



PRESS RELEASE

Familia Torres wins World Food Travel Association award for its wine tourism experiences

Vilafranca del Penedès, February 2018. Familia Torres received the Best Wine Experience award for its original *De la cepa a la copa* (from vine to wine) activity at the Food Trekking Awards 2018, presented by the World Food Travel Association, the world's leading authority on food tourism. The awards span 14 categories and recognize excellence in tourism experiences related to food and drink around the world. This is the third time that the family-owned Penedès winery took home the Best Wine Experience prize.

De la cepa a la copa (from vine to wine) is an activity held at harvest time, aimed at visitors who are interested in deepening their knowledge of different grape varieties. Participants identify and pick the grapes in the vineyard, followed by a tasting of the fruit and corresponding wine. The experience is very well received, and the winery will offer it again this year to small groups in early September.

Familia Torres has received several accolades for the originality and uniqueness of the experiences it offers visitors at its winery in Penedès. In addition to the World Food Travel Association, two leading wine guides have honored the winery this year: Familia Torres received Luxury Travel Guide's Service Excellence award in recognition of its most exclusive experiences, as well as winning Travel & Hospitality's Brand Excellence Award. The magazine Drinks International has also recognized the winery and its wine tourism experiences at several editions of the Wine Tourism Awards.

Familia Torres offers more than 20 wine experiences that invite visitors to explore and enjoy wine in a different way. Among the activities are wine pairings, introductory wine tasting workshops, blind dinners, vineyard tours, wine-and-astronomy-themed summer nights and more. The winery is part of *La Carretera del Vi*, a wine road initiative that brings together 13 wineries along an old Roman trading route that leads from the Penedès interior to Sitges.

For more information:

Christoph Kammüller

International Communications Director

Tel. +34 93 817 76 25 · Cell +34 678 19 60 83

ckammuller@torres.es · www.torres.es