNATION OF ORIGIN CATALUNYA

Edifici Estació Enològica Passeig Sunyer, 4-6 1er 43202 REUS

Tel. 977 32 81 03 Fax 977 32 13 57

[info@do-catalunya.com](mailto:info@do-catalunya.com)

[www.do-catalunya.com](http://www.do-catalunya.com)

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## 1. INTRODUCTION

Like every year, the Regulator Council compiles the CATALUNYA Designation of Origin's Annual Report, in this case, corresponding to the 2010 financial year.

The total volume of qualified wines has been 391.637 hl, 6,6% lower than 2009, due to whites and rosés decrease (-8,1 y -6,3% each). Rosés, slightly increase their sales (0,5%). In proportion, red wines still prevail with a range overall of 50%, followed closely by white wines with a 40% and at last the roses with a 11%.

Of all the qualified wines, 290.302 hl (74,1%) are from the 2009 vintage and the rest belong to other seasons.

As for bottled wine, it reaches an amount of 53,2 million  $\frac{3}{4}$  l. bottles, 22,7 (42,7%) of them concern to the local market and the rest 30,5 millions (57,3%), belong to the foreign markets. If we compare this numbers to 2009, there is a decrease in both markets, more important in the national market, a 7,4% than in the foreign, a 1,5%. The final increasing of the total commercialization compared to 2009 it is 2 millions of bottles (3,9%). The total commercialization, for the third year in a row, stands over the 50 millions of bottles.

The main foreign markets belong to the European Union, with a total amount of 17,6 millions of bottles (57,7% of the exports and with a 8,1% fall regarding to 2009). Inside this percentage, and in order of significance; United Kingdom, Germany, Netherlands, Denmark and Sweden are still the main markets (the top positions reverse regarding 2009). Ireland, Finland and Belgium also have good sales ratings, over 800.000 bottles. Still in the European market, but out from U.E; Norway and Switzerland, beat the 1,2 million bottles, growing near a third.

Other markets, far and more relevant are United States, with 2,5 million bottles, Canada with 884.000, Japan with 727.000 and Mexico with 682.000 bottle. All of them have increased their sales, but Japan. Overall, the wines of the CATALUNYA Designation of Origin have reached over more than 100 different countries

These continuous growth results of the CATALUNYA Designation of Origin come from the effort of lots of wineries and vine growers that work with us and to whom we would like to thank for their confidence.



CONSELL  
REGULADOR  
DENOMINACIÓ  
D'ORIGEN  
CATALUNYA

**Xavier Pié Dols**  
President of C.R.D.O. CATALUNYA  
March 2011

## 2. REGISTERS OF THE DESIGNATION OF ORIGIN (as on 31/12/10)

**REGISTER OF WINE GROWERS: 11.522 winegrowers**

**REGISTER OF VINEYARDS (RVC): 50.725 ha**

### REGISTRE DE BODEGAS:

<b>PRODUCTION section</b>	
Number of wine cellars registered:	<b>187</b>
<b>STORAGE section</b>	
Number of wine cellars registered:	<b>35</b>
<b>AGEING section</b>	
Number of wine cellars registered:	<b>105</b>
<b>BOTTLING section</b>	
Number of wine cellars registered:	<b>127</b>
<b>TOTAL number of wine cellars registered:</b>	<b>219</b>

### 3. GRADING OF WINES

#### 3.1. VOLUME OF WINE GRADED THROUGHOUT 2009

Type of wine	Total (various vintages)	2010 Vintage	
WHITE	15.75.033 L	10.068.553 L	66,79 %
ROSÉ	4.530.251 L	3.440.766 L	75,95 %
RED	19.558.387 L	15.520.857 L	79,36%
<b>TOTAL</b>	<b>39.163.671 L</b>	<b>29.030.176 L</b>	<b>74,12 %</b>

#### 3.2. VOLUME OF WINE NOT GIVEN A GRADE THROUGHOUT 2008 (for failing to reach the control standards)

Type of wine	Volume
WHITE	3.575 L
ROSÉ	47.100 L
RED	770.156 L
<b>TOTAL</b>	<b>820.831 L</b>

#### 3.3. VINTAGE RATING

2010 VINTAGE	<b>VERY GOOD</b>
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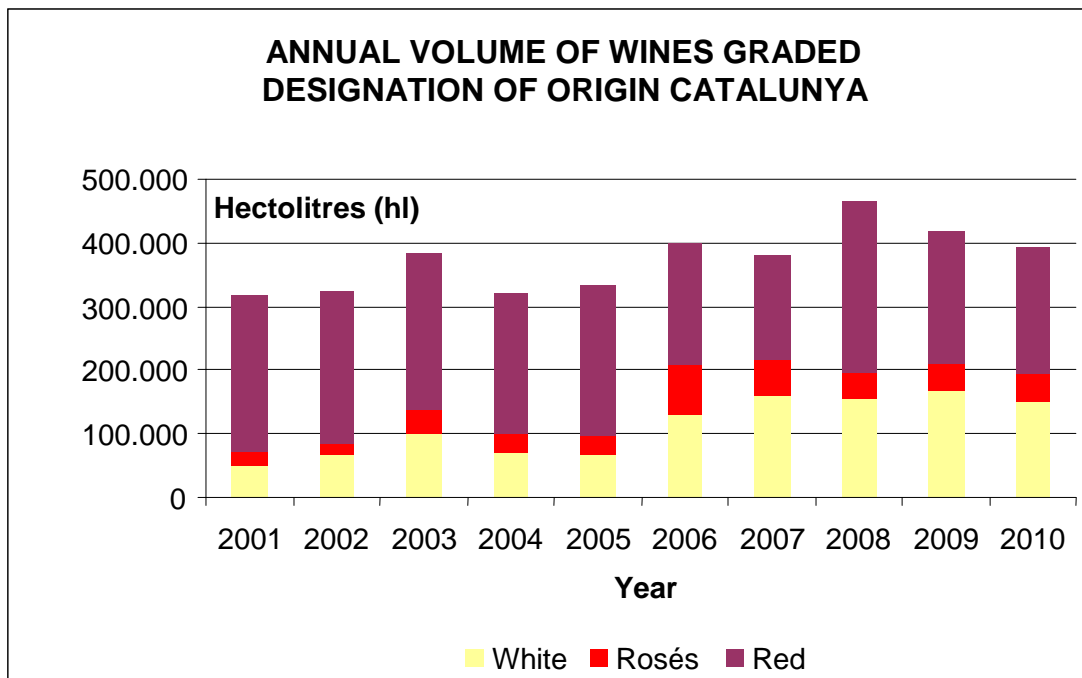
#### 3.4. QUALIFIED WINE'S EXISTENCES EVOLUTION (L)

Type of wine	End of vineyard campaign			End of Natural Year		
	31/07/09	31/07/10	Variation	31/12/09	31/12/10	Variation
White	5.474.000	4.401.787	-19,59%	5.477.522	7.119.621	29,97%
Rosé	2.138.700	1.572.547	-26,47%	1.573.081	2.430.084	54,48%
Red	22.624.100	22.242.521	-1,69%	17.210.561	15.587.876	-9,43%
<b>TOTAL</b>	<b>30.236.800</b>	<b>28.216.855</b>	<b>-6,68%</b>	<b>24.261.164</b>	<b>25.137.581</b>	<b>3,61%</b>

Statistics in litres

**3.5. PROGRESS OF WINE GRADING**

YEAR	WHITE wine		ROSÉ wine		RED wine		TOTAL
	HI	%	HI	%	HI	%	HI
2001	50.048,29	15,69	22.349,05	7,01	246.568,10	77,30	318.965,44
2002	65.916,67	20,28	17.832,10	5,49	241.324,00	74,24	325.072,77
2003	101.897,15	26,58	37.585,74	9,80	243.929,20	63,62	383.412,09
2004	67.996,98	21,18	32.883,11	10,24	220.163,29	68,58	321.043,38
2005	66.974,33	20,03	30.907,16	9,24	236.444,04	70,72	334.325,53
2006	129.242,22	32,34	76.794,35	19,22	193.607,10	48,44	399.643,67
2007	159.825,22	42,17	56.049,93	14,79	163.133,24	43,04	379.008,39
2008	154.738,21	33,16	41.830,73	8,97	270.030,71	57,87	466.599,65
2009	165.469,59	39,47	45.077,41	10,75	208.714,11	49,78	419.261,11
<b>2010</b>	<b>150.750,33</b>	<b>38,49</b>	<b>45.302,51</b>	<b>11,57</b>	<b>195.583,87</b>	<b>49,94</b>	<b>391.636,71</b>
<b>Average</b>	<b>111.285,90</b>		<b>40.661,21</b>		<b>221.949,77</b>		<b>373.896,87</b>
<b>%</b>	<b>29,76</b>		<b>10,87</b>		<b>59,36</b>		<b>100,00</b>



Comparative 2010 vs 2009	
White	-8,1%
Rosés	+0,5%
Red	-6,3%
TOTAL	-6,6%

## 4. MARKETING OF BOTTLED WINES

### 4.1. HOME MARKET / OVERSEAS MARKET 2010

Type of wine	Home Market	Overseas Market	TOTAL Market
White	7.443.696 L	7.538.047 L	<b>14.981.743 L</b>
Rosé	2.724.355 L	1.406.863 L	<b>4.131.218 L</b>
Red	6.864.722 L	13.918.108 L	<b>20.782.830 L</b>
<b>TOTAL</b>	<b>17.032.774 L</b>	<b>22.863.017 L</b>	<b>39.895.791 L</b>
	22.710.365 bot (+7,41%)	30.484.023 bot (+1,50%)	53.194.388 bot (+3,94%)

bot=0.75 L bottles. In brackets, variation versus 2009

### 4.2. BREAKDOWN OF OVERSEAS MARKETS 2009

Country	White (L)	Rosés (L)	Red (L)	TOTAL		% 10 vs 09
				L	Bot 0,75 L	
Austria	17.432	1.324	44.669	63.425	84.567	62,47
Belgium	88.661	35.185	478.323	602.169	802.892	30,02
Bulgaria	8.271	2.551	4.028	14.850	19.800	52,01
Czech Republic	4.898	4.556	24.243	33.697	44.929	102,62
Cyprus	3.694	452	3.920	8.066	10.755	93,75
Denmark	307.183	18.566	703.760	1.029.509	1.372.679	125,23
Estonia	14.012	5.672	53.962	73.646	98.195	41,94
Finland	191.942	5.206	419.124	616.272	821.696	19,70
France	85.655	37.799	238.802	362.256	483.008	36,00
Germany	532.873	138.008	2.268.695	2.939.576	3.919.435	-47,04
Greece	17.474	18	5.085	22.577	30.103	18,02
Hungary	225	315	2.340	2.880	3.840	48,84
Ireland	299.514	1.374	330.232	631.120	841.493	-21,60
Italy	18.637	898	48.955	68.490	91.320	186,79
Latvia	85.092	1.665	135.682	222.439	296.585	88,72
Lithuania	83.673	4.392	58.644	146.709	195.612	-20,70
Luxembourg	72	63	125	260	347	0 in 2009
Malta	3.375	518	17.168	21.061	28.081	-43,49
Netherlands	374.517	305.585	1.071.914	1.752.016	2.336.021	10,37
Poland	56.455	1.842	123.630	181.927	242.569	83,94
Portugal	30.274	16.466	62.300	109.040	145.387	108,02
Romania	2.463	47	6.207	8.717	11.623	-15,42
Slovakia	700	258	4.821	5.779	7.705	144,67
Slovenia	0	0	0	0	0	0 in 2009
Sweden	227.280	41.672	663.311	932.263	1.243.017	14,32
United Kingdom	2.065.899	196.116	1.078.212	3.340.227	4.453.636	3,09
<b>Total UE</b>	<b>4.520.271</b>	<b>820.548</b>	<b>7.848.152</b>	<b>13.188.971</b>	<b>17.585.295</b>	<b>-8,09</b>

Country	White (L)	Rosé (L)	Red (L)	TOTAL		% 10 vs 09
				L	Bot 0,75 L	
Albania	315	90	1.179	1.584	2.112	-47,76
Andorra	36.592	33.554	80.564	150.710	200.947	25,32
Byelorussia	5.823	0	3.510	9.333	12.444	-11,59
Bosnia Herzegovina	360	180	630	1.170	1.560	100,00
Croatia	68	0	2.273	2.341	3.121	4,04
Island	11.262	0	27.860	39.122	52.163	-15,43
Macedonia	0	0	0	0	0	0 in 2009
Montenegro	3.780	0	1.841	5.621	7.495	6145,56
Norway	174.644	12.920	760.697	948.261	1.264.348	29,17
Russia	75.861	29.539	70.559	175.959	234.612	942,72
Serbia	459	143	1.143	1.745	2.327	0 in 2009
Switzerland	31.190	17.827	868.920	917.937	1.223.916	35,95
Turkey	1.926	0	5.364	7.290	9.720	127,32
Ukraine	31.415	0	23.445	54.860	73.147	295,82
Vatican City	0	0	0	0	0	0 al 2009
<b>Total EUROPA NO UE</b>	<b>373.695</b>	<b>94.253</b>	<b>1.847.985</b>	<b>2.315.933</b>	<b>3.087.911</b>	<b>40,67</b>
Anguilla	0	0	0	0	0	0 in 2009
Antigua y Barbuda	273	338	1.085	1.696	2.261	214,07
Araba	504	0	0	504	672	0 in 2009
Bahamas	0	0	252	252	336	-87,27
Barbados	1.395	360	968	2.723	3.631	37,53
Belice	1.008	504	1.008	2.520	3.360	0 in 2009
Bermudas	270	0	810	1.080	1.440	98,90
Bolivia	0	0	0	0	0	-100,00
Brasil	9.698	6.480	32.832	49.010	65.347	76,80
Caiman Islands	126	0	504	630	840	-37,50
Canada	244.643	25.125	393.419	663.187	884.249	35,00
Chile	0	0	41.880	41.880	55.840	24,52
Colombia	0	0	225	225	300	-99,20
Costa Rica	3.528	644	22.604	26.776	35.701	232,95
Cuba	143.330	18.405	250.944	412.679	550.239	20,92
Ecuador	2.745	0	8.037	10.782	14.376	0 in 2009
El Salvador	3.287	0	26.550	29.837	39.783	134,79
Granada	225	0	360	585	780	0 in 2009
Guatemala	1.563	272	15.683	17.518	23.357	53,75
Honduras	1.755	99	6.215	8.069	10.759	145,03
Netherlands Antilles	1.017	1.044	1.539	3.600	4.800	-4,53
Turks Islands	0	630	36	666	888	428,57
United States	667.520	22.842	1.196.660	1.887.022	2.516.029	13,99
Virgin Isles	1.008	0	2.331	3.339	4.452	-47,00
Country	White (L)	Rosé (L)	Red (L)	TOTAL		% 10 vs 09
				L	Bot 0,75 L	

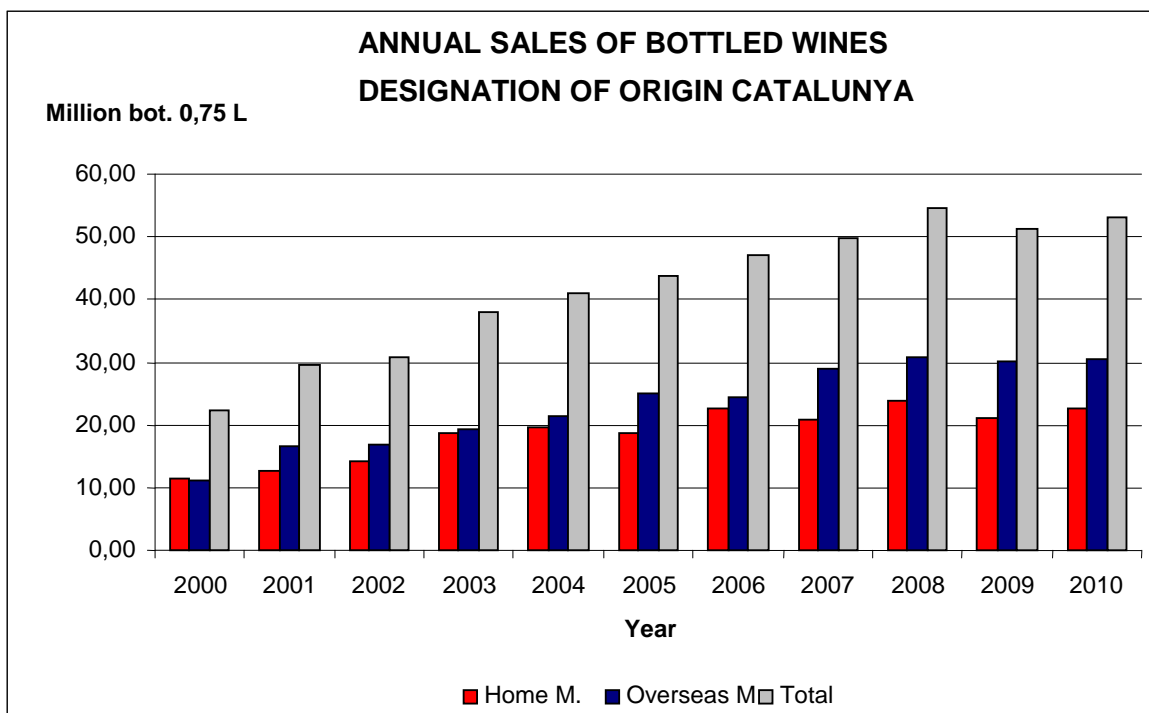
Dominican Republic	29.071	1.377	79.772	110.220	146.960	32,68
Jamaica	765	0	2.025	2.790	3.720	-87,43
Mexico	60.372	3.664	447.439	511.475	681.967	9,58
Nicaragua	180	0	810	990	1.320	-61,81
Panama	6.980	1.494	14.526	23.000	30.667	52,13
Paraguay	0	0	3.128	3.128	4.171	0 in 2009
Perú	1.931	9	14.245	16.185	21.580	-39,12
Puerto Rico	1.512	0	1.008	2.520	3.360	-28,57
Saint Maarten	3.528	0	4.032	7.560	10.080	0 in 2009
Santa Lucía	2.250	1.350	1.800	5.400	7.200	19,47
St. Vincent and the Grenadines	0	0	0	0	0	0 in 2009
Surinam	157	0	378	535	713	89,05
Tortola	1.080	0	1.080	2.160	2.880	-33,33
Trinidad and Tobago	135	90	180	405	540	0 in 2009
Uruguay	0	0	7.312	7.312	9.749	-53,70
Venezuela	2.430	0	3.600	6.030	8.040	-47,90
<b>Total AMERICA</b>	<b>1.194.286</b>	<b>84.727</b>	<b>2.585.277</b>	<b>3.864.290</b>	<b>5.152.387</b>	<b>17,55</b>
Armenia	0	0	0	0	0	0 in 2009
Bahrein	2.250	900	3.915	7.065	9.420	35,11
Bangladesh	0	0	0	0	0	-100,00
Bhutan	0	0	0	0	0	0 in 2009
Camboya	1.143	315	4.842	6.300	8.400	600,00
China	40.532	6.030	204.641	251.203	334.937	16,52
Filipinas	1.683	63	5.805	7.551	10.068	-42,00
Georgia	0	0	0	0	0	0 in 2009
Hong Kong	12.029	2.434	44.473	58.936	78.581	-39,63
India	11.705	954	19.035	31.694	42.259	162,32
Iran			420	420	560	0 al 2009
Israel	4.592	901	7.472	12.965	17.287	-3,35
Japan	173.000	9.720	362.677	545.397	727.196	-15,44
Jordania	0	0	1.190	1.190	1.587	76,04
Kazajstan	0	0	0	0	0	0 in 2009
Laos	135	0	0	135	180	-96,82
Lebanon	495	0	675	1.170	1.560	-3,70
Malasia	2.610	450	6.030	9.090	12.120	-63,70
Qatar	4.775	1.620	4.869	11.264	15.019	-1,45
Singapur	3.591	2	8.759	12.352	16.469	-18,91
Siria	1.395	675	8.505	10.575	14.100	0 in 2009
South Korea	2.054	0	18.929	20.983	27.977	-40,52
Sri Lanka	81	0	909	990	1.320	29,41
Tailandia	1.647	186	10.260	12.093	16.124	37,95
Taiwan	12.465	0	55.949	68.414	91.219	72,67
United Arab Emirates	138.697	9.749	48.219	196.665	262.220	395,69
Vietnam	3.384	0	8.442	11.826	15.768	516,90
<b>Total ASIA</b>	<b>418.263</b>	<b>33.999</b>	<b>826.016</b>	<b>1.278.278</b>	<b>1.704.371</b>	<b>7,57</b>

Country	White (L)	Rosé (L)	Red (L)	TOTAL		% 10 vs 09
				L	Bot 0,75 L	
Australia	12.620	7.796	34.047	54.463	72.617	25,37
French Polynesia	706	0	0	706	941	1468,89
Guam	0	0	0	0	0	0 in 2009
Kiribati	0	0	0	0	0	0 in 2009
New Zealand	666	0	3.078	3.744	4.992	8,62
<b>Total OCEANIA</b>	<b>13.992</b>	<b>7.796</b>	<b>37.125</b>	<b>58.913</b>	<b>78.551</b>	<b>25,5</b>
Angola	450	90	2.520	3.060	4.080	0 in 2009
Argelia	36	0	0	36	48	0 in 2009
Cape Verde	0	0	0	0	0	0 in 2009
Central African Republic	0	0	0	0	0	0 in 2009
Egypt	1.440	1.260	3.420	6.120	8.160	0 in 2009
Equatorial Guinea	0	0	126	126	168	-84,60
Ethiopia	0	0	0	0	0	-100,00
Gambia	0	0	0	0	0	0 al 2009
Ghana	432	0	819	1.251	1.668	-56,56
Ivory Coast	95	95	95	285	380	0 in 2009
Kenya	0	0	0	0	0	-100,00
Libya	0	0	0	0	0	0 in 2009
Morocco	3.911	542	1.865	6.318	8.424	13,23
Mauricio	360	1.482	3.006	4.848	6.464	271,49
Nigeria	0	0	135	135	180	-96,59
Rwanda	0	0	0	0	0	0 in 2009
Seychelles	0	450	0	450	600	0 in 2009
South Africa	47	1	227	275	367	-44,44
Tanzania	1.260	0	873	2.133	2.844	-27,52
Uganda	567	0	693	1.260	1.680	25,00
<b>Total AFRICA</b>	<b>8.598</b>	<b>3.920</b>	<b>13.779</b>	<b>26.297</b>	<b>35.063</b>	<b>10,75</b>
Dep. Francos	922	0	1.837	2.759	3.679	-90,32
Canary Islands, Ceuta y Melilla	1.008.026	361.627	757.945	2.127.598	2.836.797	8,87
<b>TOTAL OVERSEAS MARKET</b>	<b>7.538.053</b>	<b>1.406.870</b>	<b>13.918.116</b>	<b>22.863.039</b>	<b>30.484.052</b>	<b>1,50</b>

### 4.3. GROWTH OF SALES OF BOTTLED WINES

Year	Home Market	Overseas Market	Total Marketed
2000	11,35	11,10	22,45
2001	12,77	16,70	29,47
2002	14,09	16,80	30,89
2003	18,82	19,18	38,00
2004	19,64	21,44	41,08
2005	18,73	24,99	43,72
2006	22,73	24,36	47,09
2007	20,73	28,89	49,62
2008	23,74	30,79	54,53
2009	20,50	30,00	50,50
2010	22,71	30,48	53,19

Data in million of 0.75 L bottles



Comparative 2010 vs 2009	
Home M.	+7,4%
Overseas M.	+1,5%
TOTAL	+3,9%

## 5. ACCEPTED DO CATALUNYA'S GRAPE 2010 WINEYARD

Extraction RVC (November 2010)

WHITE GRAPE	KG	%	% vs 2009
Albariño	52.292	0,18	-18,3
Chardonnay	1.173.077	3,93	12,9
Chenin	179.164	0,60	29,7
Garnacha blanca	2.669.641	8,95	28,5
Gewurztraminer	391.971	1,31	4,3
Macabeo	723.010	2,42	-39,7
Moscatel de Alejandría	3.929.693	13,18	18,2
Moscatel de grano pequeño	194.995	0,65	-42,1
Parellada	3.645.734	12,22	-11,3
Pedro Jiménez	3.480	0,01	---
Riesling	133.110	0,45	10,0
Sauvignon blanc	311.677	1,04	74,5
Sumoll blanco	6.340	0,02	---
Viognier	4.500	0,02	-3,2
Xarel-lo	313.252	1,05	44,0
<b>Total white grape</b>	<b>13.731.936</b>	<b>46,04</b>	<b>3,9</b>
RED GRAPE	KG	%	% vs 2009
Cabernet franc	235.932	0,79	45,3
Cabernet sauvignon	2.184.386	7,32	-12,8
Samsó (Cariñena)	539.238	1,81	-0,7
Garnacha tinta	3.439.319	11,53	-17,4
Garnacha peluda	31.920	0,11	---
Garnacha tintorera	242.890	0,81	12,7
Merlot	2.455.223	8,23	-6,7
Monastrell	96.069	0,32	-8,8
Petit verdot	3.140	0,01	-57,2
Pinot noir	92.445	0,31	-67,9
Sumoll	91.494	0,31	36,0
Syrah	2.327.665	7,80	-14,2
Trepat	40.397	0,14	-78,8
Ull de llebre (tempranillo)	4.313.835	14,46	-6,9
<b>Total red grape</b>	<b>16.093.953</b>	<b>53,96</b>	<b>-11,7</b>
<b>TOTAL</b>	<b>29.825.889</b>	<b>100</b>	<b>-5,1</b>

## **6. WINE CELLARS/WINERIES REGISTERED UNDER THE DESIGNATION OF ORIGIN CATALUNYA**

Attached is a list of all the companies entered in the Register of Wine Cellars/Wineries D.O. CATALUNYA, together with the code for the section in which they appear.