
HIJOS DE ANTONIO BARCELÓ: tradition and innovation

Turnover increased by 4.5% in 2014.

Founded in 1876, Hijos de Antonio Barceló is one of Spain's top 20 wine groups. The company focuses on producing, ageing, bottling and marketing quality wines, and operates both in Spain and internationally.

Turnover expanded by 4.5% in 2014. International business accounts for 40% of turnover, providing the Company with greater stability in view of the current situation in Spain. The Americas accounted for 23.4% of sales, and Europe for 14.5%.

THE WINERIES AND THEIR BRANDS

The Company has wineries in five of Spain's most prestigious wine-producing areas, where it operates various business lines, including:

- **Wines with Denominations of Origin (D.O.) Ribera del Duero, Rueda and Toro.** This line, which accounts for more than 29% of the wine area's total turnover, increased sales by 20% in 2014. Viña Mayor is the umbrella brand for wines from three Denominations of Origin:
 - Viña Mayor D.O. Ribera del Duero, which is among the top five wineries in this district.

- Viña Mayor D.O. Rueda and Viña Mayor D.O. Toro are the most recent additions and continue to perform well.

- **DOCa wines. Rioja: Bodegas Palacio.** With leading brands such as Glorioso and Cosme Palacio, Rioja accounts for 24% of Hijos de Antonio Barceló's turnover. The line of Rioja wines registered 6% growth in 2014, supported by 10% growth by the Glorioso line.

- **Quality rosé wines by Bodegas Peñascal (Valladolid).** Peñascal, Spain's leading supplier of quality rosé wines, performed well in 2014, expanding by 11%, supported by the new low-alcohol Peñascal Frizzante 5.5 and Ponte Vecchio moscato. It accounts for 20% of turnover.

- **Aperitif and other sweet wines, and wines from Castilla y León** account for the other 27% of turnover.

THE VINEYARDS

The Group owns 300 hectares of vineyards in the Caserío de Dueñas estate (Villaverde de Medina - Valladolid) and 100 hectares in the Anzil estate (Toro).

40%
of revenues
come from
outside Spain

Both estates apply a vertical integration approach, which enables them to control product quality from growing the grapes to shipping the wine.

The Company, which combines tradition and innovation in the winemaking process, is certified to the following standards: ISO 9001 (Quality Management Systems), ISO 14001 (Environmental Management Systems) and ISO 22000 (Food Safety Management Systems). Moreover, as a reflection of its commitment to the environment, its

vineyards in Ribera del Duero conform to the EU rules for organic wine.

In 2014, this business line continued to reinforce its brand image by advertising in a range of media and at diverse events, and remained committed to quality and to improving its facilities with increased spending on technology upgrades and steadily replacing casks.

The Company's strategy:



Portfolio

[Developing a broad portfolio from prestigious wine districts that is in tune with current demand.]



Brands

[Developing leading brands in its market segment and expanding internationally.]



Quality

[Implementing a policy of continuous improvement in quality in the Company's various functional areas.]