



For Immediate Release

Contacts:

Melanie Young, M. Young Communications

melanieyoung@myoungcom.com

Erica Nonni, M. Young Communications

enonni@myoungcom.com

212-620-7027 ext 306

**THE D.O. MANCHUELA CONDUCTS ITS FIRST U.S. TOUR
An Opportunity to Discover Manchuela**

NEW YORK, February 25, 2010 – A delegation of winemakers and D.O. representatives from the Spanish wine producing region of Manchuela will conduct its first US tour in late February 2010 during the New York Wine Expo.

Located in the heart of Spain, the Manchuela was officially recognized as a D.O. in July 2000. This wine region, particularly renowned for its red wines crafted of its native Bobal varietal and white wines of Macabeo, enjoys both a historic winemaking tradition and contemporary innovation. The quintessentially Spanish Tempranillo varietal also thrives in the region, winning numerous awards at internationally-recognized competitions, such as the Concours Mondial de Bruxelles. Today the Manchuela is home to 30 D.O. wineries.

In a collaborative effort to expand access to, and knowledge of, the wines of Manchuela in the United States, a delegation of representatives from the D.O. Manchuela, including producers and regional officials, will descend upon New York in late February 2010 to meet with the local and national wine trade and press.

The delegation will participate in the New York Wine Expo, February 26th – 28th, at the Jacob K. Javits Convention Center at booths #402, 408, 410, 412, 414, 416, and 418. In conjunction with their visit to New York, several producers will also host an educational seminar and tasting lunch for the wine trade and press on Thursday, February 25th at Aureole restaurant. The producers to be featured at this by-invitation-only event include the Cooperativa Uci-Castelnoble, Vitivinos, Vinícola el Molar, Bodegas Villavid, Señorío del Júcar, Bodegas Señorío del Júcar, Cooperativa Ntra. Sra. De la Estrella, and Bodegas SAAC.

Note to media: digital photos are available upon request. Please contact Erica Nonni at enonni@myoungcom.com or on 212-620-7027.

###