

PILLAR OF ACTION

CONSUMERS AND SOCIETY



Consumers and society

CONSCIOUS COMPANY PLAN

DONATED TO SOCIAL INITIATIVES

+€659,000

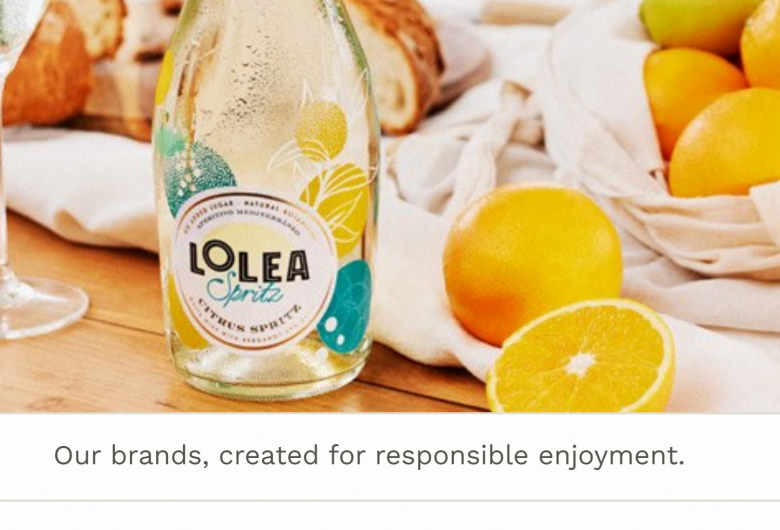


RAMÓN BILBAO, WORLD TOP 50

7th year



Among the world's 50 most admired wine brands.

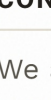


Our brands, created for responsible enjoyment.

CONSCIOUS CONSUMERS

Responsible consumption and a positive impact on society

We drive responsible consumption and give back to society part of what we receive.



RESPONSIBLE CONSUMPTION

We adhere to the FEV's Self-Regulation Code for Wine Advertising, supervised by Autocontrol de la Publicidad.



CLIENT EXPERIENCE

Wine tourism, Spanish Wine Academy, Casa Atlántica Mar de Frades and Club Venturio.



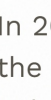
PHILANTHROPY

+€659,000 donated to various social initiatives.



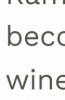
BRAND AWARDS

Examples: Martin Miller's in The Fifty Best 2025; Guía Peñín recognises Ramón Bilbao, Mar de Frades and Cruz de Alba; Imagen Hostelería Award for Licor 43.



WE ARE INNOVATING WITH LOW-ALCOHOL PRODUCTS

In 2025, we unveiled the re-branding of Lolea with the launch of two new products: Lolea Citrus Spritz and Lolea Floral Spritz.



MAJOR PARTNERSHIPS

Ramón Bilbao has become the official wine of the Spanish national football team, both men's and women's.



OUR CONSCIOUS BRANDS

A portfolio for responsible enjoyment

Wines and spirits with a character of their own, recognised both in Spain and abroad.



GROUP AWARDS AND RECOGNITION IN 2025

- Silver Medal in the 2025 EcoVadis assessment.
- Award at the 9th Red Cross Inclusion Awards in the Region of Murcia, in the 'Partnerships for Growth – Sponsorship' category.
- Double win at the Just Drinks Excellence Awards, for Business Expansion and the Environment.
- The Madrid Food Bank recognises the Group's commitment to social responsibility.
- Gold Medal awarded by the Fundación Hospitalidad Santa Teresa.
- 'Company with Values' award from Cáritas Cartagena.



SUSTAINABLE DEVELOPMENT GOALS

