



FERNANDO CASTRO  
BODEGAS FAMILIARES DESDE 1850

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## CHINESE COMERCIAL MISION VISITS BODEGAS FERNANDO CASTRO

The winery welcomes a group of Chinese importers before harvest beginning.

On the occasion of the popular wine fair of Valdepeñas town, the cellar has received the visit of a commercial mission from China. The Appellation of origin Valdepeñas was in charge of the organization, in which 9 important importers have visited the county for a few days.

The importers came from different regions of the Chinese country: Xiamen, Fuzhou, Beijing, Yantai, Yiwu, Weifang (three cities belonging to the Shangdong region) and Shanghai. The group was accompanied by two interpreters and the marketing director of the Appellation of Origin Valdepeñas, Inma Moreno.

After a welcome reception, the group enjoyed lunch paired with 4 premium wines from Bodegas Fernando Castro: Castillo Sta Bárbara Airen, Señorío de Muradal Tempranillo, Gran Videva Crianza y Raíces Reserva.

During the course of the meal, David Rodríguez, newly member of the cellar's enology team, presented each of the wines, their characteristics and the reason for their selection for this visit.

The importers had the opportunity to ask questions regarding the winery and its wines to the team of Bodegas Fernando Castro.

After the meal, the group moved to two of the cellar's facilities. In this case, one of the export managers, Javier Piña, made an effort to guide a tour in which the group knew the cellar business model, the different methods of development, as well as the objective of each of the 5 bottling lines.

To end the visit to Santa Cruz de Mudela, the group moved to the emblematic bullring of Ntra Sra de las Virtudes, popular for its curious square shape, and continue its journey through the wine region for several days visiting the different wineries registered under the Appellation of Origin Valdepeñas.