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**Old World Wine Meets New World Marketing
First Europe Wine Bloggers Conference: La Rioja, 29th - 31st August 2008**

The first ever conference for leading wine bloggers around the world will be held in La Rioja, Spain, this August Bank Holiday. Participants will gather to discuss the impact wine blogging is having on the world of wine and its benefits to trade and consumer alike.

/24-7PressRelease/ - BARCELONA, SPAIN, July 18, 2008 - The first ever conference for leading wine bloggers around the world will be held in La Rioja, Spain, this August Bank Holiday. Participants will gather to discuss the impact wine blogging is having on the world of wine and its benefits to trade and consumer alike.

Organised by Robert McIntosh, a member of the UK's wine blog community, who writes at www.wineconversation.com, and Catavino.net - a website dedicated to educating people about Spanish and Portuguese wine - the conference aims to bridge the communication gap between winemakers and wine lovers around the world.

The conference topics will cover wine writing and wine ratings, and also explore ways to make money from blogging. The conference will also include visits to Rioja wineries and the Dinastia Vivanco Museum of the Culture of Wine and two tastings, including a Keynote event looking at premium, innovative wines from Spain and Portugal on the Saturday night. Some of the wineries to be included are: Bodegas Dinastia Vivanco, Codorniu, Herdade do Esporao, Bodegas Bentomiz, Bodegas RODA, Bodegas Muga, Dominio de Tares, Niepoort, Casa de la Ermita, Abadia Retuerta, Cortes de Cima, Lopez de Heredia, Luis Pato, Taylors Fladgate and Bodegas Valdepusa.

"The 30 or so wine bloggers attending this event generate, together, around 200,000 unique readers every month," comments McIntosh, "which is a substantial reach if you compare it to say Decanter Magazine's 40,000 monthly printed copies. Add this to the fact that bloggers really do build interactive relationships with their readers and you can see that the First Europe Wine Bloggers Conference is the perfect opportunity for producers, importers and the media to engage with this highly influential group."

"At the moment blogging is still a new concept to many, but those wine makers who are quick to understand the benefits and leverage the new way the world is communicating, will certainly fill more wine lovers' glasses than any competitor who is slow to adapt," says Ryan Opaz of Catavino. The European Wine Bloggers Conference provides an open door to this highly influential group. Wine makers who want to learn about this new medium are invited to get in touch with Catavino.

For more information, please visit the conference site <http://ewbc2008.wineblogger.info> or contact:

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About Robert McIntosh - <http://www.wineconversation.com>

Represents a number of prestigious wineries from Rioja in the UK & Ireland, including Bodegas Dinastia Vivanco. He writes about wine marketing, culture and innovation on The Wine Conversation, and is administrator of the Open Wine Consortium, the global wine networking site.

About Catavino - <http://catavino.net> - <http://catavinomarketing.com>

Gabriella and Ryan Opaz, based in Barcelona, are the founders of Catavino.net, a website dedicated to educating people about Spanish and Portuguese wine. They also run Catavino Marketing, a business dedicated to making Iberian wineries, such as Cortes de Cima and Abadia Retuerta, among the leading lights of the new social Internet