

DO RUEDA & GRAŠEVINA CROATICA – COMMUNICATION CAMPAIGN BRIEFING 2026-2028

1. Introduction

The European Union co-finances promotional programs for agricultural products in the internal market and third countries under Regulation (EU) 1144/2014, which establishes the criteria, eligible products, and the selection process for the implementing body.

DO Rueda and **Graševina Croatica** are seeking a specialized agency to develop and execute their promotional program, should they obtain European funding. They will submit a proposal to the 2025 Call for Multiple Programs, aiming to jointly promote their wines in their respective markets.

This campaign will be key for **DO Rueda** to reinforce its leadership in white wines in Spain and for **Graševina Croatica** to boost recognition of the Graševina variety in Croatia, the country's most representative white wine grape. Through a multichannel communication strategy, the program will highlight the authenticity, certified quality, and uniqueness of both wines in their respective markets.

Finally, it is important to note that this tender seeks to select a three-year promotional program for submission to the European Commission in the 2025 funding call. Although the proposing entities have approval possibilities, the Commission may reject the campaign, preventing its execution.

2. Context

About the Proposing Entities

DO RUEDA

Recognized in 1980, the Denomination of Origin (DO) Rueda is Spain's leading DO for white wines. It specializes in the native Verdejo grape, combining tradition and innovation in its production.

Key Data:

- **79** certified wineries.
- **1,523** winegrowers.
- **20,000 hectares** of vineyards.
- **#1 best-selling white wine DO in Spain** (42.3% market share).
- **#2 best-selling DO in Spain** (14.5% of the total market).
- **118 million bottles** sold in 2024.

GRAŠEVINA CROATICA

The Graševina Croatica, officially accredited wine producers' association in the Slavonia and the Croatian Danube wine region. Its major goal is to promote Graševina, Croatia's most important white grape variety, and strengthen its image domestically.

Key Data:

- **Represents biggest wine-growing region in Croatia** (5.640 hectares)
- **183.775 hectolitres** produced in 2023. (45,7% of total production in Croatia)
- **Graševina #1 best-selling wine in Croatia** (44.4% market share)

Both DOs share a commitment to authenticity and quality, aiming to educate Spanish and Croatian consumers and increase their wines' presence in the HoReCa sector and specialized sales points.

3. Product

DO RUEDA

- White wines made from Verdejo: fresh, fruity, and well-balanced.
- Additionally, in smaller proportions, DO Rueda includes:
 - *Gran Vino de Rueda*, a premium category requiring old vines and a minimum one-year aging.
 - Other wines incorporating innovations in white grape varieties, such as **Garnacha Blanca, Riesling, Gewürztraminer, Moscatel de Alejandría**, among others.

GRAŠEVINA CROATICA

- Graševina: Croatia's most representative white grape variety (183.775 hl in 2023.)
- Elegant, fresh, and versatile wines with floral and citrus notes.
- Dessert wines made with this grape variety are considered to be some of the world's greatest sweet wines.
- Highly adaptable for food pairings, accompanying light summer dishes, white meat, chicken, seafood, starters and cold platters
- Produced using a mix of traditional and modern techniques to enhance expressiveness and uniqueness.

4. Campaign Challenges and Objectives

Challenges:

- **DO Rueda:** Wine consumption in Spain has been declining in recent years, with an aging consumer base and low penetration among younger generations. However, white wine shows a more favorable trend than red wine, and DO Rueda has recorded slight sales growth.

Despite this momentum, DO Rueda is still primarily associated with wines offering good value for money, making it challenging to position itself among higher-priced white wines, both in retail and restaurant menus. The DO faces a dual challenge: consolidating growth amid a general decline in wine consumption and gaining market share and preference in the premium white wine segment.

- **Graševina Croatica:** As Croatia's most representative white variety, Graševina wine faces the challenge of strengthening its domestic recognition and position itself among higher-priced white wines. Key to this is consolidating its presence among local consumers by emphasizing its versatility and role in Croatian gastronomy. Additionally, it must enhance its visibility through participation in key fairs and events, increase its presence in digital media and social networks, and collaborate with wine and gastronomy professionals to boost its prominence and consumer connection.

Objectives:

1. Increase consumption and reinforce the leadership of DO Rueda and Graševina in Spain and Croatia, respectively.
2. Expand presence in the HoReCa (hospitality) channel, boosting recognition in high-end gastronomy within their respective markets.
3. Highlight the authenticity and certified quality of both wines as products with Denomination of Origin.
4. Differentiate from competitors by consolidating the identity and value of each wine in its segment and markets.

5. Campaign Scope

- **DO Rueda:** Spain
 - **Priority regions:** Madrid, Barcelona, Basque Country, Valencia, Málaga, Castilla y León, and coastal areas.
- **Graševina Croatica:** Croatia

6. Target Audience

1. Final Consumers (B2C)

Core Target: 35-55 years old

- Consumers with **medium to high purchasing power**.
- Seek **certified origin** and high-quality products.
- Interested in **healthy eating** and gastronomic experiences.

2. Professional Audience (B2B)

- **HoReCa sector:** Restaurants, chefs, and sommeliers.
- **Distributors and specialized stores.**
- **Gastronomy and wine media.**

7. Creativity and Key Messages

Tone and Style:

- **Approachable and aspirational**, yet accessible.
- **Experiential and gastronomic**, evoking moments of enjoyment and perfect pairings.
- **Distinctive and identity-driven**, emphasizing origin, tradition, and quality certification.
- **Sensory and evocative**, highlighting the wine's sensory experience.

Key Messages:

DO Rueda

- DO Rueda is **the benchmark** for white wines in Spain.
- Beyond Verdejo: **diversity and excellence** in white grape varieties.
- If you think of **high-quality white wine**, you're thinking of Rueda.

Graševina Croatica

- Graševina, **Croatia's most representative** white grape variety.
- Wines with **character, freshness, and balance**, ideal for Mediterranean cuisine.
- **Authenticity, history, and exceptional terroir** in every glass.

DO Rueda & Graševina Croatica

- Two Denominations of Origin, **one commitment** to quality and authenticity.
- The **best white wine from Spain** and Croatia's **wine gem**.
- Unique pairings, **unforgettable gastronomic experiences**.

8. Work Packages and Actions to Develop

The plan proposed by the agency should include the following **work packages**:

- **Package 2: Public Relations**
- **Package 3: Website**

- **Package 4: Advertising**
- **Package 5: Communication Tools**
- **Package 6: Events**
- **Package 7: Point-of-Sale Activation**

To ensure comparable offers, the beneficiary must establish the **program framework**, detailing the **minimum work packages** required by the European Commission, as mentioned above.

10. Budget

The total budget for the project will be **€3,450,000**. This amount must include the agency service, with VAT NOT INCLUDED. The budgets must be clearly broken down by the activities to be executed, in order to compare the budgets of each executing agency. Packages 1 (program coordination), 9 (results evaluation) and 10 (other costs) are included, establishing for each package the following total budget: **€3,250,000**