

## Interview with Jordi Rotllan Torra about how Rotllan Torra and Aribau Cuvée are facing up to these most "difficult" times.



"At the moment, only the wineries that are the most demanding in the entire process will be able to come out of this well."

### 1- Do you think that we are still in the "eye of the storm" with regards to the economic situation in which we find ourselves across the world?

Well, I think that this is a question that nobody can answer. Even the most famous analysts are changing dates for when they "foresee" that we will get out of this situation. What is true however, is that this is a very very delicate situation in which we have to be very prudent and above all, demanding with our way of working. A lot more than everybody thought initially. As a consequence, it will be back to basics for us by reinforcing client loyalty and at the same time offering more competitive products than ever by way of offering the maximum price vs quality ratio. It's true that this tendency started to be noticed a few years ago but it's at the moment that it's really going to prevail. Therefore, now is the time to place our feet firmly on the ground and offer strictly what the customer demands, no gimmicks or products that could be left on the sidelines of the shops, supermarkets or the restaurant's menus. In summary, you must demand the best of yourself. On the other hand however, it's not about

products, it's about reducing where possible the working margins so that the product reaches the end consumer at a price which makes them want to buy... That is what we must instigate where we can.

### 2- How are you facing up to these times?

Although the situation that we are seeing now is global, the solution can be found by entering in new markets. In our case, we are present in 40 countries. Despite this, we are consolidating markets like South Africa, Australia, Mexico and are negotiating with India, United Arab Emirates, countries in which we hope to have a presence very shortly. Also we are strengthening the markets in which we are already present by developing very competitive products like the Rotllan Torra Semicrianza 2005 where we have put a lot of emphasis in achieving a high quality product with great presentation at a price attainable to anybody's pocket.

### 3- Many Wineries are being offered for Sale. Has the Credit Crunch highlighted the wine sector?

I consider that the credit crunch is effecting almost all businesses and wine is just one of them. However, we can't just concentrate on the credit crunch but have to find solutions to enable us to come out of it as soon as possible. There is a tendency to focus on the problems instead of finding a

way out of them. Getting back to your question, I think that at the moment you have to know exactly what you want and where you want to go.

### 4- What about the Wineries that were born out of the Property boom?

Although I can't see the future, I'm an optimist and I think that the wineries that have determination and know-how will come out of this victorious if you can call it that! I mean those cellars which have grown by way of experience, are renowned for their excellent wines, overcoming obstacles, and bettering themselves every day. Quality will always have a place in the market. We are counting on maintaining and bettering our own position.

### 5- Rotllan Torra has been making high quality Priorat wines for 26 years. How is your new project going in the Rioja?

I'm glad you asked me this. Rotllan Torra is consolidating and we still have a lot ahead of us. But it is true that Aribau Cuvée is a winery where we produce great signature wines. In fact we are already preparing a new wine which we will proudly present to the market when the time is right. Today, Aribau Cuvée is selling very well in our international markets where they are very well received. Our challenge now is to introduce it to the national market as well.