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MASTER THESIS

**“Adapting Wine Tourism to a changing world”: case study
at Bodegas Valdemar.**

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ABSTRACT

Since March 2020, the way we live and socialize has changed dramatically. Countries, regions, and companies were forced to re-adapt to a new way of work. The regulations throughout this period and the possibilities have changed depending on the situation at different moments.

This paper aims to create a group of small strategies in different areas that can help the company to improve their wine tourism and marketing offer and at the same time give us an idea of how a specific company was adapting during these difficult times. It is based on an internal and external evaluation of the factors that contribute to the adaptation of the company to the situation taking a S.W.O.T. analysis as the base framework from where few proposals are developed and implemented. Budgets are being done, online research, visual analysis and pictures of the results are being added.

This document can explain the adaptation of Bodegas Valdemar to adversity and most of the proposals that are written down had to be approved previously and were systematically written down during the time of the internship.

Keywords: Wine Tourism, Valdemar, Sustainable, Online, Marketing, Covid19, Rioja

List of Abbreviations:

D.O.Ca.: Designation of Origin with Qualified Status (Denominación de Origen Calificada)

G.W.C.: Great Wine Capitals.

O.I.V.: International Organization of Vine and Wine (Organisation Internationale de la Vigne et du Vin)

M.I.C.E.: Meetings, Incentives, Congresses and Exhibitions

S.W.O.T. Analysis: Analysis based on Strengths, Weaknesses, Opportunities, and Threats

W.F.C.P.: Wineries for Climate Protection.

1. INTRODUCTION

1.1. Description of the place and company

I did my internship in Rioja Alavesa, Spain (one of the subregions in figure one) in a winery called Bodegas Valdemar. There were many reasons for me to choose the area but the most important one is the fact that it is one of the Great Wine Capitals of the World. In addition, this region has a lot of tradition and history in winemaking.

Spain is in the top three wine producers worldwide (O.I.V., 2021 report) and Rioja represents the main wine-producing region and the first wine tourism destination, according to the strategic plan for 2021-2025 presented by the Consejo Regulador D.O.Ca. Rioja as you can see in figure one.

Figure1: Rioja D.O.Ca. Numbers.



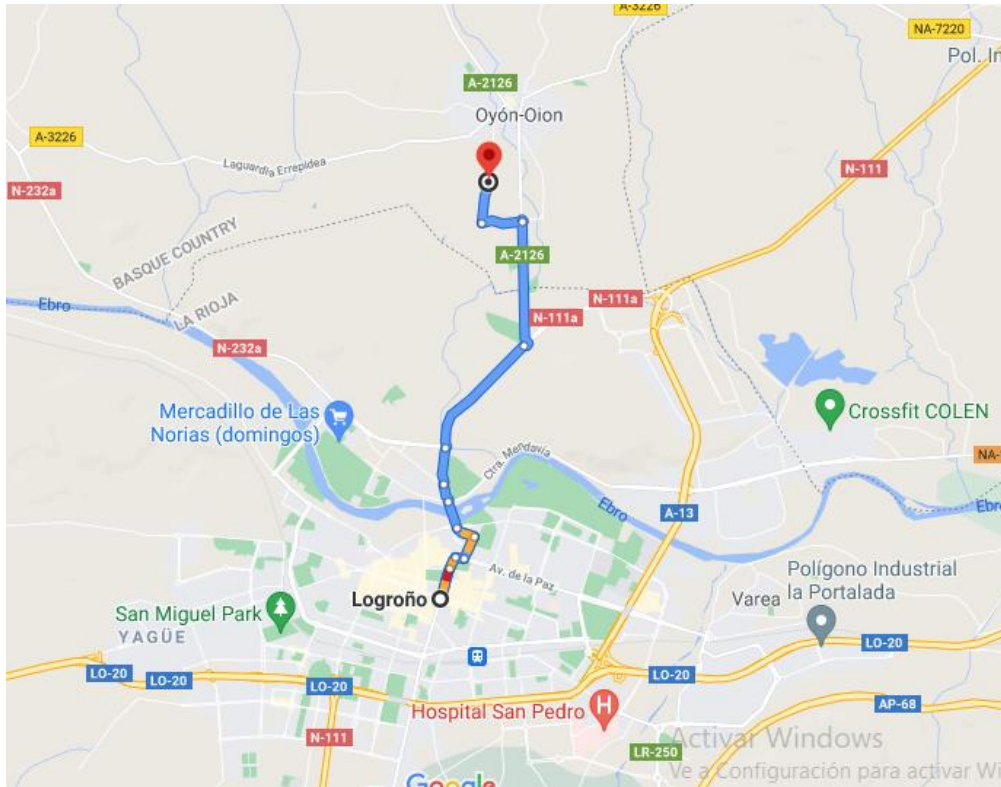
Strategic plan for 2021-2025 presented by the Consejo Regulador D.O.Ca. Rioja.

Source:(<https://www.riojawine.com/consejo-regulador-doca-rioja/legislacion/plan-estrategico-2021-2025/>)

Among the many attractions and activities that the area has to offer, the region is well known because of the wineries and the “Camino de Santiago de Compostela”. In recent years, wine tourism has become a potential market because of the importance of wineries in attracting tourists and retaining them in a territory. Something that happens in Rioja every year.

Bodegas Valdemar is a Family-owned winery that belongs to a group of two wineries called Valdemar Family. It is located in Spain; inside the Basque Country, in the province of Álava. It is situated in the municipality of Oyón and it is 5,3 kilometers away from the city of Logroño as the google maps figure can show below.

Figure 2: Google maps from Logroño city center to Bodegas Valdemar.



Source: <https://www.google.com/maps/dir/Logro%C3%B1o/Bodegas+Valdemar>

This winery produces wines that belong to the Rioja D.O.Ca. They owned different vineyards throughout the Rioja Appellation. As a result, they have more than 300 hectares. The Family also has a wine in another DOC of Spain, more precisely in Ribera del Duero, called “*Finca Valdemacuco*”. The other winery is called Valdemar States and it is situated in The United States of America, inside the Washington State, in the Walla Walla wine region. For these reasons, the company has a big range of products reflecting different terroirs in their high-quality wines.

The family that owns all of these properties is the Martínez Bujanda family, they have been producing wines for more than 130 years and they have innovated a lot during those years. Nowadays, Jesús and Ana Martínez Bujanda (the fifth generation) are the ones in charge of the company. Ana is responsible for Bodegas Valdemar winery and is also the head of the wine tourism and marketing department while Jesús is in charge of Valdemar States.

Bodegas Valdemar has two main buildings to elaborate their wines. Those were built in different times, but are very well organized and clean, a positive aspect for wine tourism and winemaking. The oldest one is the one with the biggest capacity and it is called the “*Conde Valdemar*” building. It has several stainless-steel tanks (60.000 liters approximately) and it has few wood barrels that are organized creating a visual line for the space (*Conde Valdemar Finca Alto Cantabria*) where they also do wine tourism events. In this facility, all the “*Conde Valdemar*” wines are being produced.

The second space is the boutique winery which has smaller conic stainless-steel tanks (16.000 liters) and another space for the malolactic to occur. In this area, they produced special parcel wines to reflect the vineyard and the varietal characteristics of the land. Also, there is a space dedicated to “*Finca del Marquesado*”, the wine line that has a deep connection to the environment and consists of a big biodiversity project of 180 hectares of vineyards in eastern Rioja. For this production, a lot of technology is utilized and several technical elements are analyzed in the laboratory.

Moreover, there are bottling facilities, aging rooms, both for bottles and barrels. In this winery, every space is prepared for accessible tourism and has beautiful lighting. In addition to that, there are few tasting rooms, a nice and well-designed wine shop, a terrace space between the vineyards, a beautiful dining room, and a kitchen that is used for events.

Bodegas Valdemar produces around two million bottles per year and they export 75 percent of its worldwide. The company is divided into six departments which are the Viticultural, the Production, Administrative, Laboratory, and Quality Control, Commercial, and finally Marketing and Wine Tourism department. For this project, I was part of the last one and because of my background, the Covid-19 situation, and the needs of the company I was able to interact with the different departments to reach the tasks that the company wanted me to establish.

1.2. Initial situation and context

The Wine Tourism department was created in October of 2016 by Ana Martínez Bujanda. For this, she hired Marisa Alonso to develop it because she saw the importance and the relevance that it has with the marketing and business side. Over the years, the company has changed and adapted its wine tourism offer to attract more visitors and differentiate from the competition creating new and innovative experiences.

Firstly, in 2018 the company won the prize of Best of Wine Tourism from the Great Wine Capitals association because they developed a family tourism experience. After this, the winery won several national prizes in wine tourism, and in 2020 they won another prize; both

the national and the international award from the Best of Wine Tourism, but this time it was because of the hundred percent accessible and multisensory experience they created to adapt the tours. According to the article published by The Great Wine Capitals, the 11th of June of 2020; "Villa Lucia Museum in Laguardia, in partnership with Bodegas Valdemar, located in Oyón in Rioja Alavesa, have collaborated to develop an extensive all-inclusive tourism program that enables consumers to visit wineries and museums without any visual, auditory or physical limitations" also "The key for both Villa Lucía and Bodegas Valdemar, is not only accessibility but inclusiveness. Anyone, with or without disabilities, can visit the properties without the need to make an appointment or require special attention." Creating this type of experience demanded a lot of work and investment from the company but today the winery is very well positioned in family tourism and accessible tourism.

Nowadays, I can say the company has won several prizes in different wine and tourism categories (see Annex A1). For the normal structure of the department, the general director, is Ana Martínez Bujanda, the owner. Then, it is divided into two areas, the marketing area, which is managed by Ainara de Dios, and the wine tourism area managed by Marisa Alonso. Inside this, Cristina Boza is the new Community Manager, and together with Marisa Alonso, they work as brand ambassadors for the company. They also count on Trinidad Palo for the events. During the pick season and holidays, they hire Gema Sobron to help with the events and wine tours.

However, this was the organization they had until 2020. It is important to say that everyone in the department is dynamic and they interact with different departments every day creating a very diverse way of work where they do many different tasks. This is probably because it is a medium-size winery in Spain.

Nevertheless, when the Covid19 situation started, the company was forced to change and readapt its activities. Because of that, I will present the offer that the company had until March 2020. Later, I will mention the offer they were able to have during this pandemic period, to create a work-frame for the posterior analysis that will take place in this document.

1.3. Precovid Situation

Before all of this, the winery had several experiences and the wine tourism department was working a lot and growing every day. The activities were the following:

- Wines and tapas: people could enjoy three different wine glasses and three tapas in the wine bar and terrace. This option did not have a time limit and a previous booking was not needed.

- Enjoy the winery: it was a 45 minutes tour around the production buildings where the senses were explored to connect everyone and to experience wine in another way. Finalizing at the wine bar, where three wines were given with an Aperitivo. For this one, a previous appointment was needed.
- In Family: a special activity where all the family can enjoy while visiting the facilities with artisanal products for the little ones and wine for the parents.
- Wine Bar/ terrace: there is a space where people can go just to enjoy a glass of wine and maybe eat something with it. The wine shop is also there in case people want to buy products. There is the option of a short and fast wine tasting of the most typical wines from the company.
- Tailormade: there was the option of using one of the spaces, the vineyards, and creating any experience that the client could ask for.
- Space for events: Private events can be developed and adapted to the customer's needs. With a maximum capacity of 500 people. Utilizing several spaces and different environments to create the wanted experience.
- Team building events and corporate events.

1.4. Covid situation 2020-2021

The covid situation started at the beginning of 2020 and the situation got critical during March as you can see in graph one. It continued along with the quarantine and during this time the winery was paralyzed and their projects as well. However, some activities were done during the summer of 2020 when the wine tourism offer was possible and it had to adapt to this new normality. During this period, the company developed online tastings and they opened the wine bar and terrace. They created several pinchos and a new menu for the terrace. Just at the beginning of the pandemic, the winery created a new wine line called "*Finca del Marquesado*" which is a biodiversity project. For this production, they wanted to achieve sustainable viticulture but because of the situation, this project could not be launched with all the communication and execution that they wanted from the beginning. Something they are looking forward to develop.

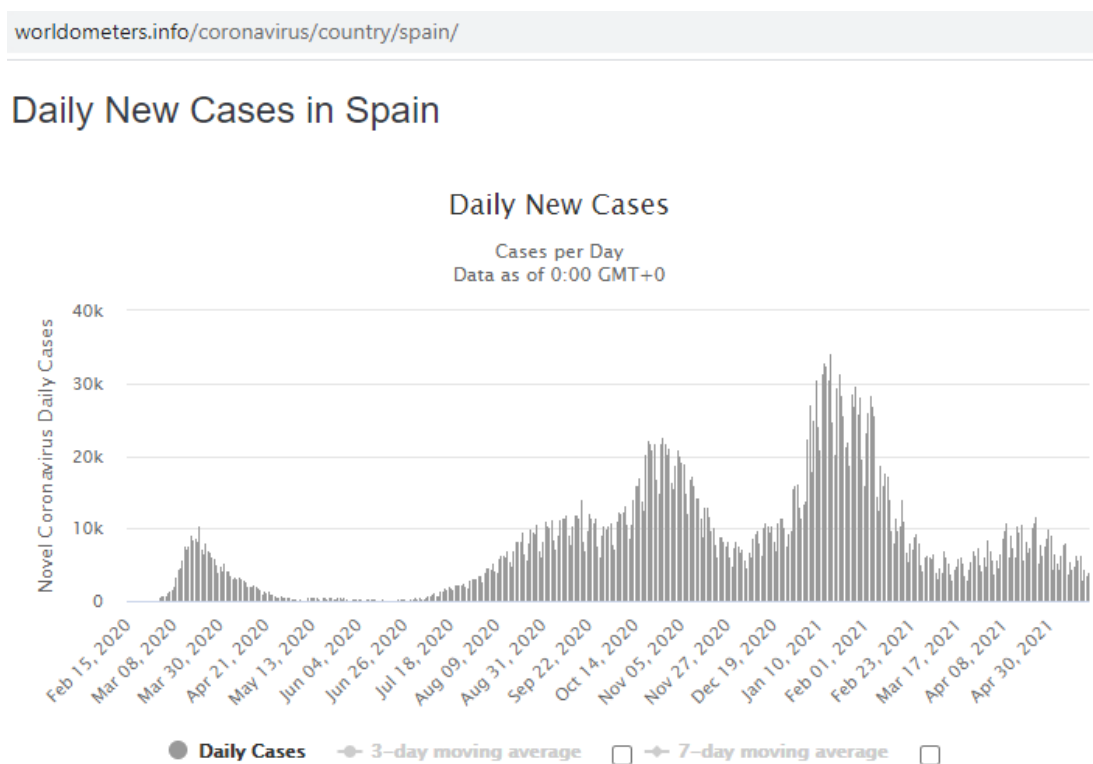
Another big Innovation that the company was creating just before the pandemic was the *Momentos Valdemar* webpage, where they wanted to accommodate all the wine tourism aspects and events into one place. In this space, people can access the online shop which was very helpful during the lockdowns. The philosophy for this "*Momentos Valdemar*" is to change the idea that to drink wine you should be an expert and it is more about enjoying wine

with family, friends and creating good memories. During the pandemic time, the company used this page to communicate the offer they had along with social media because the regulations were changing a lot together with the options they could offer.

As you can see in annex A3, the whole company had to change and readapt several aspects in the way they were working, in the winery, with possible visitors, in the terrace, the wine bar, the shop, even inside the offices to respect the several rules that the company had created.

The situation was especially tricky because the winery is located in the Basque Country and most of the visitors would come from Logroño (a city that belongs to La Rioja Autonomous Community) and big cities like San Sebastian or Bilbao (these cities are in other provinces within the Basque Country).

Graph 1: Daily Covid Cases in Spain.



The period is taken into consideration from Feb 2020 to April 2021.

Source: <https://www.worldometers.info/coronavirus/>

During the summertime and respecting the national and local restrictions, the department had visitors coming to the winery. However, not every month, and depending on the Covid-19 situation the company could offer different experiences (see Graph 1). Some months for example the maximum number of people that were allowed in a group was four. Because of

this reason, most of the tours, especially the ones for families, were canceled. I started the 2021 year working remotely for the company because Rioja was in lockdown and I was not in the country. The virtual part of my internship lasted two months and I started the presential part in March 2020.

1.5. Duties during the internship

Regarding my working duties, I can say they were very diverse, as I said before the department is very dynamic. At the beginning of my internship, I did a lot of research about the company, the competition regarding wine tourism, sustainability, and international awards. I had to create a database that the company could use to increase the network they had for the wine tourism events and sales, linking Spain and the company they own in Walla Walla Valley.

During my experience in Rioja, I worked with wine tourism events, marketing, and communication of those events. I was involved in different online tasting experiences where I had to do budgets and record videos for promotion. I was present in different wine tastings, cheese tastings, and a wine-cocktail tasting (for a special project they have). I was in charge of an online show-cooking event with a wine tasting that was designed for multiple countries where I had to work with the Basque Culinary Center (one of the partners of the winery). Part of my internship was about doing research studies about the positioning of the company on their wine tourism offer and analyzing possible awards that they could obtain to improve the brand loyalty and marketing aspects. Doing tours and tastings was part of the internship as well.

I was able to see other big wineries and studied their wine bar offers. I was involved in a few photographic sessions that were used in the marketing department and communications (See Annex A2). I had to create a new wine tourism experience for the company and to help to improve some offers they already had. At the end of the internship, since we were preparing everything to reopen in June, I was asked to improve the wine club idea and help to reorganize the wineshop.

2. METHODOLOGICAL APPROACH

The objective of this thesis is the design of a plan based on different proposals to improve the marketing aspects and offers of the wine tourism department while the winery adapts to this changing post-pandemic world.

The development of this thesis is based on an internal and external evaluation of the factors that contribute to the adaptation of the company to 2021. Starting with a S.W.O.T. analysis as a general tool in which some proposals will be established after analyzing different aspects.

The analysis will start from the moment in which the Covid19 lockdown in Logroño ended in 2021. This is also the moment when I moved to Spain and started to do the presential part of the internship. Before this time, the company was doing online tastings and some online wine experiences with food pairings due to the changing restrictions, and no tours were offered.

2.1. S.W.O.T. Analysis

Strengths:

- The company has a successful, award-winning wine tourism and marketing department with very good positioning in family tourism and accessible experiences.
- People working in the winery are very capable and they have the know-how and experience in the business.
- The organizational levels of the department are good and people are happy with the task given.
- The diversity in backgrounds and skills of the team can show very good human resources management.
- The option of customizing the experiences and selecting different languages for the tours (English, Spanish and French).
- Big range of experiences to choose from and to customize (depending on covid regulations).
- Partnerships with different local agents like the Basque Culinary Center (one of the best ones in the world) and other local bars and restaurants.
- The infrastructure is very appealing and it has been prepared for wine tourism and M.I.C.E. tourism.
- It is only 5 minutes away from Logroño City and 15 minutes from La Guardia (two beautiful and touristic cities)
- Very good communication and social media management (see annexes A7, A8, and A9).

- Different vineyards with complete storytelling possibilities. *Finca del Marquesado* project that was starting at the beginning of the pandemic.
- 130 years of family experience in the business.
- Good working environment and team spirit.
- Export to 55 countries with more than 75% of its production for that purpose.
- A wide range of products to offer with very high quality. Products from different areas in the Rioja appellation but also other regions of the world.
- Three very well-designed web pages available in English and Spanish.
- Successful online store and good distribution channels.

Weaknesses:

- The area is not the most appealing for wine tourism. It is an industrial zone and the views do not match with luxury tourism.
- Compared to other well-known wineries in Rioja, it is not so famous by name and the buildings have more of a modern feel making this winery's experience different from the typical wineries from Rioja (very traditional with historical winemaking)
- The company does not have the human resources to develop the wine bar /terrace at the level they want to.
- There is a strong competition in the area and the company does not belong to the "Bodegas de Logroño" group even though it is the closest city to the winery.
- The winery does not have a restaurant or a hotel.
- With more than 75% of exports, common consumers are not familiar with the brand and in Logroño, at the local tapas places, the brand is not very well known.

Opportunities:

- Depending on the Covid regulations the local tourism will be higher in the area.
- There is a big interest in sustainable wines nowadays in different countries.

- There is an increasing interest in local events outdoors where people can relax and enjoy wine.
- After the covid situation there is an increase in the demand for online experiences.
- Restrictions are supposed to diminish during the summer of 2021.

Threats:

- New restrictions for traveling or visiting places.
- Potential new lockdown in Spain.
- Rioja is not well connected and the airport is not working currently.
- A new pandemic or a change in the covid situation.
- People losing interest in visiting wineries or wine regions.
- Change in consumer habits due to the economic crisis.

2.2. Analysis of internal conditions

There are many positive reasons for the company to continue with wine tourism during and after this pandemic. It is important to continue with the partnerships that the winery has and it would be positive to create new ones with other companies to prepare for the summer season or the new normality. The new offer for the summer should be established according to the regulations and new experiences should be created or the existing activities should be modified to re-adapt to this new situation. There is a need to improve the food options at the terrace regarding personnel and overall knowledge of the business. To continue with the *Finca del Marquesado* project is desired and should be something to develop.

2.3. Analysis of external conditions

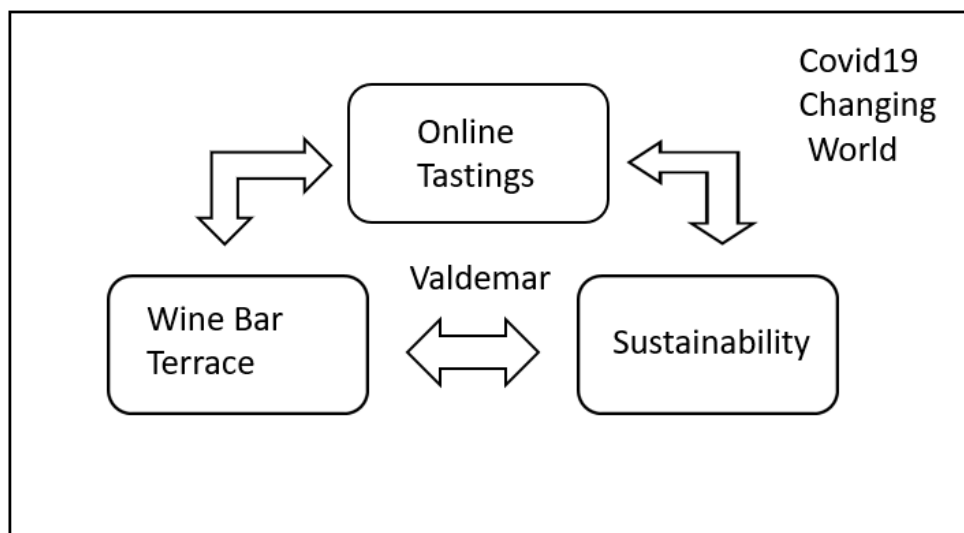
At least for the rest of the year, the regulations for the covid situation will play a key role in the development of the wine tourism activities of the company. The demand and possibilities are highly affected by the restrictions (for example, the tours in Bodegas Valdemar and many wineries in the region were canceled after the lockdown because of economic reasons related to the restrictions). There is a demand for online experiences.

There are opportunities for experiences outdoors and with the ones that can be adapted to the covid situation. The need for sustainable products is also something that is increasing in Spain and other countries, especially during the last few years. There is a need to developed local tourism at a national level because of the possible restrictions.

3. STRATEGIC APPROACH

After the previous analysis and taking into consideration the desire and the needs of the company. I will be establishing three strategic approaches to improve the marketing aspects and offers of the winery. In Addition to this, after attending the Great Wine Capitals Global Network Webinar on April 20th “How wineries are safely re-opening to welcome guests” the next graph is presented to explain the three different approaches that will be used in this document (see Graph 2). As Czarniewski said: “The creation of successful strategies represents a long-term plan for effective management of the internal and external environmental factors. The successful strategy is the key to overcoming the competition and creating customer loyalty to a particular product or service” (Czarniewski, 2014). Showing the importance of creating strategies to improve brand loyalty and to win against competitors, especially in an uncertain time.

Graph 2: Interpretation of the Strategic Approach.



In Graph 2, there are three main topics. Due to Covid-19, every winery had to adapt their experiences and offers to the new normality, something that was discussed in the webinar and also in the company because it can change at any moment. Because of this, online experiences were used and developed. The next one is the wine bar and terrace, during the last summer a lot of terraces were developed to adapt to the new restrictions making outdoor

experiences more attractive for clients. The final one is Sustainability; this topic is something that is growing every day in the marketing and communication field. It has been gaining a lot of attention in the last few years. The company has a project in the making that is related to this theme and because of the pandemic, the marketing side of the department was able to keep working on it because doing tours was not a reality.

3.1. Online Experiences Strategy

For this area, the company was already performing good wine tastings. For these experiences, they were also offering food pairings. I had to create new experiences, do the budgets, and helped in the communication of some of them.

3.1.1. Inclusive and sensorial Online tasting

In 2020 the company won the International and National G.W.C. awards for the accessible tour and this year they wanted to adapt this to the pandemic situation. The reason why I proposed to include a sensorial pack inside the box. This pack would also have a QR code with a link for the video or zoom calling that would have a translation in sign language and the labels of the wines in braille. For this sensorial pack, I proposed three different options (see Annex A4.) where the customers can experience the aroma of one of the compounds that are typical of the wine they will taste. The idea is that the sensorial pack can be utilized after the tasting. The candles and the incense can be lighted on after the tasting and the dried fruits can be utilized in a drink prepared with wine.

3.1.2. Make your own wine cocktail experience.

This experience was created for a company and presented as a proposal. In this experience, the client will have a wine tasting and then they will watch a video to learn how to make a cocktail. The elements for preparing the drink will be shipped with the wines inside the box. Some elements will be asked to the participants to buy previously at their own houses. For this experience, the budget was calculated (see Annex 5)

3.1.3. Show cooking with wine tasting online experience

I was not responsible to organize this experience but I was involved in the developing of the script and creating the order of the experience, this was a teamwork between the people from the Basque Culinary Center, the winery, and the company that was coordinating the event

Tasting in. The event had to last one hour and a half and it was created for 65 clients in more than 30 countries.

To start with this, I needed the list of the dishes that the chef was going to prepare which were voted on by the clients. Keeping in mind the book “Food and Wine Pairing a Sensory Evaluation” written by Robert J Harrington. In his own words: “In reality, there are very few wine choices that will ruin a meal, but good choices can raise the experience of a meal from enjoyable to memorable” (Harrington, 2008). I was able to organize the proposal in the following order.

First, the “fried calamari with homemade garlic aioli foam” which was paired with the white wine (*Conde Valdemar Finca Alto Cantabria*, a white wine fermented one hundred percent Viura) it is important to say that the dish had calamari which is very suitable with the freshness and acidity of the wine.

The Second was the “*patatas bravas*”, in this one, I wanted to play with the spiciness of the sauce. The idea, is for people to compare the white wine and the red wine (*Finca Valdemacuco tempranillo*) and also to see the difference between tasting these wines with and without food. Again, according to Harrington: “For example, highly seasoned or spicy foods may need a refreshing wine to cool and cleanse the palate for the next bite. Or you may be in the mood for a refreshing and relaxing wine to accompany the meal” (Harrington, 2008). I was able to arranged this option.

Finally, following a more traditional approach from Rioja, the “*Tortilla de patatas*” was paired with the same red one. In a more general explanation, the reason for the order was to allow us to start with the white and later move to the red one and not the other way around. In addition, it was planned to let people discover how to prepare two very different dishes with potatoes. As you can see in Annex A6, the final script with times was presented. I did another script with the things I had to say about the wines but It will not be included in this document.

3.2. Wine bar and Terrace Strategy

At the beginning, the following market research was done, first in a remote way, and later on, I went to see different wine bars in the region. The idea is to identify possible things to improve and to have a visual frame for making decisions in the future about the things to change in the wine bar.

First, there was a need to analyze different wine bars and for this, it was important to know which cities could have the type of wine bar I wanted to compare. For this, the five most populated cities of Spain were selected on table one, and later on, those cities were compared with the wealthiest municipalities of Spain in graph three.

Table 1: Five most populated cities of Spain.

Madrid – 3,2 million people.
Barcelona – 1,6 million people.
Valencia – 800.000 thousand people.
Sevilla – 688.000 thousand people.
Zaragoza – 660.000 thousand people.

Source: Instituto Nacional de Estadística (INE), January 2019.

Graph 3: Wealthiest municipalities of Spain.



Source: https://elpais.com/economia/2019/05/29/actualidad/1559121791_680188.html.

From those options, four cities were selected (Madrid, Barcelona, Valencia, and San Sebastian). Later on, five wine bars were visually analyzed to see possible styles and improvements from each city. Those are written down in table two in the following page.

Table 2: Five wine bars selected and visually analyzed in each city.

City	Five Wine Bars
Madrid	De Vinos, Vides, Díaz y Larrouy, Taberneros, Casa Gonzalez and Sanlúcar (Spain Reveled, 2013).
Barcelona	Els Sortidors del Parlament, Gran, Bodega Maestrazgo, Zona d'Ombra, Bodega La Puntual and Vila Viniteca (Devour Barcelona Food Tours, 2020).
Valencia	Enópata, Bodegas Biosca, Tinto Fino Ultramarino, Casa Montaña and Bodega Fila (Spanish Sabores, 2019).
San Sebastián	Vinoteca Bernardina, El Bombín, Vinoteca Syrah, Essencia and Ganbara (Devour San Sebastian Food Tours, 2018).

In addition to this, Logroño was included because of the need to improve the presence of the wines and the brand in this city which is the closest one to the winery as demonstrated in table three.

Table 3: Logroño's wine bar visual analysis.

Wine Bar	Sources Accessed 14/01/2021
Wine Fandango	https://www.winefandango.com/
La Tavina	https://latavina.com/
Grupo Pasion	https://www.grupopasion.com/pasion-vinos/
Tondeluna	https://tondeluna.com/carta/
Taberna Herrerias	http://www.tabernaherrerias.es/

The analysis continues with a remote market search to see the competition close to the company from other wineries in the region. These are the companies located close to the city of Logroño as you can see in table four the wine tourism offer of each was also analyzed.

Table 4: Online market research.

Winery	Offer (they all have a wine shop)	Sources Accessed 15/01/2021
Viña Ijalba	wine and food options, and no restaurant.	http://ijalba.com/enoturismo/visita-cata-y-aperitivo/1/es
Bodega Faustino	wine bar and food options	https://www.visitabodegasgrupofaustino.com/es/bodegas-faustino
Arizcuren	urban cellar, wine and food options	https://www.arizcurenvinos.com/visitas-2
Campo Viejo	wine bar, Terrace and food options	http://visits.campoviejo.com/experiencias
Bodegas Franco Españolas	only tasting options and visits	https://www.francoespanolas.com/visitas/?utm_source=EnlacesWeb&utm_medium=sbmenu

After my arrival to Bodegas Valdemar, I was able to go to Haro to visit wineries and to study their wine tourism offer. It was done on the 17th of March of 2021 the objective was to see how the companies were adapting to the covid19 restrictions plus a visual study represented in table five. Haro is a very well-known place with historical wineries, nevertheless, Marques de Murrieta was added to the tour because of the relevance and the wine bar they have.

Table 5: Presential market analysis.

Winery	Offer (they all have a wine shop)
Lopez de Heredia	tours, tastings, wine bar, and a terrace where the wine must be purchased by the bottle.
Muga	tours, tastings, a restaurant, and a wine bar.
Gomez Cruzado	tours, tastings, and food options
Marqués de Murrieta	tours, tastings and food options

As you can see in the picture below (Picture 1), the wine bar area is well designed, it has good lighting, it is accessible for everyone and the display of the wine is done in a good way. After seeing a lot of wine bars and wine shops I can honestly say that there is not much to improve in the space.

Picture 1: Valdemar wine bar and wine shop picture.



Source: Valdemar pictures.

3.2.1. The proposals for space

Even though the wine bar is well designed and has a good overlook. Few minor things can be improved. Reason why, the following proposals are listed.

- Change the name "*Inspiracion*" or "*Vinos de Pago*" (an old wine line's name) from the space because it can be confusing for the customers and the brand's image.
- Improve the blackboard design.
- Change the presentation of the "*Gominolas*" box.
- To include reusable materials in the shop.
- Create a clean space to showcase the wine tourism awards, newsletters, magazines, etc.

- To add lockable display cabinets to include expensive wine bottles and merchandising.

- Improving the wine club (Familia Valdemar) to attract visitors and create a bigger database for the wine tourism department. This includes the ways it is being displayed and communicated.

Along the way and as the name of this project claims, the company decided to adapt again and create a partnership with a restaurant owner to improve and reach the level of professionalism that was needed for the next summer season. A proposal for making wine cocktails with a local bar owner was added and I was involved with some steps of the process like selecting the cocktails. Later on, as the regulations for Covid19 were changing again and the summer season was approaching, the department needed to organize the season and the events they were going to offer.

Because of that need, I was able to present an event to attract visitors during the weekend and persuade them to stay during the day at the terrace. At the same time, the regulations were taken into consideration and the event was planned as a workshop with a wine tasting and food pairing at the end. The general concept for the event is to be performed outside near the vineyards on a good sunny day where every group/family can enjoy separately.

The proposal for this event started with one of my hobbies which is to draw with crystal markers on wine bottles (Artistic object intervention). This activity comes from street art in modern times but humans have always expressed their reality utilizing art. Due to my background, I studied Arts for 5 years in an independent workshop in Mendoza, Argentina called "*Taller de Laura Hart*". During that time, I learned several techniques and visual effects with my professor Laura Hart. She has a long career in my city and she has collaborated several times with wineries, showing the strong connection between arts and wine. Her last research work and book is related to the rupestrian art from the Cuyo region in Argentina and the symbology behind them, from the perspective of the visual arts (Hart, 2015).

After that research work, she took inspiration from the symbology of that rupestrian art for her art production. The base of those symbols is present in every production and she believes that we all have those signs within our subconscious and that by expressing those symbols we can unleash in a visual way the expressions we have inside ourselves (Hart, 2015). "These indecipherable signs are helping me to create a void of content. This, generates an interaction

with the viewer, where this one can contribute to this void” as she explained to me in an online interview on the 1 st of June 2021.

Before studying with her I used to intervene objects with markers, I did folders, bottles, jars. It was not until after studying for 5 years under her influence that I noticed a lot of similarities with our symbols and also the differences reflecting the individual aspect of that “internal image” we have. This image is different because we are individuals with different experiences and because of this, expressing those signs in the bottles is a way to customize an object in a very personal way.

We all have diverse past experiences and the idea of this activity is to show that everyone can create art. In addition to the idea that people do not need to be experts to enjoy wine, a philosophy shared by “*Momentos Valdemar*” (which is the proposal of the wine tourism department at Bodegas Valdemar, following the same marketing communication approach). The name of the Workshop will be “*Intervención Valdemar*” and it will be communicated as part of the offer as “*Momento en Familiar*” for the summer Calendar.

As part of the market analysis, there are few companies in the region offering similar experiences. This means that the winery should start to offer some experiences with art in a short time, especially with the connection between the owner and photography. The event is planned to be targeted for family tourism because the company is very well positioned for such activities. The markers that were chosen can be used by kids and are easy to use (not like other brands of similar products that can work better on the crystal but are more complex in the execution or are not suitable for kids).

The wine line that I selected for this experience is *Finca del Marquesado*, the biodiversity project because these wines are suitable with the idea of 'Upcycled art' which is to reuse bottles, plastic waste, and any type of material that can potentially pollute the planet and transform it into Art (Iberdrola, n.d.).

This activity will potentially create a better customer relationship with visitors and improve brand loyalty and awareness by letting them learn, enjoy the day, draw and take the bottle home with them as a souvenir. The reason to do this, is that nowadays to create and keep consumers loyalty is not as easy as in the past (Descotes and Delassus, 2015).

3.2.2. The proposal: “Intervención Valdemar”

For the marketing mix of the experience, the following aspects were developed

- **Product:** it will be an experience where wine and art will be combined. People will learn about wine and how to customize their own bottle while they enjoy the outdoor space and music. Adults will taste three wines from the “Finca del Marquesado” wine line and eat two pinchos. Then they will receive two markers and a full bottle of wine to intervene. For the kids, it will include a bag of wine gummies, a bottle of must, two tapas, and a lab bottle to customize it with two markers.

- **Price:** for adults, it will be 17€ and for kids 11€.

- **Placement:** the event will take place on a Saturday at noon in June. It will last 1 hour approximately with the workshop of 40 minutes and the tasting of 20 minutes. The space will be near the vines where people can enjoy the views and weather.

- **Promotion:** The Community Manager will post on social media and the webpage. The event will be communicated in the *Momentos Valdemar* Calendar. Posters will be created and hanged in the cities nearby. A publication will be made on a family tourism webpage as part of the general promotion of the department. The budget for adults was calculated in the following way (see Table 6)

Table 6: Budget for “Intervención Valdemar” for adults.

Materiales	Precio por paquete	Cantidad	Precio ud	Precio total
Servilletas blancas	0,69€ (100ud)	3	0,01	0,02
Copas		0,05	0,85	0,04
Rotulador	8,92 € pack 7	2	1,27	2,54
Guacamole con nachos	Tostada + lacon	1	0,22	0,22
Hummus con pimentón	Hummus + pan	1	0,30	0,30
FDM Rosado		0,14	2,92	0,42
FDM Selección		0,14	5,60	0,80
FDM Crianza		1,00	3,30	3,30
FDM Blanco		0,14	2,70	0,39
Horas de personal de limpieza		0,50	14,12	0,71
Horas Personal Enoturismo		1	15,77	1,58
Total				10,31
Precio entrada	14,00	Precio entrada 17 € con IVA del 21%		
Margen por entrada	3,69			
		36%	Sobre coste	
		26%	Sobre precio de venta	

The budget for the kids was done similarly as presented in table seven. It is important to say that the experience is created for kids to enjoy with their parents and they should be in their company the whole time to enjoy as a family.

Table 7: Budget for “Intervención Valdemar” for kids.

Materiales	Precio por paquete	Cantidad	Precio ud	Precio total
Servilletas blancas	0,69€ (100ud)	3	0,01	0,02
Rotulador	8,92 € pack 7	2	1,27	2,54
Queso	cuña de queso	1	0,40	0,40
botella pequeña		1	1,00	1,00
salchichón	4 lonjas	1	0,26	0,26
mosto		0,14	0,53	0,08
Gominolas pack		1,00	0,81	0,81
Horas de personal de limpieza		0,50	14,12	0,71
Horas Personal Enoturismo		0,5	15,77	0,79
Total				6,60
Precio entrada	9,00	Precio entrada 11 € con IVA del 21%		
Margen por entrada	2,40			
		36%	Sobre coste	
		27%	Sobre precio de venta	

3.2.3. Improving the wine club “Familia Valdemar”

After listening to the previous offer they had and asking about the possible changes the company was willing to make, the concept of creating two different types of clubs was made. The main difference between them is that “Familia Valdemar” (keeping the original name) is about receiving benefits from the winery and it is more about enlarging the wine tourism database. The other one “Club Valdemar” should be developed in the future and will be more exclusive based on a monthly payment. It will involve wine shipping to the members. Because of the time of my project, I will develop the proposals to improve the first one taking into consideration the relevance it will have during the next summer season. Regarding the discounts, they were offering 10% at the wine store and 15% at the online store I believe it is a good number and there is no need to change it.

The proposals are to digitalize the membership questioner creating a google form and creating a QR code to access it. This code can be included in every experience package, wine box, sign in the wine bar and at the terrace. The aim is that by becoming a member people will get

discounts and exclusive access to some wines. They will be the first ones informed on events, new vintages releases, they will be able to purchase wines with low stock. They will get a monthly newsletter with all of that information and a free bottle of wine as a gift for becoming a member, a Rosé wine.

Some of the measures to increase the number of members will be through social media, creating raffles and asking people to access the code first (or a link) to participate. It should also be included in the web page. Another proposal is to create games, so people compete to win Valdemar merchandizing. Moreover, creating a membership card that will allowed them to get free wine glasses after several wines are purchased (like free sandwich cards).

3.3. Sustainability Strategy

For this topic, a lot of research was done at the beginning of my internship to create a framework to work with. For this, several papers and web pages were investigated to see the importance of these practices and the convenience of their communication regarding sales and marketing.

According to Eurostat data, “Spain is the leading country in the European Union in an area devoted to organic farming (2.1 million hectares), and the fifth-largest producer in the world. The area in Spain devoted to organic farming has increased by 14.9% in recent years and Spain now ranks tenth in the world and seventh in Europe in consumption of organic food and beverages”. Showing the potential of some of these practices.

After the remote research done between January and February of 2021, the following possible certifications were proposed for the winery to analyzed and implemented in the future which are written down in table eight.

Table 8: Certifications Proposed.

Wineries for Climate Protection (WfCP)
Organic Wine , certified by the Basque country and the European Union
ISO 14001 , standards related to environmental management

GLOBAL G.A.P. Certification
Carbon footprint Certification

For now, due to the situation, the company will not certify any of these options. We should keep in mind the prices for these certifications are not minor and the F.M. vineyard is around 187 hectares showing the difficulties of the execution at the time of the internship.

Because of this, the strategy presented for this topic is to continue with the biodiversity communication and project and in the future to certify as organic a small parcel that can belong to one of the parcel wines which is already elaborated separately and will show the path of the winery in this type of practices. Allowing the company to enter more demanding markets (see Annex A10.).

Regarding wine tourism, the approach will be to continue with the biodiversity project and include an outdoor visit in this vineyard so people can learn and be inspired by the practices that the winery is doing in the place. In addition, a biodiversity study can be made and the number of species can be included in the tour (plants, insects, birds, etc.).

In addition to this, the next possible awards were presented in table nine to improve the brand image and awareness, all of these are related to sustainable practices and can be used as a marketing tool utilizing natural and landscape components (Bruwer and Alant, 2009).

Table 9: Possible awards were presented.

Great wine Capitals: Sustainable Practices
<i>Premios de Enoturismo “Rutas del Vino de España”:</i> <i>Compromiso con la Sociedad y el Medio Ambiente</i>
<i>V Edición de los Premios de Enoturismo ‘Rutas del Vino de España’, Asociación Española de Ciudades del Vino (ACEVIN)</i>

The World's Best Vineyards Top 50 list

International Wine Challenge: Planet Earth Awards (Biodynamic, Fairtrade, Organic, Sustainable)

As a strategy, the G.W.C. Award was selected for the company to apply for. The following study was realized later because of the need to understand this type of award and to see if the company could apply for it.

Sustainability is a complex topic (Moscovici and Reed, 2018) and it is not seen in the same way in different countries. Because of this, I wanted to see the way of production, the types of certifications, and the way the winners of these awards were communicating their sustainability approach. The main study is long and will not be included in the document due to its size. The next table is a summary of the first research study and can show some of the strategies that companies used to obtain this award. The information was taken from the G.W.C. and the webpage of each winner, showing the way they communicate their practices on the internet (see Table 10).

Table 10: Great Wine capital winners for sustainable practices.

	Name	Organic	Biodynamic	Biodiversity	Social	Other
2	WEINGUT DREISSIGACKER	X	X			
3	SUPERUCO WINERY	X	X			
4	TSCHARKE WINES	X	X			
5	ALBINO ARMANI VITICOLTORI DAL 1607		X		X	ISO 14001
6	LA MOTTE WINE ESTATE				X	SQNP sustainable
7	VIGNERONS DE					Environmental

	TUTIAC					friendly viticulture and zero pesticides label
8	WEINGUT H.L. MENGER			X		
9	SANTA JULIA WINERY	X			X	No pesticides certify in Fair for Life
10	SIX SENSES DOURO VALLEY			X	X	Carbon footprint
11	HONIG VINEYARD AND WINERY				X	Napa Green sustainable
12	CASA VALLE VIÑAMAR					Organic garden
13	GEMTREE WINES, MCLAREN VALE	X	X	X		
14	MONTE ZOVO			X		Biodiversity protocols
15	BIKE'N'WINE – MENDRISIOTTO TERROIR					
16	JUAN CARLOS SANCHA, S.L.	X				
17	CHÂTEAU CLIMENS		X			
18	KULTUR- UND WEINBOTSCHAFTER RHEINHESSEN E.V.					
19	DOMAINE BOUSQUET	X		X		
20	QUINTA DO MONTE					

	TRAVESSO					
21	ST. SUPÉRY ESTATE VINEYARDS AND WINERY					Napa Green sustainable label
22	EMILIANA WINERY	X	X	X		
23	GEMTREE WINES	X	X			
24	CANTINA MONTECI	X				vegan

After this analysis, I can say that many companies are organic or biodynamic which is a good way of approaching sustainability, but it does not cover all of the aspects (social, economic, and environmental). Nevertheless, the concept behind sustainability is very wide and some wineries do many activities in the social aspects or even in the environment without the need to be certified organic or biodynamic, showing potential for the company to apply.

There are a good number of wineries showing biodiversity projects, something that is positive for the company and it's encouraging us to apply for the award. It is important to add that some countries or regions (Napa or Mendoza) have regional or state protocols to certified sustainability, something that is connected to what this award is about. It is clearly showed in figure three in the next page. Indicating the need for a regional certification that can be used for international purposes (Moscovici and Reed, 2018).

As stated by Blazheska and Nickova "National Strategy for Wine Tourism must strive to promote understanding between the industries and nurture efficient and sustainable linkages between the sector and the government, in an attempt at the same time to coordinate the policies of the national wine tourism and to deliver the message of tourism wine in a unique way" (Blazheska and Nickova, 2016). This can tell us more about the importance of the participation of many entities in creating a national strategy for sustainable wine tourism.

Figure 3: Regional or state protocols to certified sustainability.



Source: <https://piecemealpantry.wordpress.com/2012/04/25/eco-wine-do-we-know-what-we-are-drinking/>

After this research, my next proposal for the company is to apply for this award and in the future to push for a regional sustainable certification where the winery can certify the project with a regional committee. In this case, Bodegas Valdemar will innovate and be a pioneer in something that is not common in the region, but the international markets and the wine tourism field are demanding.

4. RESULTS AND DISCUSSION

4.1. Online Wine Tastings

It was impressive to see how much revenue the department could make during Rioja's lockdown, proving the importance of this online format during the pandemic. It can also show the importance that this type of experience can have for the future and how it can be linked with online business events.

For the "Inclusive and Sensorial Online Experience", the sensorial pack with dried fruits was chosen based on budget and logistic aspects. Due to the coronavirus situation, the winery decided to launch this experience in September of this year and focus on other aspects during the summer season because the Corona restrictions are decreasing for the summer. Since my

arrival in February, the situation has continued to get better every day and after the 9th of May, the “*Estado de Alarma*” in Spain has ended. Expressing the importance of face-to-face activities in the short future. As a result, the winery will focus more on those experiences for the season.

Regarding the “make your own wine cocktail experience” the proposal was offered to the client and the company is still waiting for a response. It was planned as a business event for a private big company.

On the 22nd of April the “show cooking” was done and my proposal for the script was accepted and followed. We believe the clients had a good experience and we enjoyed working on it. It was the most international online event the wine tourism department has ever made with 65 people from more than 30 countries.

After seeing the results, the revenue (not included in this document), and the demand generated for this type of experience I can say that online events are here to stay and will be useful in the future for many companies. This new approach is something that should be considered in every wine tourism department because we do not know how things will continue in the future with this new post-pandemic world. Moreover, It can be used as a commercial tool for many wineries.

4.2. Wine Bar

After the analysis, some of the changes for the space were done. Others, could not be done because the budget for 2021 was already done in December 2020 and it did not include them. Regardless of that, they will be proposed for the next year's budget.

The company is waiting for the opening of the summer season that will start on the 3rd of June 2021 with the inauguration of the restaurant, the wine bar, and the wine tourism events. A calendar for the summer season has been developed with all the events that will be happening if the situation allows it and following all the restrictions. The workshop “*Intervencion Valdemar*” will take place on the 5th of June 2021 and will show the first event organized on that calendar. It was communicated and promoted under “*Momento en Familia*” as you can see in the following Instagram post (Picture 2) that was done with an online family tourism platform, the webpage (see Annex A10.), social media and poster were hanged in Logroño city (Annex 13).

Picture 2: Bodegas Valdemar Instagram post and story.



Regarding the wine club, the proposal for the QR code was accepted. Nevertheless, physical questioners will continue. The other measurements will be taken into consideration in the next weeks depending on the situation and the budget. The company is preparing everything for the opening of the season on the second week of June as you can see in Annex 14 where the wine shop, wine board, the terrace and the QR code are present in the space.

Creating a partnership with a company can be something very useful to reach the objectives that you are aiming for. Finding people that are specialized in a specific area can reduce costs and can allow you to focus on your strengths. Wine tourism is a very general field and diverse actors participate on it, establishing connections is useful and because of this, I expect the terrace to work better than in the past.

4.3. Sustainability

The company will continue to develop the Biodiversity project in the next months because it is a project that was already approved, and it is taking shape over the last months. In addition, the winery will apply for the G.W.C. Awards in the Sustainable category before the 16th of July 2021. Regarding the proposal of some kind of certification for a small parcel, it will be evaluated in the future by the directors. I strongly believe Rioja should step up like other wine regions and create a sustainable certification together with universities and public entities. It is not a simple thing to do but it will open more opportunities for the territory.

5. CONCLUSION

Wine tourism is a very general and sometimes very specific field. The tasks can vary enormously during a year and it requires workers from different backgrounds and skills. Working in a team was something incredibly gratifying and something that I will always appreciate. Most of the projects and activities were done as a group effort where I was not completely alone or completely in charge of them, showing how wine tourism works in a big company.

Working in the department of a winery is very exciting and requires fast adaptation, especially during a pandemic. Because everything was changing at any moment, trying to adapt to the situation was not easy but it was a good challenge. During this period, I learned a lot about wine tourism and marketing. In order to success during a crisis, it is good to focus in different aspects of the business depending on the situation. Being flexible and active can help a company to adapt and grow over time specially if regulations are changing every day.

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7. ANNEXES

A1. Awards won by the company.



Valdemar, destino enoturístico español con más premios conseguidos

Bodegas Valdemar se erige como uno de los destinos enoturísticos más premiados de España. En tan solo 2 años, ha ganado más de 8 premios de enoturismo, y entre ellos 2 de los más importantes a nivel internacional.

PREMIOS INTERNACIONALES

- Best Of Wine Tourism
- DRINKS TOURISM CHALLENGE

PREMIOS NACIONALES

- Premios Empresa Social
- 2018 EDICIÓN PREMIO PYME DEL AÑO
- TURISMO responsable
- PREMIOS de enoturismo
- COCEMFE CASTILLA Y LEÓN

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Activar V
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www.valdemar.es

A2. Photos taken.



A3. Covid-19 Protocol at Bodegas Valdemar.

#Momentos
Valdemar

PROTOCOLO COVID-19 EVENTOS BODEGAS VALDEMAR

Durante el evento...



Mediremos la fiebre a todos los asistentes antes de entrar.



Obligatorio desinfectarse las manos antes de entrar a las instalaciones. Recuerda lavarse las manos constantemente.



La Bodega, desinfectará las superficies, así como todo los materiales, menaje, mobiliario, etc... que se usará durante el evento.



Uso obligatorio de mascarilla.



Siempre que el tiempo lo permita, todas las actividades se realizarán al aire libre. En su defecto se hará en un espacio cubierto y aireado.

Cumplimiento de normativa vigente...

En Bodega se cumplirá estrictamente la normativa vigente. Actualmente la Orden del 15 de Julio del Plan para la transición a una nueva normalidad.

Actualmente no se permiten grupos de más de 10 personas en las mesas.

Se necesitará un registro de las personas para poder realizar la trazabilidad en caso de contagios.



Quédate en casa si...

- Te sientes mal.
- Estás en cuarentena.
- Alguno de los familiares con quien convives está enfermo.



Cuida tu bienestar

La Bodega se reserva el derecho de cancelación del evento según las recomendaciones sanitarias para garantizar la seguridad.

Cualquier duda contacta con nosotros: enoturismo@valdemar.es

**Bodegas
Valdemar**

A4. Budgets for the Inclusive Online Experience.

PRESUPUESTO DE COSTES - EVENTO SENSORIAL						
Cata virtual inclusiva con Velas						
Sin IVA						
Concepto	Uds	Coste/Ud	Coste € Real	Margen %	€ Propuesta	
Vinos para catas	5	17,37 €	86,85 €	10%	95,54 €	
Gastos de envío Secur	5	6,50 €	32,50 €	10%	35,75 €	
Embalaje	5	0,90 €	4,50 €	10%	4,95 €	
Manipulacion	5	2,00 €	10,00 €	10%	11,00 €	
Coste Personal	2	19,79 €	39,58 €	15%	45,52 €	
Coste plataforma	1	14,00 €	14,00 €	10%	15,40 €	
Pack Sensorial Inclusivo	0	3,07 €	- €	10%	- €	
Lenguaje de señas	0	50,00 €	- €	10%	- €	
Etiqueta Braille	5	3,00 €	15,00 €	10%	16,50 €	
			- €	0%	- €	
			202,43 €	11%	224,65 €	
Nº personas cata	5		Nº personas cata	5		
<i>Coste con margen - para definir coste mínimo</i>						
				Coste total	Por persona	
				Vino	95,54 €	19,11 €
				Experiencia	129,12 €	25,82 €
				Agencia	- €	- €
				Coste total	224,65 €	44,93 €

PRESUPUESTO DE COSTES - EVENTO SENSORIAL						
Cata virtual inclusiva prepara tu cocktail						
Sin IVA						
Concepto	Uds	Coste/Ud	Coste € Real	Margen %	€ Propuesta	
Vino para catas	10	17,37 €	173,70 €	10%	191,07 €	
Gastos de envío Secur	10	6,50 €	65,00 €	10%	71,50 €	
Embalaje	10	1,90 €	19,00 €	10%	20,90 €	
Manipulacion	10	2,00 €	20,00 €	10%	22,00 €	
Coste Personal	2	19,79 €	39,58 €	15%	45,52 €	
Coste plataforma	1	14,00 €	14,00 €	10%	15,40 €	
Pack Sensorial Inclusivo Fruta seca	10	1,70 €	17,00 €	10%	18,70 €	
Lenguaje de Señas	1	50,00 €	50,00 €	10%	55,00 €	
Etiqueta Braille	10	3,00 €	30,00 €	10%	33,00 €	
			- €	0%	- €	
			428,28 €	10%	473,09 €	
<i>Coste con margen - para definir coste mínimo</i>						
				Coste total	Por persona	
				Vino	191,07 €	19,11 €
				Experiencia	282,02 €	28,20 €
				Agencia	- €	- €
				Coste total	473,09 €	47,31 €

PRESUPUESTO DE COSTES - EVENTO SENSORIAL						
Cata virtual inclusiva con Inciensos						
Sin IVA						
Concepto	Uds	Coste/Ud	Coste € Real	Margen %	€ Propuesta	
Vino para catas	10	17,37 €	173,70 €	10%	191,07 €	
Gastos de envío Secur	10	6,50 €	65,00 €	10%	71,50 €	
Embalaje	10	1,90 €	19,00 €	10%	20,90 €	
Manipulacion	10	2,00 €	20,00 €	10%	22,00 €	
Coste Personal	2	19,79 €	39,58 €	15%	45,52 €	
Coste plataforma	1	14,00 €	14,00 €	10%	15,40 €	
Pack Sensorial Inclusivo	10	0,82 €	8,20 €	10%	9,02 €	
Lenguaje de señas	1	50,00 €	50,00 €	10%	55,00 €	
Etiqueta Braille	10	3,00 €	30,00 €	10%	33,00 €	
			- €	0%	- €	
			419,48 €	10%	463,41 €	
Nº personas cata	10		Nº personas cata	10		
			<i>Coste con margen - para definir coste mínimo</i>			
				Coste total	Por persona	
				Vino	191,07 €	19,11 €
				Experiencia	272,34 €	27,23 €
				Agencia	- €	- €
				Coste total	463,41 €	46,34 €
						Coste real - si
						Vino
						Experiencia
						Agencia

A5. Budget for “make your own cocktail experience”.

PRESUPUESTO DE COSTES - EVENTO GOURMET					
Cata virtual solo vino					
Sin IVA					
Concepto	Uds	Coste/Ud	Coste € Real	Margen %	€ Propuesta
Vino para catas	250	6,80 €	1.700,00 €	10%	1.870,00 €
Sesión	1	70,00 €	70,00 €	10%	77,00 €
Gastos de envío Secur	1	260,00 €	260,00 €	0%	260,00 €
Embalaje	250	1,50 €	375,00 €	10%	412,50 €
Manipulacion	250	2,00 €	500,00 €	10%	550,00 €
Coste Personal	2	19,79 €	39,58 €	15%	45,52 €
Sesión Coctelería	1	300,00 €	300,00 €	10%	330,00 €
Pack Coctelero	250	11,50 €	2.875,00 €	10%	3.162,50 €
Botella de regalo	250	7,74 €	1.933,75 €	10%	2.127,13 €
Personalizado estuche	0	2,35 €	- €	10%	- €
Comisión agencia			- €	0%	- €
			8.053,33 €	10%	8.834,64 €

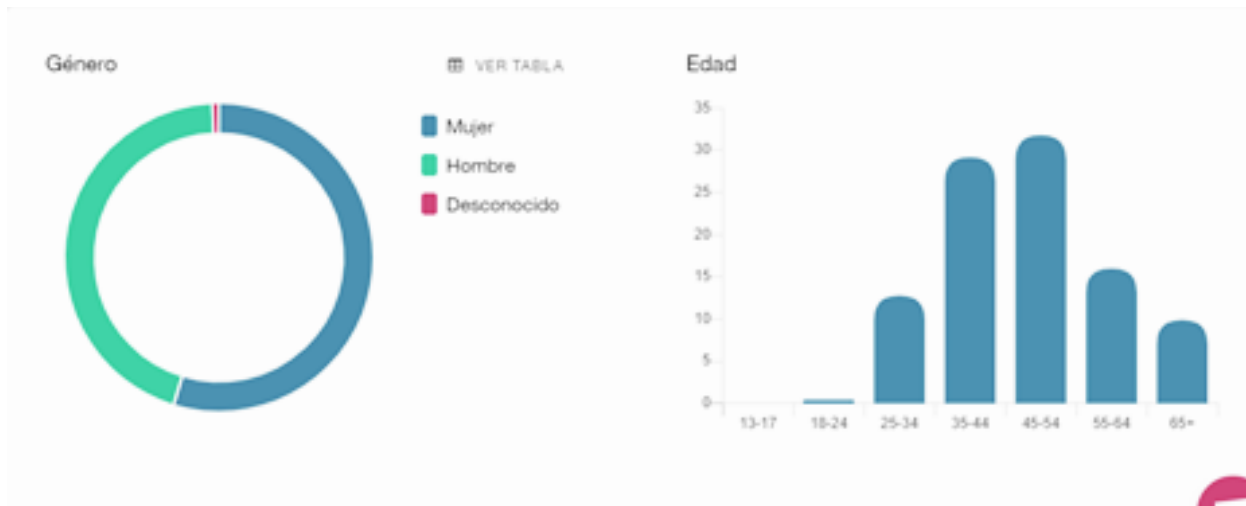
A6. Script for the Show Cooking with Wine Tasting Experience.

Script for the Show cooking B Culinary Club & Bodegas Valdemar

- **Start of the show cooking:** (8 minutes)
 - Presentation of the Chef and the wine presenter.
 - Presentation of the B.C.C. and the Winery.
 - Explanation of the activity.
- **First Pintxo:** "Fried Calamari with homemade garlic aioli foam" (20 minutes)
 - Explanation and preparation.
 - Explanation of the white wine (+ the region) and posterior wine tasting
 - Explanation of the food pairing.
- **Second Pintxo:** "PATATAS BRAVAS" (20 minutes)
 - Explanation and preparation
 - Explanation of the pairing with the white wine
 - Explanation of the red wine (+the region) and second wine tasting
- **Third Pintxo:** "TORTILLA 2.0" (15 minutes)
 - Explanation and posterior preparation.
 - Explanation of the pairing with the red wine
- **Time expected for questions/answers in between the experience:** (10 minutes)
- **Ending of the experience** (2 minutes)
 - Now we will let you with Maribel

Bodegas
Valdemar

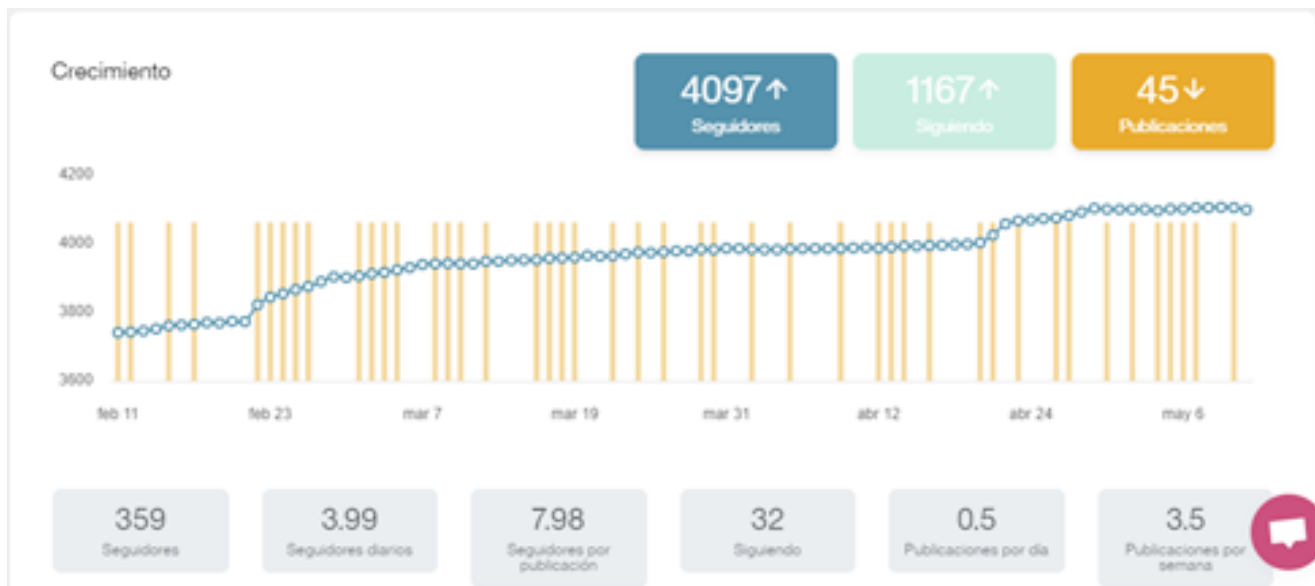
A7. Facebook Analysis from February to May 2021 (Metricool).



Interacciones



A8. Instagram Analysis from February to May 2021 (Metricool).



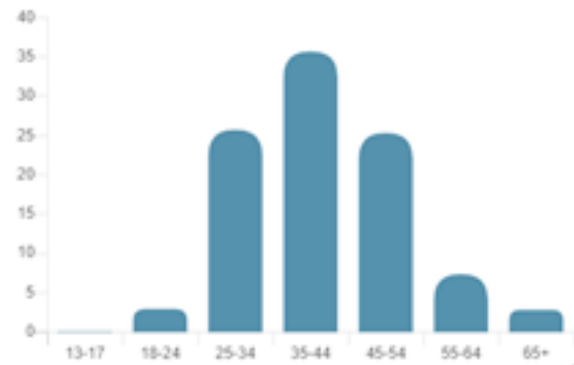
Demografía

Género

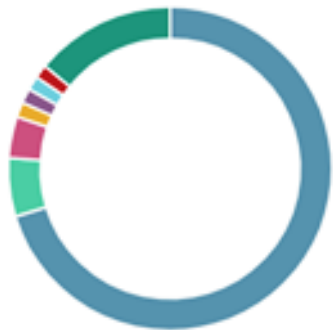


- VER TABLA
- Mujer
 - Hombre
 - Desconocido

Edad



Seguidores por país



- VER TABLA
- España
 - Estados Unidos
 - Brasil
 - Canadá
 - Australia
 - Argentina
 - Reino Unido
 - Otros

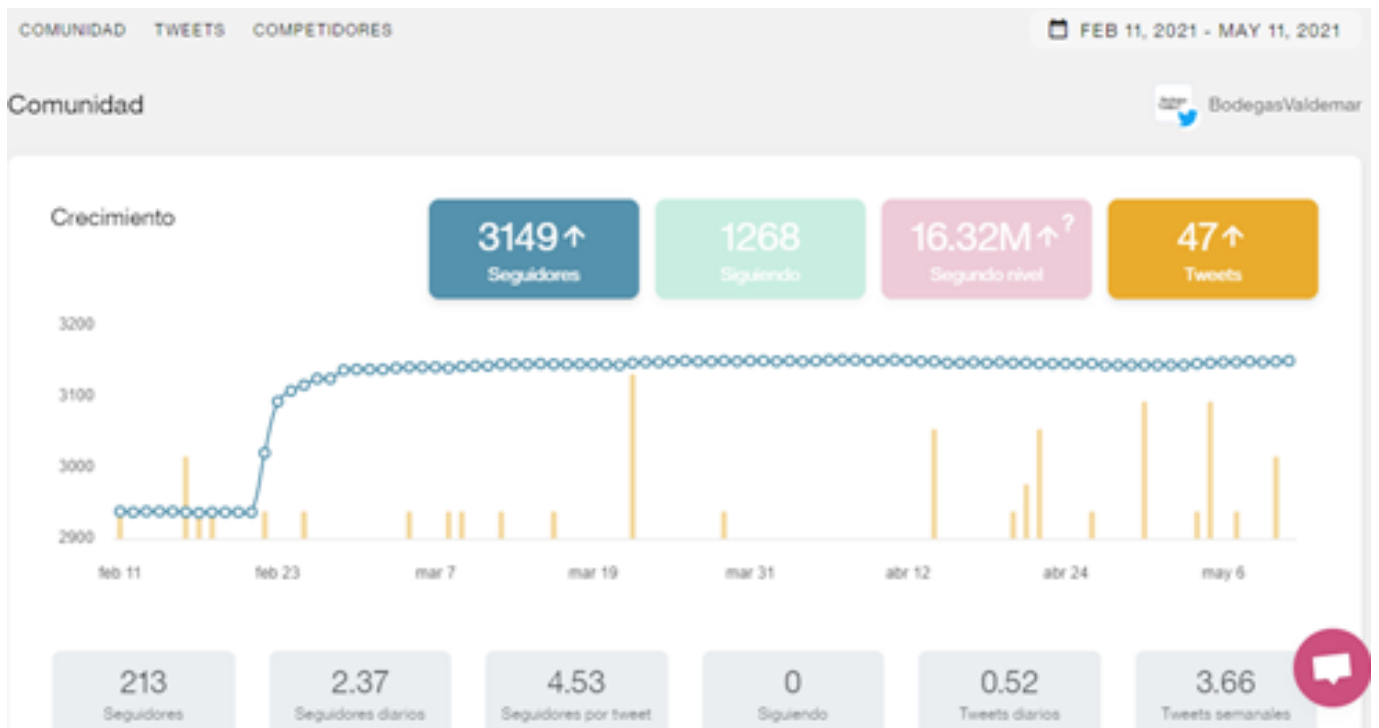
Seguidores por ciudad

VER GRÁFICO

Grupo	Cantidad
Logroño, La Rioja	12.95%
Madrid, Comunidad de Madrid	8.12%
Barcelona, Cataluña	2.6%
Vitoria-Gasteiz, País Vasco	2.07%
Walla Walla, Washington	1.5%



A9. Twitter Analysis from February to May 2021 (Metricool).

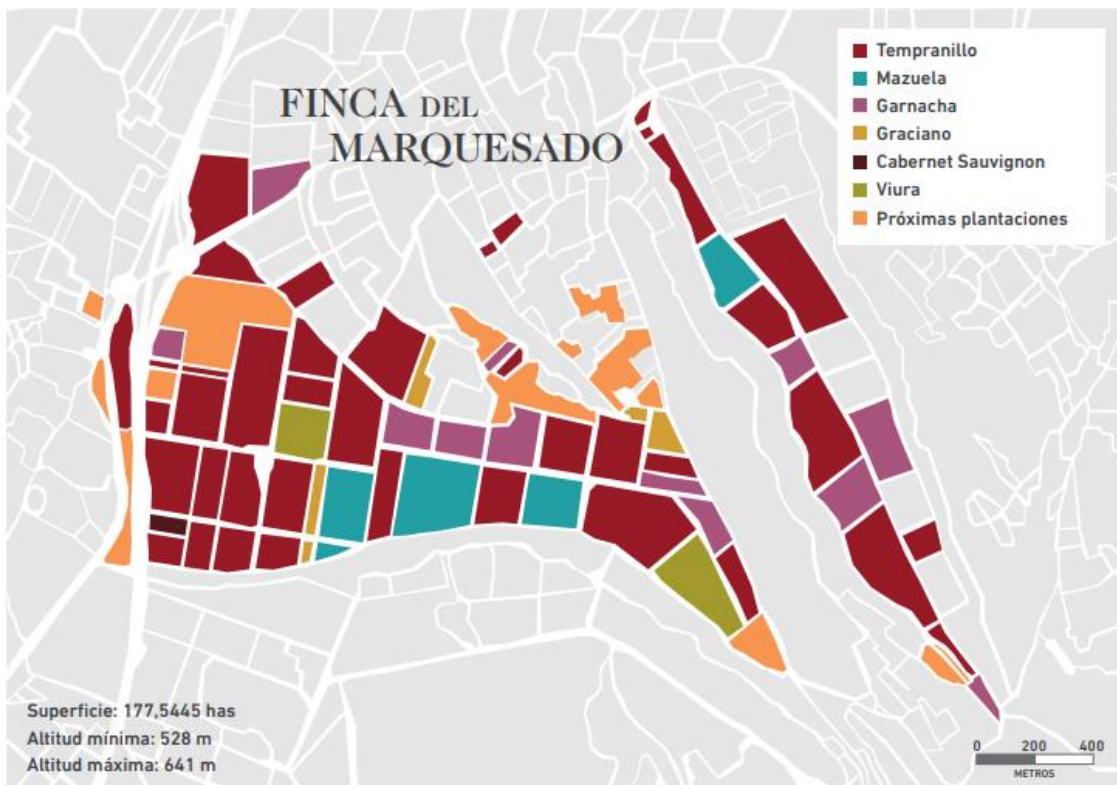


Tweets

Resumen



A10. Finca del Marquesado Vineyards.



A11. The improved version of the gominolas box display for the store.



A12. Web page and calendar publication of the event.



¡MOMENTO EN FAMILIA! TALLER DE PINTURA CON BOTELLAS, VINO Y MARIDAJE

	FECHA 05 Jun 2021
	HORA 12:00 PM
	COSTE 17,00 €
	LOCALIZACIÓN Bodegas Valdemar Camino viejo nº 24 Oyon Alava
	WEB https://momentosvaldemar.com/
	CATEGORÍA Activar Windows Taller. Se a Configuración para activar Windows.

¡MOMENTO EN FAMILIA! TALLER DE PINTURA CON BOTELLAS, VINO Y MARIDAJE

¡El próximo 5 de junio a las 12:00h tienes plan! Disfruta de este Taller tan especial que hemos preparado. Pintura con botellas, vino y maridaje en el viñedo. ¡Apúntate a este Momento en Familia!

Disfruta de un día con los niños en Bodegas Valdemar. Hemos organizado un taller de pintura en el viñedo que rodea la bodega ¡muy divertido! Un artista nos guiará para que podamos convertirnos en unos artistas y pintaremos sobre botellas de vino mientras disfrutamos de una jornada enológica.

Cada persona contará con su Kit para disfrutar de la experiencia: rotuladores, botellas para pintar, copas + vino + tapas, música ambiente... ¡Un día inolvidable!

Durante la actividad realizaremos una cata de 3 vinos con tapas para maridar. Los peques por supuesto harán la cata de mostos con alguna sorpresa.

¿Quieres disfrutar de un buen día, aprender más sobre arte y degustar unos vinos con su maridaje?

Anímate y disfruta de esta técnica de intervención artística en donde utilizaremos rotuladores para decorar y personalizar botellas. Una experiencia diseñada para los amantes del dibujo y para los que quieran dar sus primeros pasos en esta actividad que podrá ser disfrutada en familia. Incluye la botella de regalo para que tengas un buen recuerdo de esta experiencia.

Además conocerás los vinos de Finca del Marquesado, un proyecto de biodiversidad con el que apostamos por la sostenibilidad en el viñedo. Cataremos:

- **Finca del Marquesado Blanco**
- **Finca del Marquesado Rosado**
- **Finca del Marquesado Selección**

Los maridaremos con diferentes tapas y te incluye de regalo una botella de Finca del Marquesado Crianza, que será la botella que tendrás que pintar.

¡Te esperamos el próximo 5 de junio para disfrutar de nuestro Momento en Familia!

- *Edad recomendada: a partir de 8 años*
- *Tiempo estimado: 90 minutos*
- *Grupos limitados según normativa vigente*
- *Garantizamos la seguridad de nuestros visitantes. Protocolo COVID de obligado cumplimiento (enviamos por e-mail)*

A13. Poster for the event.

The poster is for a wine bottle painting workshop. At the top right, there is a hashtag in a speech bubble: #Momentos Valdemar. The main headline asks '¿Ya tienes planes para este sábado 5 de junio?'. Below this, a red banner reads 'BODEGAS VALDEMAR TE PRESENTA'. The text describes the event as a workshop for painting wine bottles alongside a wine tasting, perfect for outdoor family enjoyment. The central part of the poster features four images: a vineyard with lounge chairs, three finished wine bottles with colorful patterns, a close-up of a bottle being painted, and hands painting a bottle. At the bottom, the Bodegas Valdemar logo is on the left. To the right, it says 'PARA MÁS INFORMACIÓN ACCEDE AL SIGUIENTE CÓDIGO:' followed by a QR code. Below the QR code, the contact information is provided: 'CONTACTO: ENOTURISMO@VALDEMAR.ES 663 334 535/ 683 527 072'.

#Momentos Valdemar

¿Ya tienes planes para este sábado 5 de junio?

BODEGAS VALDEMAR TE PRESENTA

UN TALLER PARA PINTAR BOTELLAS JUNTO A UNA CATA MARIDADA !PERFECTO PARA DISFRUTAR AL AIRE LIBRE Y EN FAMILIA!

Bodegas Valdemar

PARA MÁS INFORMACIÓN ACCEDE AL SIGUIENTE CÓDIGO:



CONTACTO:
ENOTURISMO@VALDEMAR.ES 663 334 535/ 683 527 072

A14. Wine Bar, Wine Shop, Terrace and Wine Club Pictures.





¡ÚNETE A NUESTRO CLUB!



QUEREMOS QUE SEAS PARTE DE NUESTRA FAMILIA



Regalo de 1 botella de vino con tu primera compra



10% de descuento en tienda física



Código de descuento ¡para siempre! en tienda online



Envío gratuito de promociones y ofertas de vino



Conocimiento en cultura de vino, catas, maridajes, consejos, etc

*Inscríbete de manera
totalmente gratuita*



dellec-t-o