8TH ANNUAL CONFERENCE

EUROPEAN BUSINESS HISTORY ASSOCIATION

BARCELONA, 16TH –18TH SEPTEMBER 2004

From Trade to Industry: The Wine Sector in the Denomination of Origin label Penedès Region, 1940-2000.

Raimon Soler Becerro
Universitat de Barcelona
raimonsoler@ub.edu

Abstract

The paper aims to show the extent to which the wine sector in the denomination of origin label (D.O.) Penedès region has responded to the challenges posed in terms of both supply (with the consolidation and emergence of producing countries outside the traditional European sphere) and demand (with a drop in wine consumption and new habits of consumption). The paper looks at the evolution of the sector in the region from the beginning of the 1940s up to the present day. At the end of the 1936-1939 Civil War, the sector was faced with a drop in production, although it continued to develop in line with the traditional wine trade. This situation changed at the end of the 1960s with the emergence of increasing demand for higher quality bottled wines. From a legislative standpoint, the sector responded by focusing on technological innovation and a restructuring of companies. This period saw the introduction of new equipment and processes, such as stainless steel tanks and controlled temperature fermentation, with bottled wines edging out bulk-produced wine and large warehouse businesses giving way to wineries. In addition, one of the main features of the 1970-1985 period was the formation of the large wine and *cava* business conglomerates. The entry of Spain in the European Union in 1986 further accelerated this process of transformation, resulting in a sector comprising companies producing both wine and *cava*. These companies, which owned a large number of hectares of vineyards, incorporated red and varietal wines into their range of products and in many cases showed a clear intention to penetrate the international market.

From Trade to Industry: The Wine Sector in the Denomination of Origin label Penedès region, 1940-2000.

Raimon Soler Becerro
Universitat de Barcelona

1. Introduction

From the beginning of the last third of the 20th century, the Catalan wine sector, and more specifically in the denomination of origin (D.O.) label Penedès region, has undergone a fundamental transformation in the dominant set-up of companies. From firms almost solely dedicated to the warehousing and commercialisation of the product, with very little effort devoted to the preparation and standardisation of the wines, truly industrial companies have developed in which commercial aspects clearly continue to play an important role. In this type of company, however, the industrial aspect has gained ground, from the production process to the oenological technology, as a simple visit to a *cava* producer or winery would tell us. From the reception of the grapes to the final bottling and labelling of the wine, the entire process is highly mechanised and automatised. At the same time, a process of backwards-vertical integration has come about with the acquisition by many companies of vineyard estates in order to ensure a large proportion of the supply of raw material.

The jump from trading to industrial company has been completed in a short period and brought about by three factors: changes which have come about in the world wine market; changes in domestic demand; and the need to adapt to new institutional frameworks. In respect of the situation in the world wine market, the first element to bear in mind is the progressive drop in production, a fact which is quite notable in the two principal wine producing countries of the world, namely France and Italy, although not as marked in Spain, which is the third. This phenomenon has come about hand in hand with the emergence of new production zones, which have set serious challenges for their European competitors. The first wave, at the turn of the 20th century, saw the emergence of the American continent, with Argentina, Chile and the USA standing out. The USA is especially important since, over the last few years, domestic production has increased significantly and consequently has tended to replace European wine imports. The second wave began in the last decades of the 20th century with the significant arrival on the scene of South African and Australian wines. Nevertheless, these new producers have not broken European hegemony since Italy, France and Spain still represented 62.5% of world wine exports for the period 1996-1999 against the 11.5% made up by the USA, Argentina, Chile, South Africa and Australia together. The penetration of the world market by these wines is more a warning of what might happen than an established reality.

Table 1. World wine production, 1971-1999 (annual average in thousands of hectolitres)

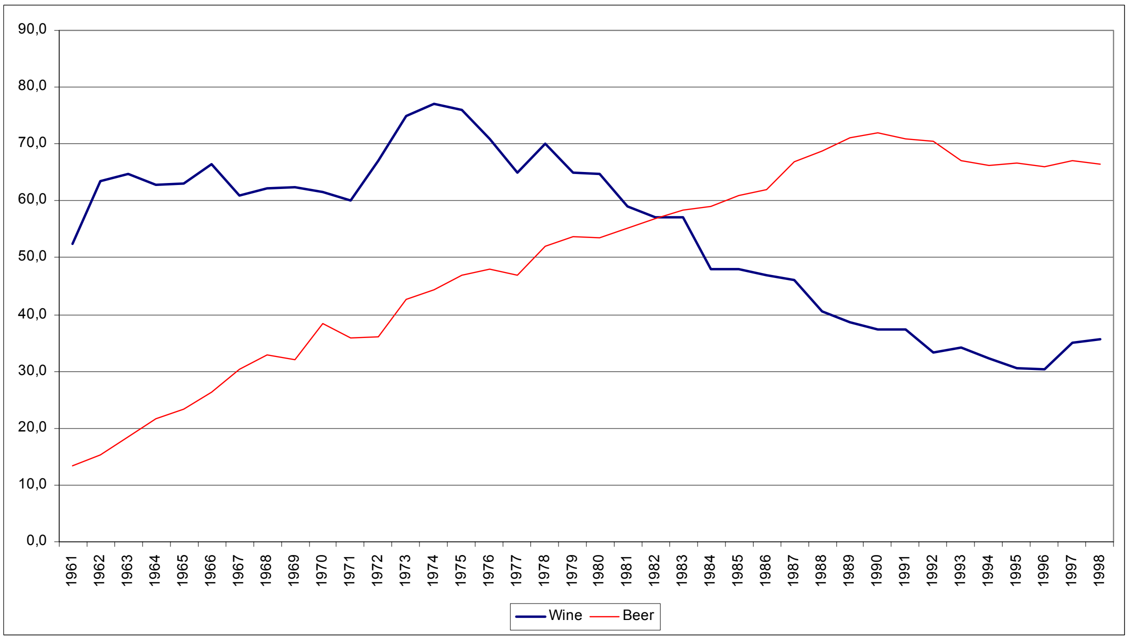
Thousands of hectolitres	1971-1975	1976-1980	1981-1985	1986-1990	1991-1995	1996-1999
Africa	14.539	10.436	10.750	9.260	9.498	9.372
South Africa	5.348	6.279	8.649	7.742	8.228	8.131
America	44.957	51.478	50.869	48.530	42.768	44.582
Argentina	22.778	24.597	20.463	19.914	15.588	13.686
USA	13.223	16.538	17.710	18.167	17.619	20.518
Chile	5.052	5.655	6.600	4.135	3.326	4.664
Asia	2.114	2.251	2.495	4.295	4.672	6.393
China				2.734	3.120	3.738
Europe	248.805	258.463	270.682	237.205	200.088	199.237
Germany	8.085	7.832	9.799	10.012	10.391	10.064
Spain	32.189	33.832	33.964	33.519	26.519	32.018
France	68.742	67.259	67.462	64.641	52.886	56.379
Italy	69.557	74.619	72.146	65.715	60.768	55.482
Oceania	2.700	4.018	4.506	4.722	5.253	7.768
Total	**313.115**	**326.646**	**337.302**	**303.976**	**262.279**	**267.352**
%	**1971-1975**	**1975-1980**	**1981-1986**	**1986-1990**	**1991-1995**	**1996-1999**
Africa	4,6	3,2	3,2	3,0	3,6	3,5
South Africa	1,7	1,9	2,6	2,5	3,1	3,0
America	14,4	15,8	15,1	16,0	16,3	16,7
Argentina	7,3	7,5	6,1	6,6	5,9	5,1
USA	4,2	5,1	5,3	6,0	6,7	7,7
Chile	1,6	1,7	2,0	1,4	1,3	1,7
Asia	0,7	0,7	0,7	1,4	1,8	2,4
China	0,0	0,0	0,0	0,9	1,2	1,4
Europe	79,5	79,1	80,2	78,0	76,3	74,5
Germany	2,6	2,4	2,9	3,3	4,0	3,8
Spain	10,3	10,4	10,1	11,0	10,1	12,0
France	22,0	20,6	20,0	21,3	20,2	21,1
Italy	22,2	22,8	21,4	21,6	23,2	20,8
Oceania	0,9	1,2	1,3	1,6	2,0	2,9
Total	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**	**100,0**

Source: Office International de la Vigne et du Vin (OIV), *The State of Vitiviniculture in the World and the Statistical Information*, Paris, various years.

With respect to the changes affecting the domestic market, the continuous drop in per capita consumption over the last thirty years must be pointed out. The causes of this are to be found in two phenomena. First of all, the direct competition posed by beer, the per capita consumption of which has increased continuously in Spain since the

1960s. The progress made by beer has been so spectacular that a per capita consumption of just 13.3 litres in 1961 had risen to 58.4 litres by 1983, a figure which surpassed wine consumption irreversibly (at least until now). This is above all due to the progressive increase in income of Spaniards, who have diversified their beverage consumption habits, together with the impact made by the beer consumption of the thousands upon thousands of tourists who visit Spain each year.[1]

Graph 1. Consumption per capita of wine and beer in Spain, 1961-1998 (litres)



Source: Produktschap voor Gedistelleerde Dranken, *World Drink Trends* (1995 and 1999 editions), NTC Publications Ltd., Schiedam (Netherlands), 1996 and 2000.

However, the drop in wine consumption is not solely due to the competition provided by beer. The second phenomenon is also related to the argument of higher income in Spain referred to above. While this would favour lower wine consumption, it would also favour better quality wine, as well as the introduction of new habits of consumption influenced by institutional health campaigns, directed at lowering alcohol consumption among the population. In the face of this, the response of the wine sector has been the creation of the *Fundación para la Investigación del Vino y Nutrición*[2], better known by its initials *FIVIN*, which finances regularly published studies aimed at demonstrating the positive effects of moderate wine consumption on health.

[1] According to the beer trade association, tourism accounts for 20% of beer consumption in Spain. Cervezeros de España (2001): 49.
[2] Foundation for the Investigation of Wine and Nutrition.

Finally, in respect of institutional factors, we must look principally at the following elements: the coming into force in 1970 of the *Estatuto de la Viña y el Vino*[3]; the transfer of competency on this matter to the Generalitat de Catalunya in 1980; and the institutional impact of the entry of Spain in the European Union in 1986. Recently, the *Llei d'ordenació vinícola*[4] and the *Ley de Viñas y Vino*[5] were passed by the Catalan and Spanish Parliaments respectively and will govern the sector for the foreseeable future.[6]

The first Spanish guidelines aimed at regulating the wine sector date from 1932, when the first *Estatuto del Vino*[7] was passed by decree. This legislation already established the creation of the denomination of origin labels but its application on a practical level was highly limited. It was only in the middle of the 1960s when a movement came about promoting quality based on the marketing of denomination of origin labels. This yielded quantitative results with the number of D.O. labels rising from 18 in 1965 to 23 by 1975; there were also qualitative results with the passing of the above-mentioned *Estatuto de la Viña y del Vino* and the setting up of the organisms and regulations with which it was enforced. In fact, as the very preamble of these regulations stated, their aim was not only to adapt the sector to the new economic and technological reality of the time but also to bring Spanish legislation as far into line as possible with that of other nations in the context of Franco's much hoped-for entry of Spain in the European Common Market - a hope that would be dashed in the dictator's lifetime.

This *Estatuto* was inspired by French legislation with the creation of the *Instituto Nacional de Denominaciones de Origen* (INDO)[8] in which the existent regulatory boards were to be incorporated. These boards were, and still are, charged with ensuring the compliance of each region with this legislation. The *Estatuto* defined which products were to be governed by the regulations (grapes, wine and its variants, alcohols and lastly sub-products). Furthermore, it aimed to give structure to the organisation of vineyards and systemised, completed and improved the regulations in force governing wine production. It regulated quality protection, overseeing matters relating to the D.O.

[3] Statute of Vineyards and Wines.
[4] Law governing wine.
[5] Law of Vineyards and Wines.
[6] *Diari Oficial de la Generalitat de Catalunya*, n. 3.673, 09-07-2002, i *Boletín Oficial del Estado*, n. 165, 11-07-2003.
[7] Wine Statute.
[8] National Institute for Denomination of Origin labels.

labels and allowing representation of the interested sectors on the regulatory board of each label. Matters relating to the wine market, such as product distribution, sales and the necessary requisites for export were also regulated and sanctions were decided in cases of regulation breaches. Lastly, guidelines were established for the setting up of a vineyards and wine producing property register which the *Estatuto* text itself recognised as a necessity, which "*had become most heartfelt*".[9]

Competence for the wine sector in Catalonia was assumed in 1980 by the Generalitat, which created the *Institut Català de la Vinya i el Vi (INCAVI)*[10]. Since its inception, this organisation has carried out work promoting quality wines and wine culture. It has also taken on the task of protecting quality wines by supervising the D.O. labels, providing support for their respective regulatory boards and overseeing the quality of their wines or *cavas*. Furthermore, it has intervened in technical and training matters relating to both viticulture and oenology.

In respect of the last of the institutional aspects to take into account, 1986 proved a fundamental year for the economic development of Spain with its entry in the European Union, or the Common European Market, as it was then termed. The entry had legal implications for the wine sector, e.g. the sparkling wine mostly produced in the Penedès region had to be legally termed as *cava*. However, the entry of Spain also affected EU regulations. The fact that three countries of wine-producing tradition, namely Spain, Greece and Portugal, entered the EU in the same year, led to the creation of new legislation entitled Regulation 823/87, which "invented" what are now known as quality wines produced in a delimited region (vqprd)[11]. In reality, it was a response to the necessary consensus between the different Member States of the Union. This regulation was aimed at encompassing both the wines which already functioned as D.O. labels and those without a D.O. label but which met the same quality conditions within the framework of the European Union.[12]

[9] *Boletín Oficial del Estado*, 5-12-1970. See also, De Blij (1983): 119-120; Huetz de Lemps (1993): 153.
[10] Catalan Institute of Vineyards and Wine.
[11] From the French, "vins de qualité produits dans des regions determinées".
[12] See Torelló (1998).

2. From crisis to recovery: Vitiviniculture in the Penedès region between 1940 and 2000

The Penedès is a large region stretching between the two present-day metropolitan areas of Catalonia, namely Barcelona and Tarragona. It is delimited to the north by the River Llobregat, with the city of Martorell as a reference point, and to the south by the river Gaià with the reference point of Roda de Berà. The western limits of the Penedès region are marked out by the so-called pre-littoral Serralada and its eastern limits by the Mediterranean Sea. Although in medieval times this area had its own demarcation, nowadays it possesses no administrative authority and is divided between the present-day provinces of Barcelona (where the D.O. encompasses the entire *comarca*[13] of Alt Penedès, all of Garraf and just part of Anoia and Baix Llobregat) and Tarragona (the entire Baix Penedès *comarca* and just a few towns of the Alt Camp and Tarragona *comarcas*). It is a region of long-standing wine-making tradition which has played a fundamental role in the development of this sector in Catalonia from the 17th century onwards, with a strong vocation for exportation.[14]

The outbreak of phylloxera in France brought about the golden age of Catalan vitiviniculture.[15] As Josep Colomé points out, the period from 1870 to 1890,

[13] Administrative division comprising a number of municipalities.
[14] Valls (2004).
[15] Giralt (1990): 230-235.

approximately, was one of those which constituted the greatest commercial expansion, due to French traders' need for wines of a variety of origins in order to maintain both their domestic and export market. Catalonia became one of the main suppliers of French wines. However, the outbreak also reached the Principality provoking a huge crisis, from both an ecological and economic point of view. Ecologically, it marked the end for traditional viticulture and paved the way for the introduction of new planting techniques. Economically, it marked the recovery of French wines and the incorporation of new producers, such as Algeria and certain American countries, which had little wine-growing tradition. Consequently, the recovery of Catalan viniculture coincided with a period of surplus production on the world market.[16]

Although the Penedès region was one of the areas where replanting was most successful, it lost ground both in terms of vineyard surface area and production in the first two thirds of the 20th century. If we look at the three main *comarcas* of the Penedès region (Alt Penedès, Baix Penedès and Garraf), we can see how it was not until the 1960s that the beginnings of a recovery of vineyard surface area got underway, and at different rates and intensity in each of the above-mentioned *comarcas*: whereas the recovery of Alt Penedès is well-known, in Baix Penedès a considerable drop in crop area could be observed after the Spanish Civil War (1936-1939) which was not halted until the 1970s; and in Garraf, in contrast to the other two areas, the drop has been constant and continues to the present day.

Table 2. Development of vineyard surface area in the Penedès region, 1889-2000 (hectares)

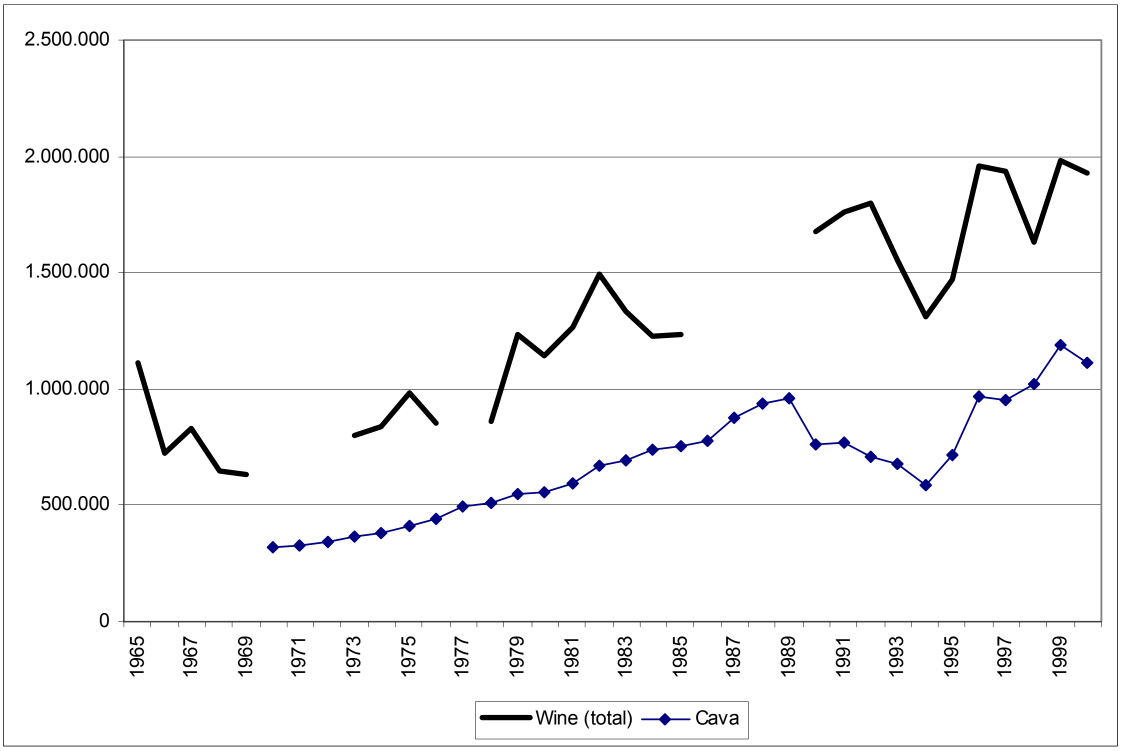
	1889	1920	1943-47	1975	1982	2000
Alt Penedès	20.010	17.256	14.443	15.538	14.173	18.034
Baix Penedès	16.040	18.312	nd	4.078	3.413	4.164
Garraf	6.081	5.462	2.706	1.307	1.227	1.077

Sources:
1889 and 1920: Emili GIRALT, "L'agricultura", in Nadal, J., J. Maluquer, C. Sudrià i F. Cabana (dirs.), *Història econòmica de la Catalunya contemporània*, Enciclopèdia Catalana, Barcelona, 1990, pg. 235.
1943-47: José LLOVET MONT-ROS, "Contribución al estudio general de la agricultura en la província de Barcelona", *Anales de la Escuela de Peritos Agrícolas y de Especialidades Agropecuarias y de los Servicios Técnicos de Agricultura*, vol. VII, Barcelona: 1948.
1970-75: INDO, *Catastro vitícola y vinícola D.O. Penedés. Año 1982*, Madrid: 1982.
1982: Institut d'Estadística de Catalunya. *Cens agrari, 1982* (http://www.idescat.net)
2000: Consell Regulador de la Denominació d'Origen Penedes (statistics which can be consulted on their website: http://www.dopenedes.es.)

[16] Pujol (1984).

A similar phenomenon can be observed in terms of production, even though we do not have precise data for the Penedès region as a whole until 1965 at our disposal. Before this date, the provincial data for wine production facilitated by the Spanish Ministry for Food, Agriculture, and Fisheries indicates a considerable drop for the province of Barcelona and a certain maintaining of production levels in Tarragona, which would seem to confirm a drop in production on the Penedès area in parallel with a smaller planted surface area.[17] However, from the middle of the 1960s, a clear recovery can be observed with an upward tendency leading to the end of the 20th century, mostly in the wake of the extraordinary expansion of *cava* production.

Graph 2. Development of total wine production and total *cava* production in the Penedès region, 1965-2000 (hectolitres)



Sources:
1965-1970: Ministerio de Agricultura, *Anuario Estadístico de la Producción Agraria*, Madrid.
1973-1985: Ministerio de Agricultura, *Anuario de Estadística Agraria*, Madrid. The data from 1981 to 1985 is estimated since the information provided by the ministry only gives data for the "production of registered surface area". I have preferred to estimate total production using information from the provinces of Barcelona and Tarragona, considering that the production of the Barcelona Pendès area made up 83% of the regional total, with the Tarragona Penedès area making up 13%. These percentages have been obtained from a study by S. Guardiola (1986a).
1990-2000: Statistics of the Consell Regulador de la Denominació d'Origen Penedès (Regulatory Board for the Penedès D.O. label), which can be consulted on their website: http://www.dopenedes.es
Cava: Consell Regulador del Cava (*Cava* Regulatory Board) (http://www.crcava.es). The original data is for 75 cl. bottles. I have considered the Penedès region as comprising 90% of *cava* production.

[17] Soler (2003): 189-190.

Indeed, as we can observe on the graph, the elaboration of *cava* and its increasing importance has much to do with the recovery of wine production in the Penedès area, not only quantitatively but also in qualitative terms since the need to supply the *cava* industry with the necessary white grape varieties (*macabeu*, *xarel·lo* and *parellada*) has constituted one of the fundamental changes in the sector of the second half of the 20th century and has much to do with the type of products traditionally supplied by Penedès wineries. Whereas before the Civil War the region was a producer of red wines, with the dominant *sumoll* variety, from 1941 the Penedès was a white wine producing region, with the predominant *xarel·lo* variety. Many of these wines would supply the *cava* industry, as has been mentioned. Nevertheless, from the 1980s, a movement introducing new grape varieties, especially French ones such as *chardonnay*, *cabernet sauvignon* and *merlot*, has been initiated with the aim of producing new higher quality types of wine. As such, Jaume Ciurana pointed out "the problem of Penedès wines…lies in the lack of red varieties".[18] Although white varieties have not been dislodged, the growth of red varieties has been considerable in both absolute and relative terms. The introduction of red varieties such as *cabernet sauvignon* and *merlot* or the recovery of a home-grown variety such as *ull de llebre*[19] (the Catalan name for Spanish *tempranillo*) has occurred thanks to the impetus of the wine-making sector which has requested these new varieties in order to place new products on the market, whether they be monovarietal or blended, of ever greater quality. The next section is devoted to an analysis of this producing sector.

[18] Ciurana (1980): 104.
[19] Eye of the Hare.

Table 3. Surface area (hectares) of vineyards according to grape variety. Penedès D.O. label, 1970/75-2000

	Hectares				%			
	1975	1991	1995	2000	1975	1991	1995	2000
White varieties								
Macabeu	4.033	6.870	6.710	6.622	16,5	25,0	25,3	24,0
Xarel·lo	12.337	9.588	8.678	7.833	50,4	34,8	32,8	28,4
Parellada	3.286	6.447	6.256	6.045	13,4	23,4	23,6	21,9
Chardonnay	0	716	841	1.038	0,0	2,6	3,2	3,8
Others	nd	898	735	783	nd	3,3	2,8	2,8
Total white varieties	**nd**	**24.519**	**23.220**	**22.321**	**nd**	**89,1**	**87,7**	**81,0**
Red varieties								
Ull de llebre (tempranillo)	1.543	717	918	1.507	6,3	2,6	3,5	5,5
Cabernet Sauvignon	0	866	909	1.148	0,0	3,1	3,4	4,2
Merlot	0	266	446	1.554	0,0	1,0	1,7	5,6
Carinyena	91	473	402	365	0,4	1,7	1,5	1,3
Sumoll	1.543	0	0	0	6,3	0,0	0,0	0,0
Others	nd	673	583	648	nd	2,4	2,2	2,4
Total red varieties	**nd**	**2.995**	**3.258**	**5.222**	nd	**10,9**	**12,3**	**19,0**
Total surface area vineyards	**24.495**	**27.514**	**26.478**	**27.543**	**100,0**	**100,0**	**100,0**	**100,0**

Sources: INDO, *Catastro vitícola y vinícola D.O. Penedés. Año 1982*, Madrid: 1982. Statistics of the Consell Regulador de la Denominació d'Origen Penedès (Penedès D.O. label Regulatory Board), which can be consulted on their website http://www.dopenedes.es

3. From warehouse to winery: the transformation of wine companies in the Penedès region, 1940-2000

The wine companies forged in the 19th century which expanded mainly in the period leading up to the outbreak of phylloxera in Catalonia were fundamentally of a commercial nature. The sector was dominated by warehouse, trading and export companies which bought wine already elaborated by farmers. The warehouses restricted themselves to the final operations involved in selling the product. With the necessary blending operations, many of these companies were equally capable of producing a Penedès wine or a Galician *albariño*. Their main centre of activity was located in Vilafranca del Penedès, where an important commercial district had been created around the railway station, inaugurated in 1865. In 1928, the warehouse, trading and export companies based in Vilafranca already numbered 37[20], making this the principal town of the sector. Nevertheless, we can still find two other important centres, namely Sitges and Sant Sadurní d'Anoia, with 12 warehouse and export establishments each. In the case of Sitges this was a reflection of the success of *malvasia*, the most famous

[20] The source does not enable us to distinguish between the three categories separately and for this motive I have preferred to group them together.

Penedès wine of the 18th and 19th centuries. In the case of Sant Sadurní it must be pointed out that in 1928, the producers of sparkling wines (11) had still not surpassed the number of warehouse, trading and export companies.

Table 4. Number of wine companies in the D.O. label Penedès region, 1928-1969

	1928	1969
Warehouse, trading and export companies	143	135
Wine producers	1	4
Cava producers	15	59
Total	159	198

Sources: *Anuario General de España (Bailly-Baillière-Riera)*, Barcelona, 1928 and *Guía industrial y comercial de España, 1969-1970*.

Comparison with 1969 data shows a similar scenario, although it is already possible to guess at the changes to come. At this time, despite the number of companies having increased, their nature had changed. As such, it is possible to define two different movements. First of all, the decline of wine warehouse or trading establishments was already underway and was not compensated for by the increase in establishments dedicated to production. Secondly, inversely to this, the upward trajectory of sparkling wine producers not only meant that there were more producers in the region as a whole but it also brought about the displacement of the wine-producing centre from Vilafranca to Sant Sadurní d'Anoia. Therefore, even though large trading establishments still dominated Vilafranca, this type of company had already entered in decline by the end of the 1960s. Some of these companies had begun to modernise and sold their wines bottled and labelled. In certain cases, such as that of Miguel Torres, they had begun to buy up vineyards in order to produce a significant quantity of their wine themselves. However the new *cava* producing companies became the main players at this time. In fact, they constituted the first truly industrial wine companies. A fact inherent to the *cava* product itself is that it must be sold bottled and therefore requires a larger infrastructure than a standard wine company, i.e. caves to store the bottles for the necessary time, space to build the characteristic storage racks, bottling lines etc.

Data on the export of wines for 1955, in this case obtained from the Estació Enològica de Vilafranca[21], would seem to corroborate the scenario described above. Putting the *cava* producers to one side, wine exports for that year were dominated by the Vilafranca warehouses. Bulk wine (in barrels, large casks or tanks) was far more predominant than bottled wine, the presence of which still remained marginal. This situation was maintained for almost a decade. In 1964, Penedès bulk wine exports still accounted for 97% of export volume and 91.8% of export value. However, this situation was to turn around precisely at the end of the 1960s, when in 1968 the value of bottled wine exports surpassed other storage formats for the first time.[22] What is remarkable in 1955 is that the number of companies opting for the bottled wine format were very few and two of them accounted for 95% of bottled exports, namely Bosch-Güell and Torres, the growers referred to above, who occupy the fourth and fifth positions respectively in total exports. Bulk wine was also their predominant format.

Table 5. Wine exporting companies of the Penedès region, 1955

Exporter	Hectolitres			%		
	Bottled wine	Wine in other containers	Total	Bottled wine	Wine in Other Containers	Total
J.B. Berger SA	0	11.486	11.486	0	53	52,1
Juan Güell	0	2.850	2.850	0	13,1	12,9
Rodríguez & Berger	0	2.481	2.481	0	11,4	11,3
Bodegas Bosch-Güell SA	88	1.713	1.801	25,8	7,9	8,2
Miguel Torres	236	1.246	1.482	69,2	5,7	6,7
Juan Mory SA	0	614	614	0	2,8	2,8
Juan Esclasans	0	610	610	0	2,9	2,7
Antonio Valls	0	240	240	0	1,1	1,1
Aquila Rossa SA	8	132	140	2,4	0,6	0,6
Juan Montaner	0	81	81	0	0,4	0,4
Domingo Montserrat	0	63	63	0	0,3	0,3
Other companies	9	177	186	2,6	0,8	0,9
Total	**341**	**21.693**	**22.034**	**100,0**	**100,0**	**100,0**

Note: only table wines and noble wines are included.
Source: Arxiu Històric Comarcal de Vilafranca del Penedès, Fons Estació Enològica, Anàlisi per a exportació 1952-1969-464/26-Pg. 233

Amongst the exporters, J.B Berger, S.A. stood out most. This company traded exclusively with bulk wine (in casks, but above all in tanks) and its main markets comprised Switzerland, Sweden, Belgium and Germany. This company had a long-

[21] Wine laboratory.
[22] Data provided by *Estadística General del Comercio Exterior de España*, see below in table 7.

standing tradition in the trading and exportation of wines and was founded by Joan Baptista Berger Müller of Alsace, who set up shop in Vilafranca in 1878. The company continues to operate today although it has adapted over the years to the changes in the sector.[23] Unlike other companies which have disappeared, Berger provides solid evidence of the changes which have come about in the sector, especially over the last twenty years. We must not get ahead of ourselves: it is evident that at the end of the 1960s the great transformation that was to take place in the sector could not easily be glimpsed. Penedès wines continued to be marketed mostly in bulk form and warehouses still dominated the scenario, even though it seemed that this predominance was beginning to teeter at the end of that decade.

As mentioned in the introduction, the period from 1970 to 1986 was significant from an institutional standpoint, due to the coming into force of the *Estatuto de la Viña y el vino* in 1970 and by the transfer of regulatory competencies in the sector to the Generalitat of Catalonia. Nonetheless, apart from these legislative changes, the end of the 1960s and first half of the 1970s witnessed significant changes in demand which affected the sector as a whole. First of all, the beginnings of a drop in wine consumption could be detected. In reality, it was the demand for bulk wine that dropped, while demand for bottled and quality wine increased. The increase in per capita income influenced this change but it also brought about new consumption habits so that wine had to compete increasingly with beer and all kinds of soft drinks. In the Catalan case there was an additional factor; the increase in the consumption of quality wine meant competing with products from other regions of Spain. The Catalan business community realised this and in 1969 the Chamber of Commerce was already warning that "*the regional market is being increasingly invaded by products of other Spanish regions at a faster rate than the inverse process, i.e. the introduction of Catalan products in the rest of Spain.*"[24]

The change in direction towards the production of greater quality wines, mostly bottled and with a strong presence of the D.O. Penedès label, basically came about over the fifteen year period comprising the passing of the *Estatuto* and the entry in the European Union. First of all, during the 1960s an especially significant change

---

[23] This company's website can be visited at http://www.troc.es/berger (all the websites referred to in this paper can be consulted through that of the Consell Regulador de la D.O. Penedès: http://www.dopenedes.es).

[24] Cámara Oficial de Industria de Barcelona (Official Chamber of Industry of Barcelona): *Memoria Económica de Cataluña, 1969*, Barcelona, 1970.

occurred: the Penedès region finally consolidated its hegemony in the production of *cava*, which in turn brought about the expansion of white wines, as has been described above. *Cava* producers had made a huge effort during that decade to improve product quality and were therefore in a good position to satisfy the changes in demand referred to above.[25] Wine production was conditioned by *cava* to such an extent that by the end of the 1970s there were very few wineries in the *comarca* which did not produce white wine. 84% of those registered with the D.O. label in 1982 produced white wine, compared with 13% and 16% for rosé and red wine respectively. Although we do not have concrete information at our disposal, we can consider that the wine sector continued to be dominated by the large Vilafranca warehouses and Sant Sadurní *cava* producers. These two towns are not only where most wineries were to be found, but are also the largest in terms of volume held. It must be considered, furthermore, that a significant proportion of *cava* producers were not registered with the D.O. label since the register corresponding to the province of Barcelona for 1973 accounted for a total of 38 companies which produced *cava* in Sant Sadurní compared with 12 who appear in the register corresponding to the D.O. label.[26]

Table 6. Distribution of the number of wineries and type of wines produced in the D.O. label Penedès region, 1982

	Number of Wineries	Wines produced					% over number of wineries				
		White	Rosé*	Red	*Cava*	Other wines**	White	Rosé*	Red	*Cava*	Other wines**
Alt Penedès	196	164	21	20	28	10	83,7	10,7	10,2	14,3	5,1
Baix Penedès	11	10	2	9	0	0	90,9	18,2	81,8	0,0	0,0
Garraf	9	8	2	4	0	1	88,9	22,2	44,4	0,0	11,1
Baix Llobregat	3	2	2	2	1	0	66,7	66,7	66,7	33,3	0,0
Alt Camp	3	3	1	2			100,0	33,3	66,7	0,0	0,0
Anoia	1	1					100,0	0,0	0,0	0,0	0,0
Total	223	188	28	37	29	11	84,3	12,6	16,6	13,0	4,9

Notes:
* Includes the "clarets".
** Other wines: naturally sweet, *rancio*, noble and fortified, aromatised and pearl wines.
Source: INDO (1982): 69 and 72.

What is clear from the data of the Penedès D.O. Label Register is the existence of a sector highly specialised in the production of white wines with very few wineries producing a variety of wines; most of them were dedicated to the production of bulk

[25] See Valls (2003).
[26] INDO (1982a).

wine to be sold to *cava* producers or warehouse establishments. This impression is further reinforced by the fact that only 52 of the 223 wineries had a bottling plant. As such, at the end of the 1970s the sector remained relatively traditional. Indeed, of the 52 companies mentioned, exactly half employed a system yielding less than 5000 bottles per hour. If on one hand the large Vilafranca wineries and Sant Sadurní *cava* producers dominated the sector, on the other very small-scale companies could be found throughout the *comarca*. Of 223 registered wineries, 175 held a volume inferior to 5000 litres. Another factor which reinforces this impression of a sector which at the beginning of the 1980s was dominated by traditional producers, is the ownership or legal status of the wineries. Only 30 of them were trading companies and they were clustered above all in Sant Sadurní (11 – once again we see the clout and "modernity" of *cava*) and Vilafranca (8), whereas 17 wineries were cooperatives, an especially important fact in the Baix Penedès region.[27]

Despite this state of affairs, during this period a series of significant technological innovations were introduced; a series of changes which intensified over the years and which all had the same objective, i.e. to increase quality and modernise the sector in order to compete on the world market.

First of all, we must mention the introduction of what historians of technology term as process innovation. In terms of wine production processes, perhaps the most significant change of the last thirty years has been the implantation of metallic containers which allow the control of must fermentation (and homogenous maceration in the case of red wines). This kind of container only accounted for 9% in the 1982 register even though it had already surpassed that termed "*de fàbrica*"[28] along with the wooden wine press and cask. Although Miguel Torres claims to have introduced this innovation in the middle of the 1960s, the fact is that the impetus for the first wave of expansion was provided by the *cava* industry.[29] At the end of the 1970s, Josep Maria Vidal-Barraquer, director of the Estació Enològica de Vilafranca at that time, pointed out that this process was becoming widespread throughout the *comarca*.[30] It is an innovation which, when the D.O. Penedès register was made, had a very strong presence in Sant Sadurní. Of the 136.529 hectolitres of volume capacity in metallic containers for the whole D.O. label area in 1982, 91.100 (or 67 %) were to be found in

[27] INDO (1982b).
[28] Standard.
[29] See *La Semana Vitivinícola*, ns. 2.567-2.568, pg. 3.755.
[30] Vidal-Barraquer (1983): 15.

Sant Sadurní d'Anoia. As such, we can consider that *cava* paved the way for the rest of the sector.

The second change I would like to highlight is the significant increase in bottled wine over bulk wine with the consequent increase in the production of quality wine. With no further information to go on, we shall use data on exports, bearing in mind, however, that the domestic market does not necessarily behave in the same way as the export market. As a whole, a progressive increase in exports can be appreciated, which, despite some relatively intense fluctuations, was constantly maintained throughout the period. However, the 1970s brought about a qualitative leap. During the first half of the decade, not only was the volume of exported product consolidated but rather its value increased; a clear consequence of the major importance of bottled wine exports, which surpassed those of other container formats. The second half of the decade coincided with a further leap, both quantitative and qualitative, with an increase in export volume to an annual rate of 15% on one hand (almost double the figure of the preceding period) and with value continuing to increase at an extremely high rate on the other (18% annually accumulated), thus maintaining the trend initiated in the preceding five-year period. This was the period in which exports in casks, wagons or tanker lorries were reduced to marginal levels. This was already an irreversible phenomenon.

Table 7. Penedès wine exports according to container format, 1964-1985 (annual average in hectolitres and in 1975 pesetas)

	Bottled wines		Wines in other containers		Total	
	Hectolitres	Thousands of pts.	Hectolitres	Thousands of pts.	Hectolitres	Thousands of pts.
1966-1970	4.546	19.360	14.312	16.526	18.858	35.886
1971-1975	17.698	78.383	8.547	12.579	26.245	88.446
1976-1980	54.670	203.290	440	715	55.110	204.005
1981-1985	58.112	287.538	658	3.843	58.639	290.613

Source: Cambra Oficial de Comerç Indústria i Navegació de Barcelona: *Memoria Económica de Cataluña*. The price index published by the Banc Bilbao Vizcaya Argentaria in its *Informe anual* has been used.

The commitment to quality in the Penedès region clearly had repercussions in the business community. Here the changes were profound. The development in the 1970s of a wine-producing sector which had begun to understand that it needed to meet the challenge of competing on the world market helped trigger the transformation of companies. The list of exporters for 1975, which we can use as an indicator of producing companies in the middle of the 1970s, was very similar to the one we have seen for 1955. The fact that the leading company in exports remained unchanged and that the top places on the list are occupied by some bulk exporters such as Josep Domènech should not mislead us. There are significant changes between one list and the other. As I have already mentioned, J.B. Berger, S.A. remained the leading export company but was now closely followed by the two principal exporters of bottled wine, namely Miguel Torres and Bodegas Bosch-Güell, S.A., which had moved up the table in respect of 1955. It is clear that Torres was about to become the leading wine exporter for the *comarca* and the leading producer, if it was not already so. Amongst the export companies, the presence of René Barbier, S.A. stands out in fifth place. The company had been bought by Rumasa in the middle of the 1970s. When Rumasa was expropriated, René Barbier, S.A. was sold by the State to Freixenet in 1983. All in all, this indicated a trend which increased over the years, leading towards the transformation and modernisation of wine-producing companies. Finally, I feel it is important to point out that the 1975 data signals a certain division between those producers who exported their wine in bottled form and those who did so in bulk. Only two companies fit into both categories and they are totally marginal in respect of exports.

Table 8. Exporters grouped according to container format, 1975 (hectolitres)

Exporter	Hectolitres			%		
	Other containers	Bottled	Total	Other containers	Bottled	Total
J.B. Berger SA	7.815	113	7.928	57,7	0,7	25,9
Miguel Torres	0	6.964	6.964	0	40,7	22,7
Bodegas Bosch-Güell SA	0	4.903	4.903	0	28,6	16
José Domènech	2.974	0	2.974	22	0	9,7
René Barbier SA	0	2.643	2.643	0	15,4	8,6
José Freixedas Bové	0	1.383	1.383	0	8,1	4,5
Domingo Montserrat	1.318	0	1.318	9,7	0	4,3
Juan Montaner	1.244	0	1.244	9,2	0	4,1
Aquila Rossa SA	179	173	352	1,3	1	1,1
Cooperativa Agrícola del Vendrell	0	339	339	0	2	1,1
Bach SA	0	168	168	0	1	0,5
José M. Tetas	0	147	147	0	0,9	0,5
Juan Gusi Balaguer	0	106	106	0	0,6	0,3
Other companies	17	185	202	0,1	1	0,7
Total	**13.547**	**17.124**	**30671**	**100,0**	**100,0**	**100,0**

Note: includes still wines (white, red and rosé), muscatel and other noble or sweet wines and pearl wine.

Source: Arxiu Històric Comarcal de Vilafranca del Penedès, Fons Estació Enològica, Certificats per a exportació, 26-I-185.

Thirteen years later the situation of producing companies had changed profoundly. To begin with, amongst the principal wine companies, most of the wine warehouse establishments had dropped off the list. Those which remained had already begun to produce bottled wines and to elaborate their wine either by buying the grapes or by obtaining their own vineyards, as was the case of the above-mentioned J.B. Berger, S.A.. *Cava* producers have been included in the table since many of them had begun to place their first wine products on the market in addition to *cava*. This marked the start of a process of integration which would gather pace over the years and shall be examined below. The list is dominated by what then were already the three multinational wine companies originating in the *comarca*: Freixenet, Codorniu and Torres. The latter had already risen to first place among D.O label wine producers, although we have no precise production data available for other companies. Wineries based in Vilafranca (such as Torres, Pinord, Vins Montaner etc.) and *cava* companies from Sant Sadurní (such as Lavernoya, Juvé & Camps, Unió de Cellers del Noia or Vins Escumosos Naturals, amongst others) are once again those which dominated. However, some companies from other geographic areas also begin to make their presence felt, such as the group formed by Masia Vallformosa and Bodegues Domènech, of Vilobí, or

Caves Hill, situated in Moja (Olèrdola). Also featuring on the list are the following cooperative wineries: the Cooperativa de Vilafranca; the Cooperativa Vinícola del Penedès - with headquarters in Vilafranca but which in 1988 had its wineries in Sant Sadurní; and that of Sant Cugat Segarrigues. They signalled an upward trajectory which seems to have been confirmed in the following period. The data on the principal Penedès D.O. label wine exporters confirms the changes which had been underway in the sector for those ten to twelve years. In 1985, the top four wine export companies of the comarca were as follows and in this order: Miguel Torres, René Barbier, S.A. (which already belonged to Freixenet by this time), Jean León and Josep Alegret Sanromà.[31]

Table 9. Principal wine companies of the Penedès region, 1988

Name	Location	Revenue (millions of pts.)	Staff
Freixenet SA (Group)	Sant Sadurní d'Anoia	22.048	708
Codorniu SA (Group)	Sant Sadurní d'Anoia	15.617	390
Miquel Torres Carbó	Vilafranca del Penedès	5.700	190
Vins Montaner SA	Vilafranca del Penedès	1.500	24
Marquès de Monistrol SA	Sant Sadurní d'Anoia	1.450	75
J.B. Berger SA	Vilafranca del Penedès	1.427	28
Unió de Cellers del Noia SA	Sant Sadurní d'Anoia	1.250	36
Juvé i Camps	Sant Sadurní d'Anoia	1.000	45
René Barbier SA	Sant Sadurní d'Anoia	957	65
Vins Escumosos Naturals SA	Sant Sadurní d'Anoia	890	236
Masia Bach SA	Sant Esteve Sesrovires	722	20
Cooperativa Vinícola del Penedès	Vilafranca del Penedès*	665	22
Destileries del Penedès	Vilafranca del Penedès	596	15
Bodegues Pinord SA	Vilafranca del Penedès	550	40
Jaume Serra	Vilanova i la Geltrú	500	35
Josep Mascachs SA	Vilafranca del Pendès	440	24
Bodegues J. Sardà SA	Castellbisbal**	400	30
Bodegues Domènech SA	Vilobí	386	15
Masia Vallformosa	Vilobí	347	22
Caves Hill SA	Moja	295	15
Caves Lavernoya SA	Sant Sadurní d'Anoia	260	18
Celler Cooperatiu de Vilafranca	Vilafranca del Penedès	225	8
Ardevins	Sant Sadurní d'Anoia	205	12
Companyia Vinícola del Noia SA	Sant Sadurní d'Anoia	200	11

* With wineries in Sant Sadurní and Sant Cugat Sesgarrigues.
** With wineries in Castellví de la Marca.

Source: Fomento de la Producción: *España 25.000. 1989*.

[31] Instituto Nacional de Fomento a la Exportación (INFE): *Censo Oficial de Exportadores 1985*.

Clearly, in the period encompassing the coming into force of the *Estatuto de la viña, el vino y los alcoholes* and the entry of Spain in the European Union, significant changes were brought about within the wine companies of the *comarca*. As such, when European Union entry occurred, the sector as a whole was relatively well prepared for the challenge of the opening up of the European market. Despite this, if we focus on individual companies, they tell a different story. The large warehouse establishments had to hold their hands up and admit that the production of quality bottled and labelled wines, linked to the region, was the path to follow. Many of them disappeared from the wine map of the *comarca*. The commitment to quality also meant that entrepreneurs had to risk their capital in order to modernise companies. The case of the Torres company epitomises how this process was carried out. It involved a series of essential investments, not only in terms of improving production processes but also in order to make their presence felt on the world market. This last challenge is one which other companies of equally long-standing tradition, which had also begun to commit to quality, would not or could not meet. This must have been the case of Bodegues Bosch-Güell, S.A., the second largest exporter of bottled Penedès wines in 1975.

As has been mentioned several times, 1986 was significant in marking the entry of Spain in the Common Market, which meant definitively opening up her borders to potential competition from other large producers from abroad in the same way that that the principal European markets were opened up for Penedès producers. We shall see below how the sector has shown itself capable of responding positively to these challenges, above all due to the fact that it had already set out on the path towards integration. This is especially notable in the case of *cava* since the obligation, imposed by France, to abandon the terms *champán* and *xampany*, has facilitated the creation of a distinct product which, using the same method, offers better value for money. The case of wines is similar.

If in respect of innovation the previous period was characterised above all by the introduction of new production processes, the last years of the 20th century leading up to the present day have been marked by the introduction and expansion of new varieties of wines, especially red wines, as has been seen above. Likewise, the commitment to these new varieties together with improvements in the production of home-grown varieties has brought about a strong presence of so-called monovarietal wines. This process began to acquire importance in the middle of the 1980s but its great wave of expansion occurred in the following decade.[32] Furthermore, product innovation has helped to intensify the innovations in production processes which had already begun in the period leading up to 1986.

On observing the sample taken from 63 export companies in 1999, which were registered with the D.O. label in 2001, the changes which occurred in the previous years can be clearly identified. In contrast to twenty years previously, in 2001 very few companies limited themselves to the exclusive production of white wine, although all them did produce it. Most of them also produced rosé wines (85% of the total) and reds (92%). If we take the companies as a whole, we can see how they produced more than one product. Even though almost all of them produce young wine, many of them have added c*riances*, *reserves* or *grans reserves* to their production, which implies a significant increase in quality.

[32] Mínguez (1986) and Nadal (2003).

Table 10. Municipal distribution of Penedès D.O. label export companies. Types of wine produced and average number of products, 2001

Location	Companies	White	Rosé	Red	Products* (average)
Arboç del Penedès	1	1	0	0	1
Arboç, l'	1	1	1	1	1
Avinyonet del Penedès	2	2	2	2	3
Beguda Baixa, la (Masquefa)	1	1	1	1	2
Begues	1	1	1	1	2
Cabrera d'Igualada	1	1	0	1	2
Castellví de la Marca	5	5	5	5	2
Castellví de Rosanes	1	1	1	1	2
Font-rubí	3	3	3	3	2
Gelida	2	2	0	1	2
Moja (Olèrdola)	1	1	1	1	3
Olèrdola	2	2	1	1	2
Pacs del Penedès	1	1	1	1	2
Piera	1	1	0	1	2
Pla del Penedès	1	1	1	1	3
Pla del Penedès, el	2	2	2	2	3
Sant Cugat Sesgarrigues	1	1	1	0	1
Sant Llorenç d'Hortons	1	1	1	1	1
Sant Martí Sarroca	1	1	1	1	1
Sant Pau d'Ordal	1	1	1	1	3
Sant Quintí de Mediona	1	1	1	1	3
Sant Sadurní d'Anoia	15	15	13	14	2
Santa Fe del Penedès	1	1	1	1	1
Santa Margarida I els Monjos	1	1	1	1	2
Torrelavit	2	2	1	2	4
Torrelles de Foix	1	1	1	1	1
Vendrell, el	2	2	2	2	3
Vilafranca del Penedès	6	6	6	6	3
Vilanova i la Geltrú	2	2	2	2	3
Vilobí	2	2	2	2	4
Total	**63**	**63**	**54**	**58**	**2**

* Products: young wine, *criança*, *reserva* and *gran reserva*.

Source: Consell Regulador de la Denominació d'Origen Penedès (I have used the list published by *El Periódico de Catalunya* in its collection "Catalunya país de vins") and ICEX: *Repertorio de productores/exportadores de vino de España 99. D.O. Penedés*.

The definitive metamorphosis of the wine sector, which occurred from 1986 onwards, can be clearly appreciated in the municipal distribution of wineries registered with the D.O. label in 2001.[33] Sant Sadurní has consolidated itself clearly in first position with 26% of the region's wineries, above all due to the fact that there are many *cava* producers which also produce D.O. label wines.

[33] The information is from the Consell Regulador de la Denominació d'Origen Penedès (I have used the list published by *El Periódico de Catalunya* in its collection "Catalunya país de vins").

Meanwhile, Vilafranca has lost its traditional predominance as the focus point of producing or trading wineries since of the 36 which were clustered there at the beginning of the 1980s only 12 now remain. Indeed, Vilafranca now occupies third position behind Font-rubí. From the table it is clear that, the focus-point of Sant Sadurní notwithstanding, the process of dispersion across the region continues to gather pace. In any case, the reduction in the number of wineries with respect to 1982 indicates that the restructuring process has not only affected the large warehouse businesses of Vilafranca but also on a lower level it has proved the downfall for many of the small farmers' wineries which produced wine but did not take the step of setting up a production company. This is true to such an extent that towns such as Avinyonet, Sant Cugat Sesgarrigues, Sant Martí Sarroca or Torrelles de Foix have lost a considerable number of wineries in the period between the register of 1982 and that which our source provides for 2002.

The cases of two companies serve to exemplify this phenomenon of innovation. The first I would like to mention, Albet i Noya, is a small but dynamic firm which could be considered a model of technological innovation in the broad sense of the term if, as well as new production processes, the introduction of new products also constitutes innovation. Although the Albet family were already producing wines, the key moment for the company occurred at the end of the 1970s when Josep Maria and Antoni Albet i Noya began to produce organic wine exclusively for the Danish market. The success of this wine has been considerable thanks to changes in customs and increasing awareness of ecological problems.

Expansion throughout the 1980s led them to set up the company Albet i Noya Societat de Transformació Agrària in 1986 and allowed them to acquire the estate which the family had worked on for many years and devote its 46 hectares exclusively to the organic crop. Furthermore, the company, based in Ordal, Subirats, has won over a sizeable number of farmers from the area to this type of farming who now supply them with raw material.

Production has risen from 5,000 bottles at the beginning of the 1980s to some 750,000 in the 2001 season. The company principally produces young and *criança* red wines, amongst which the monovarieties (*cabernet sauvignon, ull de llebre, syrah* etc.) stand out. In respect of white wines the production of the monovarietal *xarel·lo* is notable along with that of the *chardonnay-xarel·lo* blend, marketed under the Can Vendrell brand. The expansion of the firm has led it to take a stake, as part of a joint venture, in some wineries in the regions of Priorat and Navarra. Furthermore, a distribution company has been set up recently as a vehicle for the expansion of its product on the domestic market and also in order to market organic products from other countries.[34]

The second case which I would like to refer to as an example of the changes which have come about in the *comarca* in terms of product innovation is that of Sumarroca. The company was established in 1983 with the creation of Molí Coloma, S.A. and the purchase of the estate of the same name, located in Subirats, which comprised 36 hectares of land. Sumarroca began producing quality wines with the emphasis on monovarieties with its range of whites (*chardonnay*, *gewürztraminer, muscat, pinot noir, riesling* and *sauvignon blanc*), rosés (*pinot noir*) and reds (*ull de llebre* - or *tempranillo* and *merlot*). The company has both expanded its premises in Molí Coloma (in 1992 and 1997) and purchased more land including the Sabartés estate in Llorenç del Penedès in 1986 (24 hectares) and its latest acquisition, in 1999, of the 400 hectare Sumarroca estate, located between Sant Sadurní and Piera. In this way, Bodegues Sumarroca, S.A. supplies its own raw material, which allows it exhaustive control of the entire production process.[35]

Another of the current characteristics, which has already been mentioned above, is the presence of three large business groups which undoubtedly can be classified as multinationals. The largest two (Freixenet and Codorniu) produce their wines through group companies: René Barbier in the case of Freixenet; Masia Bach in the case of Codorniu. Nevertheless, the bulk of production of both these giants is devoted to *cava*. The core activity of Miguel Torres, on the other hand, is wine production, although they also produce brandies and other liquors.

A review of this company's trajectory serves to show the changes which have come about during this period and also to explain the formation of the large business groups; one of the characteristics of the period. The company was established in 1870 by Jaume and Miquel Torres Vendrell, under the name of Torres y Cía. (Torres and Co.) and was dedicated to the trade and export of wines, with the installation of some warehouses on Carrer del Comerç in Vilafranca,

[34] All the information has been obtained from http://www.albetinoya.com.
[35] http://www.sumarroca.es.

which began to operate between 1873 and 1874. The premises were large, with a total capacity of 120,000 hectolitres allocated for wine and 6,000 for alcohol.[36]

In 1905, faced with the illness of Jaume Torres Vendrell (which would lead to his death the following year) and also Miquel's advanced years, the sons of Miquel (Jaume had none), Antoni and Joan Torres i Casals, renewed the company. It proved to be transitory situation since after just a few years Joan acquired the company outright and steered it until his death in 1932. When this occurred, Miquel Torres i Carbó, the son of Joan Torres i Casals, held the title of chemist and pharmacist, which gave him sufficient knowledge of oenology but little of commerce. Indeed, he did not take charge of the company until 1935 and because of the Civil War could not go about business properly until 1939, when all the warehouses had to be rebuilt due to an attack by fascist war-planes shortly before Franco's troops entered Vilafranca. If Joan Torres i Casals was responsible for the introduction of brandies, Miquel Torres focused on the export and improvement in the quality of the wines, with the introduction bottled wine under the brand names of *Viña Sol, Gran Viña Sol, Sangre de Toro, Coronas* and *Viña Esmeralda*. Under his leadership and that of his sons, who succeeded him on his death in 1991, the company has implemented a great programme of expansion over the last thirty years.[37]

From the middle of the 1970s the company has expanded to such an extent that it has a presence, in one form or another, in almost every country. There have been two key points in this process. The first of these occurred towards the end of the 1970s when Marimar Torres was established in the Sonoma Valley, California (1975) but especially when in 1979 Miquel Torres bought a small cellar and 100 hectares of land in Chile (in the Curicó Valley).[38] The second wave of expansion occurred at the end of the 1980s. During the course of that decade the company's production level rose from over 5 million litres of wine and liquors to approximately 17 million in 1991.[39] In 2002, Torres owned 1,250 hectares of vineyards in Catalonia (430 in Conca de Barberà, 82 in Montsant, 644 in Penedès and 90 in Priorat), 33 hectares in California and 382 in Chile.[40]

---

[36] Martorell (1902): 202; Mas i Perera (1932): 168; Almerich, L. (1946): 14.
[37] Almerich, L. (1946) and http://www.torres.es.
[38] http://www.torres.es.
[39] Fomento de la Producción, various years.
[40] Information obtained from http://www.torres.es.

The expansion which occurred between 1975 and 1990 led the family company to consider its group structure, in a similar way to the other two multinationals of the comarca. The starting point was the setting up in 1984 of the public limited company Miguel Torres, S.A., which is exclusive property of the family. This company controls 100% of several wineries: Bodegas Torres, S.A., must include the original premises in Vilafranca, the modern wineries of Pacs del Penedès and no doubt those of Chile; Torres also owns, amongst others, Jean León, a company set up in the middle of the 1960s by a native of Santander who had forged a career as a restaurateur in Hollywood, with a commitment to top-of-the-range wines. Furthermore, the company also has a stake in Marimar Torres in California and a further small stake in Bodegas La Negrita of Mexico. On the other side of the Pacific, it has a 60% stake in Torres Winery, a joint-venture set up in 1997 with a Chachen cooperative, 230 km west of Beijing, with the aim of bottling wines and marketing them under the Torres brand in the areas covered by the Asian giant. This constitutes the hard core of the company's activities.

The expansion of operations all over the world has led the company to set up some direct subsidiaries, i.e. with 100% Torres capital, in order to market its wines around the world, above all in areas of special interest to the company: the USA (Miguel Torres USA inc.), Sweden (Miguel Torres Sverige AB) and the far east, where in 1999, Shangai Torres Wine Trading Co. Ltd. was created in order to better serve the emerging markets of Japan and part of China. Over the last few years the firm has bought stakes in distributors from Mexico (Compañía Caribeña de Bebidas) and Great Britain (in 1994 it bought up 10% of the English distributor John E. Fells & Sons). Torres does not restrict itself to the distribution of its products abroad. The company is also an importer and exporter of products outside the Torres brand through Miguel Torres Canarias, S.A. or Torres Import, S.A., which within Spain markets products such as Veuve Clicot champagne or Isle of Jura whisky. As is logical in this type of business group, it has expanded into activities beyond the realms of wine making, such as construction and real estate (Pavitor, S.L., amongst others).[41]

[41] Information obtained from the electronic resource *Sistema de Análisis de Balances Ibéricos (SABI)* and from http://www.torres.es. According to the estimate of the electronic resource *SABI*, in the year 2000 Miguel Torres held stakes in the following companies: Bodegas Torres SL (Spain, 100%), Jean Leon SL (Spain, 100%), Masos Flassada Sord SA (Spain, 100%), Miguel Torres Sverige AB (Sweden, 100%), Miguel Torres USA Inc. (USA, 100%), Shanghai Torres Wine Trading Co Ltd. (China, 100%),

In this way, Miguel Torres, S.A. has evolved into the company which employed 558 people in the year 2000 with assets superior to 22 billion pesetas. It is a company with relatively high financial and economic profitability due principally to the efficient marketing of its product, which is made evident by a relatively high profit margin and less so by a heavy use of assets, with an asset turnover of about 0.89. It can be said that Torres' profitability owes more to the sale of quality products which offer a good margin than to an increase in sales, even though the sales figure rose from 8.612 billion in 1994 to 20.280 billion in 2000. With respect to the financing of the company we can state that, as is the norm for family companies, its strategy is based on a high degree of self-financing, i.e. a relatively low borrowing coefficient, since long and short-term borrowing in 2000 accounted for less than 34% of total liabilities.

Another characteristic is product diversification, i.e. the integration of wine and *cava* production in the same winery. This is not the exclusive territory of the large business groups but rather something which applies to most companies. A shift has occurred in many *cava* producing companies towards the introduction of Penedès D.O. label wine within their range of products. It is a phenomenon which can be clearly seen in a sample of the principal companies of the zone (see appendix): Cavas Hill, Juvé & Camps, Cavas Lavernoya, and Torelló Llopart etc. All of these *cava* producers also elaborate Penedès D.O. label wines, be they of the young, *criança* or *reserva* varieties. It is a phenomenon which, furthermore, does not seem to be related to the size of the company since many of the *cava* producers which have taken the same step are not amongst the largest: Berral i Miró, Canals i Munné, Espumosos del Cava SA, Gramona (all from Sant Sadurní), Caves Ferret (Font-rubí) or Cavas Parés Baltà (Pacs) are examples of companies which started off producing sparkling wines and have now included still wines in their product ranges. There have also been cases of the inverse process, where wine producers have also begun to produce *cavas*. Therefore, the

---

Iniciativas Tapo SL (Spain, 99%), Miguel Torres Canarias SA (Spain, 98%), Pavitor SL (Spain, 97%), Comercial Aquenor SL (Spain, 94%), Iniciativas Cator SL (Spain, 94%), Edificios Poa SL (Spain, 92%), Faspion SL (Spain, 92%), Fincas Flames SL (Spain, 91%), Grupo Torres Internacional S.L. (Spain, 80%), Torres Winery (China, 60%), Cia Caribeña de Bebidas (Mexico, 50%), Marimar Torres Estate (USA, 35%), Bodegas La Negrita (Mexico, 10%), Grupo Rosor SA (Mexico, 10%), John E. Fells & Sons (Great Britain, 10%), Torres Import SA (Spain, no data on size of stake), Distribuidora de Vinos SAC (Peru, no data on size of stake), T.T. & G. Trading Private Limited (India, no data on size of stake).

archetypical present-day wine business in the D.O. label Penedès region is a relatively small-scale and family company (mainly public limited companies or limited companies) with an average of 16 workers producing at the very least a couple of varieties of wine and also *cava*. Furthermore, it generally owns at least one estate in order to control a significant proportion of the raw material it needs. These companies have relatively low financial and economic profitability (in some cases even negative), which they are prepared to bear since most of them are family companies looking at long-term growth. It is worth pointing out, however, that where profitability reaches relatively acceptable levels, this is due more to the sale of a quality product (high profit margin) than to an increase in sales since the companies have a relatively low asset turnover. As is to be expected in a sector dominated by family companies, the average borrowing level is modest.[42]

On the other hand, the sector has been "multinationalised" in many ways. This is first of all due to the expansion of the three large business groups, of which we have seen the example of Torres. Nonetheless, globalisation means opening up in all directions so that there is also a series of companies owned by groups from outside the *comarca*. One of the first holdings to become established there was that of José María Ruiz Mateos, which before its expropriation in 1983 owned a group of companies composed of Castellblanch and the conglomerate made up of Segura Viudas, René Barbier and Conde de Caralt. Recently it has re-established itself in the comarca with the acquisition of the Sant Sadurní based companies Robert J. Mur and Montesquius, S.A., which have already been sold off to finance the acquisition of Cavas Hill, S.A.. Nevertheless, this is not the only outside group present in the Penedès region. Some of the biggest players in the world of vitiviniculture have a foothold in the D.O. region, such as González Byass of Jerez (Castell de Vilarnau) or Arco Bodegas Unidas of Rioja (Marquès de Monistrol). The presence of the J. García Carrión group of Murcia is also notable. This is one of the leading companies in the beverages market, the expansion of which began with the introduction of its Don Simón wine in the large distribution chains. It is now established in five of the large Spanish wine regions and in the D.O. label Penedès region owns Jaume Serra wines of Vilanova. The presence of

[42] See the appendix.

the French groups Moët Chandon (Chandon, S.A. in Sant Cugat Sesgarrigues) or Remy Cointreau (owner of the Companyia Internacional de Grans Vins, in Santa Fe del Penedès) must also be pointed out.[43] However, both these groups no longer appear in the list of Penedès D.O. label associates for 2004. Chandon, for example, has been acquired by the Freixenet Group and all wine production has been moved to its own winery and is concentrated in the René Barbier company.

Finally, if we interpret the above-mentioned term of "multinationalisation" in a broad sense and include the export of wine as part of this phenomenon, we can state that the presence of Penedès companies on the world market has increased. First of all because the list of exporters has grown longer: of the 20 which appeared in 1975, only 6 remained in 1986, although a recovery was soon underway and there were 10 on the 1986 list. Since then the list has grown on a yearly basis and in 2001 there were already 63 companies marketing some of their products internationally. This seems especially significant given the effort required for a company to set up a commercial network of any sort.[44]

4. Conclusions

From the end of the Civil War to the introduction of the euro, the wine sector of the Penedès region has undergone changes as profound as those affecting Catalan society itself. This transformation was the result of the need to respond to several factors. On one hand, a fall in demand on the Spanish domestic market and changes in habits of consumption of the population brought about changes in the product on offer. This was accompanied by increased competition between the wine-producing regions of Spain. As we have seen, at the beginning of the 1960s the penetration of wines from other wine-producing areas of Spain was more intense than the inverse process. This is an argument repeated somewhat frequently and, as such, in the *Annual report on Catalan industry for 2001* it was pointed out how Rioja producers "followed a strategy of intense competition on the domestic market by means of forcing a considerable drop in sale prices."[45]

---

[43] Fomento de la Producción (1998) and the electronic resource *Sistema de Análisis de Balances Ibérico (SABI)*.

[44] The 1980s data is from the Cambra Oficial de Comerç, Indústria i Navegació de Tarragona (1991): 50. In the *Repertorio* of the ICEX for 1999 there are more than 63 export companies, since some are included which are not registered but trade with Penedès D.O. label wines.

[45] Departament d'Indústria, Comerç i Turisme (2001): 42.

Apart from the competition provided by other Spanish producers, Penedès producers have also come up against the factor of new producers on the world market. Perhaps this has not affected exports as a whole as much as the factor of geographical distribution, since the up-and-coming players, especially the USA, now supply some of the “traditional” export markets. It should not be forgotten, however, that exports of Penedès D.O. label wines have been falling notably since 1998.

The process of transformation of wine-producing companies of the comarca originated at the end of the 1960s. After the Civil War, the sector continued to be dominated by wine warehouse businesses, even though falling production and export difficulties at the beginning of the Franco dictatorship led to a reduction in the number of companies. Bulk wine of different denominations was the predominant product on both the domestic and international markets. However, at the end of the 1960s the demand for quality bottled wines began to increase on the Catalan and Spanish markets, thus forcing the sector to find a way of meeting these demands. The impetus of *cava*, bottled wine *par excellence*, led the other table-wine producers to begin to introduce some technical innovations, such as the use of stainless steel deposits, and bottled wine began to gain ground on wine sold in barrels, casks or tanks.

From the middle of the 1970s to the beginning of the 1980s was the period that set the foundations for the changes to company structure that would be consolidated later on. This was the period encompassing the formation of the large business groups, which purchased vineyards and wineries beyond Spanish borders, extended their commercial networks to those markets of most interest to them and which, in the long term, ended up creating real holdings including activities unrelated to wine business.

Towards 1988, the three large groups and their subsidiaries notwithstanding, among wine makers the *cava* producers began to stand out, along with both the producing wineries, which had undertaken a policy of modernisation or had re-established themselves and the cooperatives.

The entry of Spain in the European Union in 1986 simply accelerated a process which had begun in the previous decade as a consequence of an opening up of the markets involved. The traditional warehouse businesses of Vilafranca have either transformed themselves into producing and bottling companies or have been wiped off the wine-making map of the comarca. The sector has structured itself around the large groups on one hand and small and medium-sized companies on the other. In any case, technological innovation (be it in terms of process or product), the integration of both wine and *cava* production within the same company, the ownership of a substantial part of vineyards thus allowing control of part of the raw material and the commitment of many companies to exportation are common traits of most wineries and *cava* producers. The commitment to quality made some 25 to 30 years ago has yielded positive results, despite the possibility of somewhat negative scenarios. Leaving *cava* to one side, in 2000 the Penedès region was the main producer and exporter of quality wines produced in a specific region of Catalonia, ahead of the D.O. label Tarragona region in terms of production and ahead of D.O. label Catalunya in terms of exports. The commitment to this policy of quality wine production, where prestige is based as much on the link with a certain region as on the brand name, has to be the key to resisting competition from regions such as Rioja, which produce five times more wine than the Penedès region.

Bibliography

Almerich, L. (1946) *Un comerciante ochocentista. Jaime Torres Vendrell*, Instituo Gráfico Oliva de Vilanova, Barcelona.

Cambra Oficial de Comerç, Indústria i Navegació de Tarragona (1991) *El sector del vi de taula a Catalunya. Anàlisi Estructural i realitat exportadora*, Tarragona.

Cervezeros de España, *Libro blanco de la cerveza*, Madrid, 2001.

Ciurana, J., *Els vins de Catalunya*, Generalitat de Catalunya-Departament d'Agricultura, Ramaderia i Pesca, Barcelona: 1980.

Cortada, F. (1950) *Geografía económica de Cataluña*, Miguel Arimany, Barcelona, 1950.

De Blij, J. (1983) *Wine a geographic appreciation*, Rowman & Allanheld, Totowa, Nova Jersey.

Generalitat de Catalunya-Departament d'Indústria, Comerç i Turisme (2002) *Informe anual sobre la indústria a Catalunya 2001*, Barcelona.

Giralt, E. (1990) "L'agricultura", in Nadal, J., Maluquer, J., Sudrià, C. and Cabana, F. (dirs.) *Història Econòmica de la Catalunya Contemporània*, Vol. II, Enciclopèdia Catalana, Barcelona, pp. 121-305.

Guardiola, S. (1986) *Evolución, producción, consumo y calidad en el sector del vino en Catalunya*, in Arxiu Històric Comarcal de Vilafranca del Penedès, Fons de l'Estació Enològica, I- 27/356.

Huetz de Lemps, A. (1993) *Vignobles et vins d'Espagne*, Presses Universitaires de Bordeaux, Burdeus.

Instituto Nacional de Denominaciones de Origen (INDO) (1982a) *Catastro vitícola y vinícola de la provincia de Barcelona. Año 1973*, Madrid.

Instituto Nacional de Denominaciones de Origen (INDO) (1982b): *Catastro vitícola y vinícola Denominación de Origen Penedés. Año 1982*, Madrid.

Martorell, A. (1902) *El Penedès. Notes crítiques sobre les vicissituds de la Agricultura, Indústria y Comers durant el segle XIX*, Centre Catalanista, Vilafranca del Penedès, pp. 189-233.

Mas i Perera, P. (1931) *Vilafranca del Penedès*, Ed. Barcino, Barcelona.

Mínguez, S. (1986) *Varietats de raïm negre*, in Arxiu Històric Comarcal de Vilafranca del Penedès, Fons de l'Estació Enològica, I- 27/356.

Nadal, M. (2003) "De l'autarquia a l'expansió del sector vitivinícola (1940-2000)", in in Colomé, J. *De l'aigurdent al cava. El procés d'especialització vitivinícola a les comarques del Penedès-Garraf*, El 3 de Vuit-R. Nadal editor, Vilafranca del Penedès, pp. 113-139.

Office International de la Vigne et du Vin (OIV), *The State of Vitiviniculture in the World and the Statistical Information*, Paris, various years.

Produktschap Voor Gedistelleerde Dranken, *World Drink Trends* (1995 and 1999 editions), NTC Publications Ltd., Schiedam (Netherlands), 1996 and 2000.

Pujol, J. (1984) "Les crisis de malvenda del sector vitivinícola català entre 1892 i 1935", *Recerques,* n. 15, pp. 57-78.

Roca, P. (1997) "Factores condicionantes de la oferta española de vino", *Distribución y Consumo*, febrer-març 1997, pp. 8-15.

Soler, R. (2003) "De magatzems a cellers. Recuperació de la producció i transformacions empresarials al Penedès, 1940-2000", in Colomé, J. *De l'aigurdent al cava. El procés d'especialització vitivinícola a les comarques del Penedès-Garraf*, El 3 de Vuit-R. Nadal editor, Vilafranca del Penedès, pp. 183-222.

Torelló, G. (1998), “Legislació europea del sector vinícola”, (mimeo).

Valls, F. (2003) “La indústria del cava. De la substitució d’importacions ala conquesta del mercat internacional”, in Colomé, J. *De l’aigurdent al cava. El procés d’especialització vitivinícola a les comarques del Penedès-Garraf*, El 3 de Vuit-R. Nadal editor, Vilafranca del Penedès, pp. 143-182.

Valls, F. (2004) *La Catalunya Atlàntica. Aiguardent i teixits a l’arrencada industrial catalana*, Eumo Editorial, Vic (Barcelona).

Vidal-Barraquer, J.M. (1983) *Tecnología moderna de los vinos blancos y en especial de los vinos de cava (vinos espumosos de método champañés)*, Estació Enològica, Vilafranca del Penedès.

Apendix. Main economic and financing indicators froma sample of 103 companies in DO Penedès, 1993-2002 (annual average in €).
Note: The Denomination of Origin Penedès have 152 winieries in 2002.
Font: Electronic resource *Sistema de Análisis de Balances Ibéricos (SABI)*

	Sales	Total assets	Shareholders' equity	Assets rotation	Profit Margin (%)	Economic profitability (%)	Financial profitability (%)	Indebteness (%)	Number of employees
Alemany i Corrió SL (Vilafranca del Penedès)	41.675	65.060	8.904	0,50	8,23	-0,66	-10,08	82,45	nd
Antonio Mascaró SL (Vilafranca del Penedès)	1.650.658	3.506.265	2.262.496	0,47	12,19	4,23	6,75	35,39	12
Arvicaretey SA (Vilafranca del Penedès)	3.397.417	4.154.313	632.802	0,78	1,45	0,62	7,06	85,99	17
Berral i Miró SA (Sant Sadurní d'Anoia)	316.002	539.825	75.000	0,60	-2,17	-1,01	-24,10	85,86	3
Bodegas Artesanales del Penedès SA (Sant Pere de Ribes)	102.204	309.551	85.551	0,34	-9,48	-0,72	-2,34	72,27	nd
Bodegas Ca N'Estella (Sant Esteve Sesrovires)	16.535.329	22.703.897	14.656.984	0,71	52,61	22,22	42,13	37,63	3
Bodegas Capità Vidal SL (El Pla del Penedès)	220.332	567.054	356.039	0,38	0,38	0,89	1,42	37,16	5
Bodegas J. Trias SA (Vilafranca del Penedès)	660.967	684.668	104.192	1,02	-5,19	-3,42	-35,63	83,15	9
Bodegas Montcau SL (Gelida)	77.019	125.327	19.315	0,60	-5,58	-0,80	-6,54	85,20	1
Bodegas Pinord SA	6.437.734	7.373.430	4.974.026	0,88	7,15	4,60	6,68	32,02	60
Bodegas Torre del Veguer SL (Sant Pere de Ribes)	70.742	318.505	149.102	0,22	-16,16	-6,78	-15,63	53,62	1
Bodegues Berdié Romagosa SA (Castellví de la Marca)	83.891	201.012	120.489	0,41	-44,73	-9,27	-16,09	39,58	1
Bodegues Masia Sagué SA (Les Cabanyes)	356.162	954.293	107.098	0,35	-3,31	-0,54	-26,50	93,04	6
Bodegues Sumarroca SL (Subirats)	1.948.236	7.898.875	2.779.796	0,31	4,71	5,37	12,55	65,29	nd
Can Descregut SL (Vilobí del Penedès)	9.960	30.762	3.565	0,38	9,06	1,83	17,68	86,91	1
Can Ràfols dels Caus SL (Avinyonet del Penedès)	806.222	1.271.331	891.671	0,59	0,62	1,08	1,75	28,56	22
Canals Munné SL (Sant Sadurní d'Anoia)	424.212	897.997	184.062	0,48	1,70	0,69	2,82	76,39	6
Canals Nadal SL (El Pla del Penedès)	193.374	445.682	116.788	0,44	1,69	1,51	5,47	73,77	1
Carmenet SL (Sant Sadurní d'Anoia)	357.268	274.299	70.099	1,07	6,68	4,90	14,42	64,00	nd
Castell d'Age SA (Sant Llorenç d'Hortons)	545.267	1.291.289	623.238	0,42	-0,18	0,13	-1,94	58,77	5
Castell Sant Antoni SL (Sant Sadurní d'Anoia)	90.557	269.124	48.724	0,41	-16,73	3,94	-70,12	122,64	2
Castelo de Pedregosa SL (Piera)	94.361	353.329	178.982	0,28	-5,89	0,03	0,15	41,61	1
Catasús Casanovas SA (Sant Sadurní d'Anoia)	194.442	363.542	73.628	0,55	5,20	3,51	3,86	79,64	1
Cavas Hill SA (Olèrdola)	2.298.293	3.396.312	1.092.280	0,67	-1,13	-0,12	-0,23	67,75	26
Cavas Lavernoya SA (Sant Sadurní d'Anoia)	1.124.216	1.875.711	546.918	0,62	-9,52	-6,37	-21,23	72,02	13

	Sales	Total assets	Shareholders' equity	Assets rotation	Profit Margin (%)	Economic profitability (%)	Financial profitability (%)	Indebteness (%)	Number of employees
Cavas Parés Baltà SA (Pacs del Penedès)	1.708.436	2.620.152	1.384.883	0,65	5,22	2,43	4,61	47,10	7
Celler Can Pujol SL (Vilanova i la Geltrú)	718.354	834.055	144.707	0,83	1,67	1,23	5,47	82,30	11
Celler Cooperatiu de Vilafranca (Vilafranca del Penedès)	2.694.082	9.664.537	1.673.778	0,29	-16,52	-2,16	-32,44	85,45	13
Celler Josep M. Ferret SL (Font-rubí)	290.622	516.520	93.547	0,55	0,53	0,11	4,06	81,87	2
Celler Planas Albareda SL (Vilobí del Penedès)	72.612	192.930	33.552	0,39	4,67	1,38	7,34	82,13	1
Celler Puig Roica SA (El Vendrell)	596.973	952.213	416.348	0,67	18,89	8,19	34,89	65,95	3
Cellers Alsina SL (El Pla del Penedès)	1.057.687	1.117.897	84.705	0,95	1,97	1,44	19,12	92,39	nd
Cellers Durmat SL (Sant Sadurní d'Anoia)	24.164	67.054	28.273	0,37	-14,91	-3,69	-12,35	58,09	1
Cellers Grimau-Gol (Vilafranca del Penedès)	790.091	1.168.012	269.066	0,68	1,74	1,27	5,00	76,86	12
Cellers V.S. 96 SL (Masquefa)	130.185	1.574.905	989.075	0,09	-76,77	-6,26	-9,27	28,49	5
Cellers Vives Gau SL (El Pla de Manlleu)	171.324	262.984	-17.282	0,66	-6,01	-0,68	-126,64	106,53	2
Civino SL (Sant Sadurní d'Anoia)	731.742	722.252	195.246	1,07	-5,64	-3,46	-17,19	73,20	4
Codorniu SA (Sant Sadurní d'Anoia)	sd	sd	sd	sd	sd	sd	sd	sd	sd
Coop. El Cep SL (Sant Sadurní d'Anoia)	388.264	356.207	91.292	1,04	1,72	0,97	3,61	75,78	3
COVIDES (Sant Sadurní d'Anoia*)	15.563.711	29.521.422	4.431.090	0,54	0,21	0,70	5,34	86,85	49
Cuscó Esteve SL (Avinyonet del Penedès)	55.433	106.052	19.394	0,53	5,43	2,23	12,52	81,60	1
Cuscomas SL (Piera)	153.777	303.911	84.055	0,51	-8,68	-5,00	-23,67	69,45	3
Espumosos del Cava SA (Sant Sadurní d'Anoia)	341.714	1.246.328	201.172	0,27	-5,47	0,58	3,90	85,18	6
Eudald Massana Noya (Subirats)	179.422	70.439	4.208	1,77	-0,89	-1,29	-33,20	70,33	nd
Explotacions Sadurní Begues SA (Begues)	62.783	20.530	3.417	2,49	2,45	-4,21	-7,06	78,10	3
Finca Castell de Subirats SA	170.834	435.084	315.094	0,39	16,47	2,24	4,62	30,22	2
Finca Valldosera SA (Olèrdola)	156.618	665.193	56.023	0,24	-33,55	-6,01	16,37	90,25	2
Fontpinet SL (Sant Sadurní d'Anoia)	237.952	323.766	176.853	0,75	8,64	4,61	10,43	48,56	2
Giró Ribot SA (Santa Fe del Penedès)	2.281.528	5.490.701	3.788.955	0,41	6,73	3,16	5,58	29,55	15
Gramona SA (Sant Sadurní d'Anoia)	1.551.735	3.015.579	1.180.022	0,53	7,34	2,85	7,45	58,37	14
Grimau de Pujades SA (Castellví de la Marca)	344.244	658.726	47.375	0,51	-7,72	-0,99	11,15	92,28	3
Grupo Família Ventura SL (Sant Sadurní d'Anoia)	956.328	1.740.421	700.467	0,58	20,70	8,61	20,07	57,94	8
Heredad Mont-Rubí SA (Font-rubí)	129.819	206.991	92.019	0,62	-5,77	-1,98	-6,44	54,78	3
Heretat Mas Jornet SL (Santa Margarida i els Monjos)	81.015	158.747	30.932	0,57	3,79	2,13	9,70	79,26	1
Heretat Mas Tinell SL (Vilafranca del Penedès)	869.347	3.044.342	2.110.674	0,29	-14,03	-2,62	-3,87	30,48	6

	Sales	Total assets	Shareholders' equity	Assets rotation	Profit Margin (%)	Economic profitability (%)	Financial profitability (%)	Indebteness (%)	Number of employees
Huguet de Can Feixes (Cabrera d'Anoia)	704.449	1.155.437	514.557	0,61	13,48	6,17	13,95	55,62	11
Industria Transformadora del Vino SL (La Granada)	70.410	188.940	-14.800	0,86	-58,09	-83,61	500,41	181,10	7
J. Carreras A. SA (Sant Llorenç d'Hortons)	777.775	1.489.946	-18.789	0,50	3,78	1,65	-57,67	102,57	4
J. García Carrión (Vilanova i la Geltrú)	nd	nd	nd	nd	nd	nd	nd	nd	nd
J.B. Berger SA (Vilafranca del Penedès)	11.042.381	11.212.846	2.737.852	1,01	2,05	1,70	6,92	75,26	29
Jané Baqués SL (El Pla del Penedès)	413.335	793.488	54.602	0,52	1,95	0,92	24,88	92,72	7
Jané Ventura SA (El Vendrell)	803.761	976.793	420.176	0,83	11,16	6,89	16,82	58,41	7
Jaume Giró Giró SL (Sant Sadruní d'Anoia)	67.819	165.562	113.771	0,39	3,13	1,00	1,56	29,05	1
Jean Leon SL (Torrelavit)	876.084	2.495.761	1.494.909	0,37	8,63	3,67	-0,36	47,58	12
Joan Raventós Rosell SL (Masquefa)	680.033	1.954.373	1.327.923	0,34	2,19	1,14	1,71	34,30	5
Joan Sardà SA (Castellví de la Marca)	6.749.987	3.986.606	416.814	1,83	0,34	0,62	6,12	88,10	32
Josep Mª Raventós i Blanc SA (Sant Sadurní d'Anoia)	2.764.093	10.533.871	4.530.832	0,27	-19,03	-6,39	-61,19	56,79	33
Josep M. Rosell Mir (Subirats)	207.113	154.987	96.950	1,92	4,07	4,86	11,37	50,84	1
Josep Masachs SA (Torrelles de Foix)	3.864.124	4.943.706	864.985	0,80	-3,52	-1,13	-12,87	82,07	11
Josep Tutusaus Andrés SL (Pontons)	59.841	178.905	59.609	0,33	-16,51	-3,01	44,08	86,29	2
Juvé & Camps SA (Sant Sadurní d'Anoia)	16.154.441	25.241.570	13.141.387	0,66	25,97	11,44	22,17	47,78	44
Marquès de Monistrol SA (Sant Sadurní d'Anoia)	20.063.667	15.822.829	8.544.440	1,29	4,51	3,83	6,76	44,65	44
Lleure Olesa SL (Olesa de Bonesvalls)	42.381	26.163	7.651	1,27	-51,19	1,26	72,15	79,45	2
Masia Can Coll SL (Sant Pere de Ribes)	33.120	128.469	81.557	0,26	-60,28	-11,80	-18,66	36,64	5
Masia Can Mayol SL (Vilobí del Penedès)	281.215	420.007	64.649	0,65	10,35	4,86	31,26	84,79	4
Masia el Mas SA (La Granada del Penedès)	102.062	129.645	82.599	0,73	4,94	2,93	5,04	31,45	3
Masia Freixe SL (Piera)	182.335	806.302	234.039	0,22	-7,98	3,37	10,73	70,98	2
Masia Papiol SL (L'Arboç del Penedès)	525.295	932.459	697.175	0,57	-4,73	-0,41	-0,46	25,19	13
Masia Puigmoltó SA (Castellet i la Gornal)	77.655	142.872	-12.706	0,54	-28,80	-15,66	99,09	110,00	3
Masia Vallformosa SA (Vilobí del Penedès)	9.095.083	12.223.532	3.791.514	0,74	4,22	2,70	8,42	68,99	79
Masolivé SA (Sant Sadurní d'Anoia)	510.118	865.707	553.927	0,59	17,72	7,18	11,91	37,23	3
Mata Casanovas SA (Sant Sadurní d'Anoia)	2.175.027	4.048.191	3.263.812	0,54	36,37	12,79	15,95	19,56	14
Mata i Coloma SL (Sant Sadurní d'Anoia)	62.784	297.960	19.739	0,21	1,67	0,35	3,03	93,28	1
Miguel Torres SA (Vilafranca del Penedès)	100.286.081	122.312.270	79.240.324	0,83	18,48	10,67	16,90	36,67	579
Mont Marçal Vinícola SA (Castellví de la Marca)	4.652.711	4.870.056	1.049.478	1,10	5,64	5,33	22,31	76,93	37
Olivella Bertran SL (Font-rubí)	56.784	53.218	37.840	1,09	12,28	13,34	18,20	28,42	nd

	Sales	Total assets	Shareholders' equity	Assets rotation	Profit Margin (%)	Economic profitability (%)	Financial profitability (%)	Indebteness (%)	Number of employees
Olivella Bori SL (Subirats)	102.703	250.309	102.588	0,42	-21,73	-3,72	-17,46	60,25	3
Parató Vinícola SA (El Pla del Penedès)	257.690	659.901	163.212	0,41	-0,80	0,70	3,98	76,82	8
Pere Rius SL (Castellví de la Marca)	57.967	70.976	5.205	0,79	0,98	1,09	-4,99	93,19	2
Pons i Font Elaboradors SL (La Granada del Penedès)	361.794	453.928	269.360	0,80	11,16	6,17	10,58	38,45	2
Puig Munts SL (Martorell)	1.303.666	3.228.112	728.710	0,4	0,9	0,26	1,15	77,43	n.d.
Ramon Canals Canals SA (Castellvi de Rosanes)	742.959	1.113.105	442.824	0,67	3,31	1,58	3,93	58,86	7
René Barbier SA (Sant Cugat Sesgarrigues)	28.080.422	50.351.935	7.785.211	0,63	4,40	2,40	26,81	87,58	34
Ricard M. De Simon SA (Sant Sadurní d'Anoia)	77.172	314.886	82.687	0,24	10,66	2,27	8,51	73,73	2
Rovellats SA (Sant Martí Sarroca)	583.567	1.335.147	395.751	0,45	2,31	0,83	2,61	69,96	5
Sabaté i Coca SA (Subirats)	190.941	535.083	389.108	0,35	4,43	1,08	1,50	27,57	3
Sadeve SA (Torrelavit)	897.574	3.903.672	2.362.708	0,23	-2,18	-0,12	-0,21	40,48	10
Soler i Degollada SA (Font-rubí)	501.901	1.168.959	865.901	0,43	-0,47	-0,19	-0,24	25,83	9
Soler Jové SA (Sant Sadurní d'Anoia)	1.381.390	2.145.329	1.233.569	0,70	7,90	4,68	7,51	41,25	10
Torelló Llopart SA (Gelida)	1.349.805	2.818.494	2.249.854	0,48	17,83	6,11	7,53	17,90	10
Torrens Moliner SA (Sant Sadurní d'Anoia)	110.824	461.177	100.421	0,24	6,68	1,61	5,43	76,77	1
U Més U Fan Tres SA (Font-rubí)	73.202	174.602	93.170	0,42	4,94	1,40	2,61	46,64	2
Vega de Ribes SL (Sant Pere de Ribes)	57.032	262.875	170.680	0,24	25,53	3,78	5,54	33,45	1