



PROTOS: the prestigious Ribera del Duero establishment in Valladolid, has become the only Spanish winery awarded the Superbrands prize as one of the most prestigious Spanish brands.

The Superbrands prizes are considered on an international level to be the “Oscars of Branding” and are an important mark of excellence for any brand.

The Superbrands committee is composed of a group of experts and consumers who select companies that stand out in our country for the excellence of their label.

Since 22 September 2011, the Superbrands organisation has recognised the superiority of **BODEGAS PROTOS**. The organisation selects and awards prizes in the branding field, covering 350 brands from more than 80 countries. Coca-Cola, FC Barcelona, Central Lechera Asturiana, Google and Repsol, along with **BODEGAS PROTOS**, are some of the brands that have been selected this year from among more than 1000 candidates.



The selection process of Superbrands 2011 relied on the participation of a Council of Experts consisting of acknowledged experts in the world of marketing and branding, who work in recognized, distinguished companies, business associations, universities, business schools and publications.

The Council of Experts was responsible for identifying a list of 350 finalists, which were subsequently evaluated by more than 3000 consumers. Among the finalists, **BODEGAS PROTOS** sets itself apart as the only winery receiving the award.

The Superbrands award is synonymous with a recognised market position, guaranteed quality and high public confidence.

This is one more in a long list of awards that **BODEGAS PROTOS** has won in the course of 2011, including gold medals in the Concours Mondial de Bruxelles for Protos Crianza and Reserva; Best Buy in the German magazine **Der Feinschmecker** for Protos Reserva; and a Diamond Award at the Wine and Women Competition in Madrid for Protos Verdejo_2010.