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G R E G O R Y   W H I T E

**Leading Spanish Wine Region, Ribera del Duero,  
Names Gregory White PR for U.S. Branding and PR Campaign  
– *Drink Ribera. Drink Spain. to Launch in August 2009* –**

New York, NY (July 21, 2009) – Following a competitive review process, the Consejo Regulador of Ribera del Duero has chosen New York-based Gregory White PR to oversee the wine region's €1 million plus strategic marketing campaign beginning August 2009. The new campaign – *Drink Ribera. Drink Spain.* – will include media outreach, Social Media PR initiatives, trade education, events marketing, consumer sampling and advertising.

Ribera del Duero is one of the most prominent wine regions in Spain, with sales growth of 54% in the U.S. over the last six years, according to data collected by the Consejo Regulador of Ribera del Duero. The region became a Denominación de Origen (D.O.) in 1982. Today there are more than 250 wineries, producing world class wines made primarily with the region's native grape, Tempranillo. Well known to insiders in the wine industry and consistently ranked among the finest wines in the world, Ribera del Duero is a rising star seeking broader awareness with U.S. wine enthusiasts.

"This will be a breakthrough campaign that highlights Ribera del Duero as Spain's greatest wine discovery," states José Trillo, President of the Consejo Regulador of Ribera del Duero. "Ribera del Duero is poised to grow – Spanish wines benefit from growing recognition in the U.S. and we look forward to introducing consumers to the tremendous quality and value our wines deliver."

"We are very excited to be working with the Consejo Regulador of Ribera del Duero and feel we have created an innovative and tactical campaign to best showcase the innovation, power and elegance of Ribera del Duero wines," explains Helen Gregory, Partner, Gregory White PR.

**About Gregory White PR**

Gregory White PR is a national branding and communications agency focused on wine, spirits and lifestyle. Clients include luxury spirits maker Moët Hennessy USA; Chopin Vodka; Wines from Spain/Trade Commission of Spain New York; Artesa Wines (California); Luigi Bosca Wines (Argentina); Yarden Wines (Israel); The Spanish Quarter (Spain); Two Oceans (South Africa); Madécasse Chocolate; and Splash Car Wash. For more information please visit [www.gregorywhitepr.com](http://www.gregorywhitepr.com).

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