



During the event, held in London from 17th to 19th May, the results were announced for the International Wine Challenge and the International Wine and Spirits Competition, with excellent results for Spanish wines

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Last week, a total of 274 Spanish bodegas got together in the UK in order to take part in the **London International Wine Fair**, one of the events which, together with **Vinexpo** Bordeaux and **Prowein** Düsseldorf, enjoys a prestigious profile on the European wine scene. The Spanish bodegas showcased approximately 1138 of their wines in a fair targeted at trade professionals which boasts the presence of an important number of UK importers and buyers from around the world. During the fair the results were announced for the following competitions; the International Wine Challenge (**IWC**), the International Wine and Spirits Competition (**IWSC**) and the **Decanter World Wine Awards**, in all of which Spanish wines generated important results.

Of the 274 Spanish bodegas represented, 19 went to London to showcase their products under the wing of the Spanish Pavilion, organised by ICEX. During the three-day fair, the Spanish organisation carried out several tutored tastings which were chiefly led by Masters of Wine, Lynne Sheriff and Peter McCombie. The tastings carried out were 'Spotlight on Whites', focusing on the Spanish white wine offer, 'Spotlight on Everything but...', analysing the diversity of Spanish still wines, and 'Spotlight on Garnacha', boasting the popular Spanish grape variety as its main attraction.

During the London International Wine Fair, whose main objective is to help wine trade professionals discover, create opportunities and improve their businesses, the results of three important wine competitions were also announced: the International Wine Challenge, the International Wine and Spirits Competition and the Decanter World Wine Awards. In the International Wine Challenge, which registered more than 45,000 wine entries from around the world, Spanish wines won more than 800 medals, the most important being 37 Golds, 147 Silvers, and 256 Bronze Medals.

As for the International Wine and Spirits Competition, with its more than 40-year track record, and in which wine sample chemical analysis is given special emphasis, Spanish wines won a total of 476 medals, eleven of which were 'Best in Class' for the same number of wines acknowledged as the best in their respective categories.

And lastly, in the Decanter World Wine Awards, organised by the prestigious UK magazine and focused on discovering the latest wine sector trends, Spanish wines won nine regional trophies, 20 Gold Medals, 120 Silver Medals and more than 400 Bronze Medals.

The UK is one of the key markets for Spanish wines on the international scene, as well as being a benchmark for consumer trends, where Spanish wine exports represented €253 million according to the November year-to-date 2010 figures.



Spanish wines boasted a strong presence at the 31st edition of the London International Wine Fair

