





**Alamesa** is a Spanish gastronomic consulting company, managed by Ernesto Gallud, prestigious journalist and a real opinion-leader about wine in Europe.

Our selected wineries have been supervised by him, after five years of analyse and visits to China, to know wich wines are the most recommended for the modern style of consumption of the Chinese citizens.

All the participants winemakers are engaged to collaborate with their partners in the first market steps



Alamesa is looking for the customer satisfaction. We create unique experiences about food and wine, beginning by the Education, working the elaboration, presentation, commercialization and Success. Always through obtaining UNFORGETTABLE EXPERIENCES.

We think that some of the daily vital obligations (to eat and to drink) become experiences of great satisfaction.

5 years ago, a group of professionals related with food, wine and marketing issues realized that in general the world of the Gastronomy was focusing in the product



The question was: HAS THE CONSUMER SOMETHING TO SEE IN THIS?

The consumer is the one that pays, the one that puts the money to build this business ..... but nobody thinks about him.

We have looked for information and consulted Market Research companies to know WHAT DOES the CONSUMER LOVE.

The conclusions were very disappointing. That make us to turn our eyes to the costumer



ALAMESA was born with this philosophy to help anyone , consumer, group or company, to achieve the maximum satisfaction about food and wine (always with the quote “the wine is only enjoyed with moderate consumption”)

Now Alamesa has multiple activities. Let’s talk about 4:

CIRCULO DEL VINO: WINE SOCIAL NETWORK

VINOQUEDADAS

WINE COMPETITIONS

ALAMESA ASIA



## CIRCULO DEL VINO

Círculo del vino is a Wine Social Network that includes news, information about market issues and opinions, but other activities as tasting sessions, education, oenotourism,...





## VINOQUEDADAS

They are meetings around wine. A kind of parties where the wine is the star and people can taste different wine types with harmonized tapas and meals.





## WINE COMPETITIONS

Alamesa organizes five wine competitions in Spain:

CUIDADOSOS

WINE AND WOMAN

NEW WINE

VINHORECA

MAGNUM



Premio  
Vino Cuidadoso



INTERNATIONAL  
new wine awards





## ALAMESA ASIA

Alamesa is very interested in Asian Markets. We have been traveling to China and other countries for four years to look for a way to help Spanish winemakers to sell their wines in this Continent.

The focus was clear for us. We need to know what Chinese (and Asian) costumers want to drink. We have realized that the Spanish wines harmonize perfectly with the Asian Cuisine. And our price-quality balance is great.



## ALAMESA 'S STRATEGY IN ASIA

Knowledge



Exhibitions

Network



People

Presence

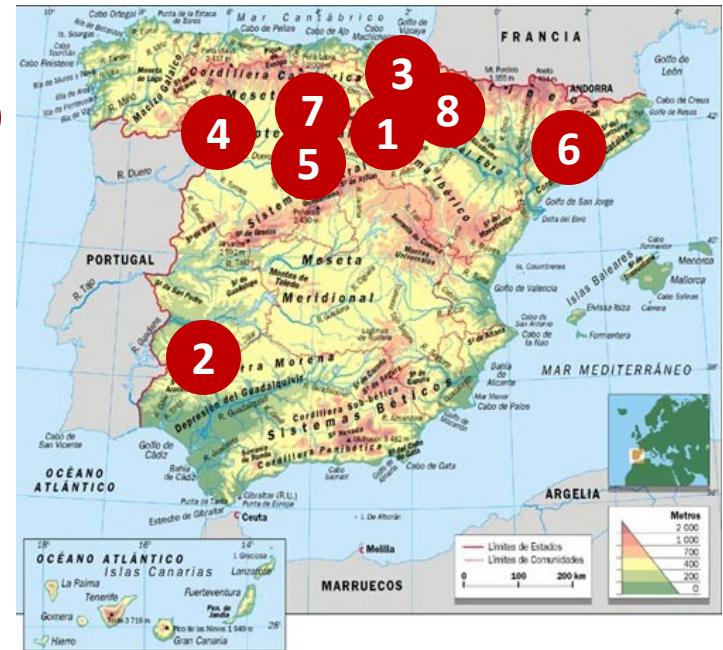


Office  
in Zhongshan  
in Hong Kong



## WINES

- 1 Francoespañolas (Rioja Bordón)
- 2 Hijos de Francisco Escaso (Vallarcal)
- 3 Mitarte
- 4 La Serrana
- 5 Vega Privanza
- 6 Ca n'Estella
- 7 Martín Berdugo
- 8 Taracea





## BODEGAS FRANCO ESPAÑOLAS



Bodegas Franco -Españolas, S.A.

### RIOJA BORDON CRIANZA

D.O. Rioja. Tinto (Red Wine) Crianza 2006  
Tempranillo – Garnacha Tinta

### RIOJA BORDON RESERVA

D.O. Rioja. Tinto (Red Wine) Reserva 2004  
Tempranillo – Garnacha Tinta - Mazuelo

### RIOJA BORDON GRAN RESERVA

D.O. Rioja. Tinto (Red Wine) Gran Reserva 2001  
Tempranillo – Garnacha Tinta – Mazuelo – Graciano





## HIJOS DE FRANCISCO ESCASO

## VALLARCAL

RIBERA DEL GUADIANA  
Denominación de origen

### FLOR DEL LIBANO

Vino de Mesa (Table Wine). Tinto (Red Wine)  
Tempranillo

### FLOR DEL LIBANO

Vino de Mesa (Table Wine). Blanco (White Wine)  
Cayetana and Pardina

### VALLARCAL ROBLE

D.O. Ribera del Guadiana Roble.  
Tinto (Red Wine) 2008  
Tempranillo

### VALLARCAL CRIANZA

D.O. Ribera del Guadiana Crianza.  
Tinto (Red Wine) 2007  
Tempranillo





## MITARTE MITARTE

### TERCERA HOJA

D.O. Rioja Tinto (Red Wine) 2009  
Tempranillo

### MITARTE CRIANZA

D.O. Rioja Crianza (Vendimia Seleccionada)  
Tinto (Red Wine) 2007  
Tempranillo



# Alamesa

Agencia de Marketing Eno-gastronómico



## LA SERRANA



## UTTARIS GODELLO

D.O. Bierzo Blanco (White Wine) 2009  
Blanco (White) Godello

## UTTARIS JOVEN

D.O. Bierzo Tinto (Red Wine) 2009  
Tinto (Red) Mencía

## UTTARIS CRIANZA

D.O. Bierzo Tinto (Red Wine) 2006  
Tinto (Red) Mencía

## VOLGIO JOVEN

D.O. Bierzo Tinto (Red Wine) 2009  
Tinto (Red) Mencía





## VEGA PRIVANZA

Vega Privanza

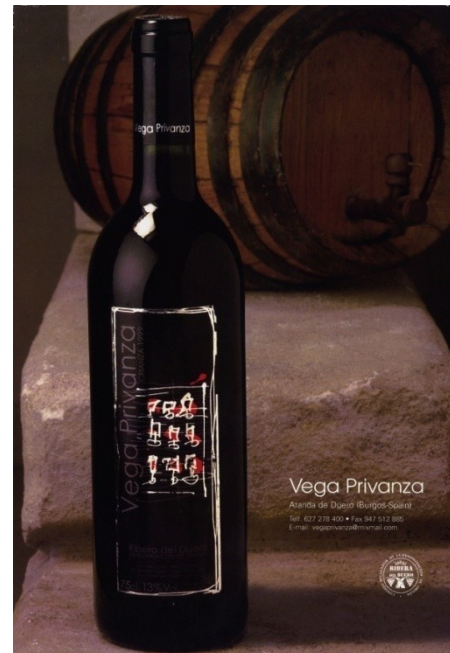
## VEGA PRIVANZA CRIANZA

D.O. Ribera del Duero Tinto (Red Wine) 2006  
Tinto (Red) Crianza. Tempranillo

## VEGA PRIVANZA

## VENDIMIA SELECCIONADA

D.O. Ribera del Duero Tinto (Red Wine) 2007  
Tinto (Red) Vendimia Seleccionada. Tempranillo



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## CA N'ESTELLA



## CLOT DEL OMS TS

D.O. Penedés. Tinto (Red Wine) 2008  
Merlot – Cabernet Sauvignon

## GRAN CLOT DEL OMS

D.O. Penedés. Tinto (Red Wine) 2004  
Merlot – Cabernet Sauvignon

## RABETLLAT I VIDAL BRUT NATURE

D.O. Cava. Cava (Sparkling) Wine  
Chardonnay – Macabeo – Xarel.lo

## CLOT DELS OMS VI DE FRED ROSE

D.O. Penedés. Rosé Ice Wine  
Merlot





## MARTIN BERDUGO



## MARTIN BERDUGO JOVEN

D.O. Ribera del Duero. Tinto (Red Wine) 2009  
Tempranillo

## MARTIN BERDUGO BARRICA

D.O. Ribera del Duero. Tinto (Red Wine) 2009  
Tempranillo

## MARTIN BERDUGO MB

D.O. Ribera del Duero. Tinto (Red Wine) 2006  
Tempranillo





## TARACEA grupo Taracea

### TARACEA JOVEN TEMPRANILLO

D.O. Navarra. Tinto (Red Wine) 2009  
Tempranillo - Garnacha - Merlot - Cabernet Sauvignon

### TARACEA JOVEN GARNACHA

D.O. Navarra. Tinto (Red Wine) 2009  
Garnacha

### TARACEA CRIANZA

D.O. Navarra. Tinto (Red Wine) 2007  
Merlot – Tempranillo – Cabernet Sauvignon

