

Campo Viejo partners with Dufry to launch GTR exclusive

By **Laura Shirk** on February, 13 2020 | Spirits & Tobacco



Campo Viejo has unveiled a vibrant new Tempranillo expression, which is exclusive to Dufry stores within global travel retail. After Campo Viejo winemakers welcomed Dufry to the Rioja wine region last year, its valued retail partner handpicked the new expression.

Aged in oak barrels, Selección de Tempranillo is a smooth and spirited vintage that will launch exclusively in Heathrow Terminal 5 this month before becoming available to travelers around the world. Positioned between Campo Viejo Reserva and Campo Viejo Gran Reserva as a special edition,

the liquid has been aged for 17 months in barrels with French oak prevailing over American oak.

To craft the handmade barrels four specially chosen coopers were selected to show respect for the aromatic personality of the wine: two were chosen to pay particular attention to the ageing process, which respects the fruity, more floral side of the wine, while the other two focused on drawing out the sweeter, more toasted aromas.

The expression is scented, leaving fresh notes on the palate. The nose brings fresh fruits such as cherries, blackberries and plums, alongside herbal notes such as mint, rosemary and lavender. The bright flavor profile pairs well with rice dishes, pasta, charbroiled meats, blue fish and cheese. A true expression of the Tempranillo variety, Selección de Tempranillo is a classic 100% vinification of de-stemmed crushed grapes, which bring to life the taste of the Rioja region vineyards.

Elena Adell, Chief Winemaker, Campo Viejo, says: “It’s exciting to see such a collaborative project come to life. From having the Dufry team join us in Spain to select the vintage, to the careful 17 months oak barrel ageing, all the way through to the final product. Selección de Tempranillo is a Rioja wine crafted with care exclusively for travelers, to savor with their family and friends.”

Introducing travelers to the new expression and offering a unique wine education, special tasting sessions hosted by brand ambassadors across the UK and Spanish markets will take place.

David de Miguel, Global Category Head of Liquor, Dufry, adds: “Campo Viejo is a valued part of our portfolio here at Dufry and working on this project together with the brand has been a great experience.

It’s when we work hand-in-hand with our partners that we can deliver the most impactful work and we’re confident that our customers will enjoy the fruits of this partnership. We can’t wait to share this unique expression exclusively with travelers visiting our duty-free stores”.

Campo Viejo Selección de Tempranillo has launched across airports in the UK just in time for a thoughtful Valentine’s Day gift, with the in-store activation live at London Heathrow until March 4, 2020.