

# EVENTS:

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# A STRATEGY TO PROMOTE WINE REGIONS



# 17 WINE PRODUCTION REGIONS IN MEXICO



**Baja California** concentrates more than 50% of wineries.

# W BAJA CALIFORNIA WINE INDUSTRY

Baja California lies within the **"WINE BELT"** (30°-32° N latitude), with a dry Mediterranean and continental climate.

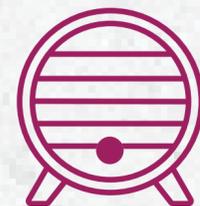
## 7 WINE-GROWING VALLEYS

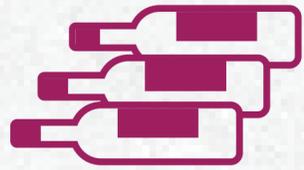
located **10-25 kilometers** from the Pacific Ocean

-  Tanamá Valley
-  **Guadalupe Valley:**
  - San Antonio de las Minas
  - Ejido El Porvenir
  - Francisco Zarco
-  Ojos Negros Valley
-  La Grulla Valley
-  Santo Tomás Valley
-  San Jacinto Valley
-  San Vicente Valley



**70%** LEADERSHIP IN MEXICO'S WINE MARKET  
**NATIONAL PRODUCTION**

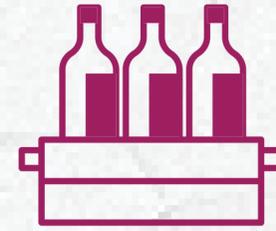




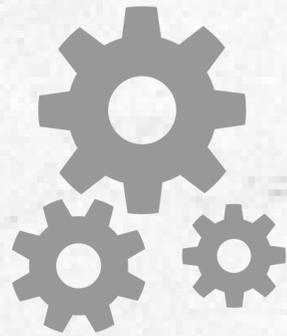
**+260**  
WINE PROJECTS



**+4500**  
HECTARES PLANTED



**2+ million**  
WINE CASES PER YEAR



**10,500** jobs  
DIRECT & INDIRECT

**+650**  
WINE LABELS  
(Provino BC Wineries)



Increased from 225 ml over the past 10 years

**+56**

WINE GRAPE VARIETIES

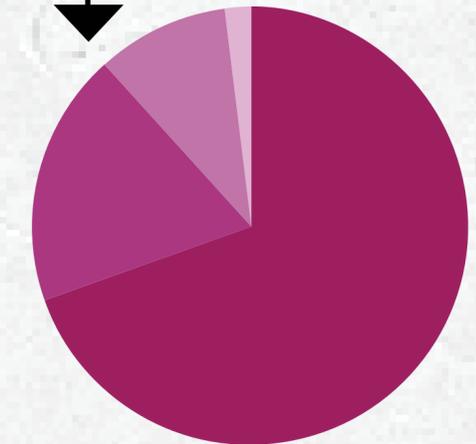
MAIN GRAPES:



Cabernet Sauvignon 30%  
Nebbiolo  
Tempranillo  
Merlot  
Syrah  
Grenache



Sauvignon Blanc  
Chardonnay  
Chenin Blanc



70% Red

20% White

9% Rosé

1% Sparkling

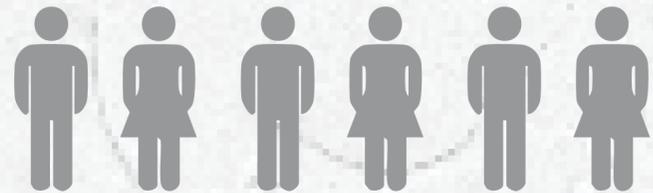


# 4 WINE TOURISM ROUTES

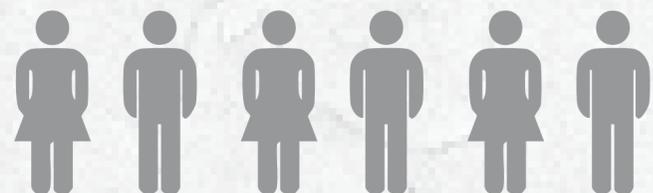
- Valle de Guadalupe
- Antigua Ruta del Vino
- Puerta Norte (Tecate)
- Ruta del Queso y Vino (Ojos Negros)



# 850,000



**ANNUAL VISITORS**



**ECONOMIC IMPACT**

# \$3,600

Billion MXN



# 1,076

## medals

in International Wine Competitions in the last 5 years



**WATCH VIDEO BC VITIVINICULTURA:**

[https://youtu.be/6rqeeWA1BgM?si=cQm0WGLlp\\_sghV5s](https://youtu.be/6rqeeWA1BgM?si=cQm0WGLlp_sghV5s)

**SOURCES:**

Mexican Wine Council  
Secretary of Agriculture and Rural Development- B.C.  
Secretary of Tourism - B.C.

COMITÉ  
**provin**<sup>MR</sup>  
BAJA CALIFORNIA

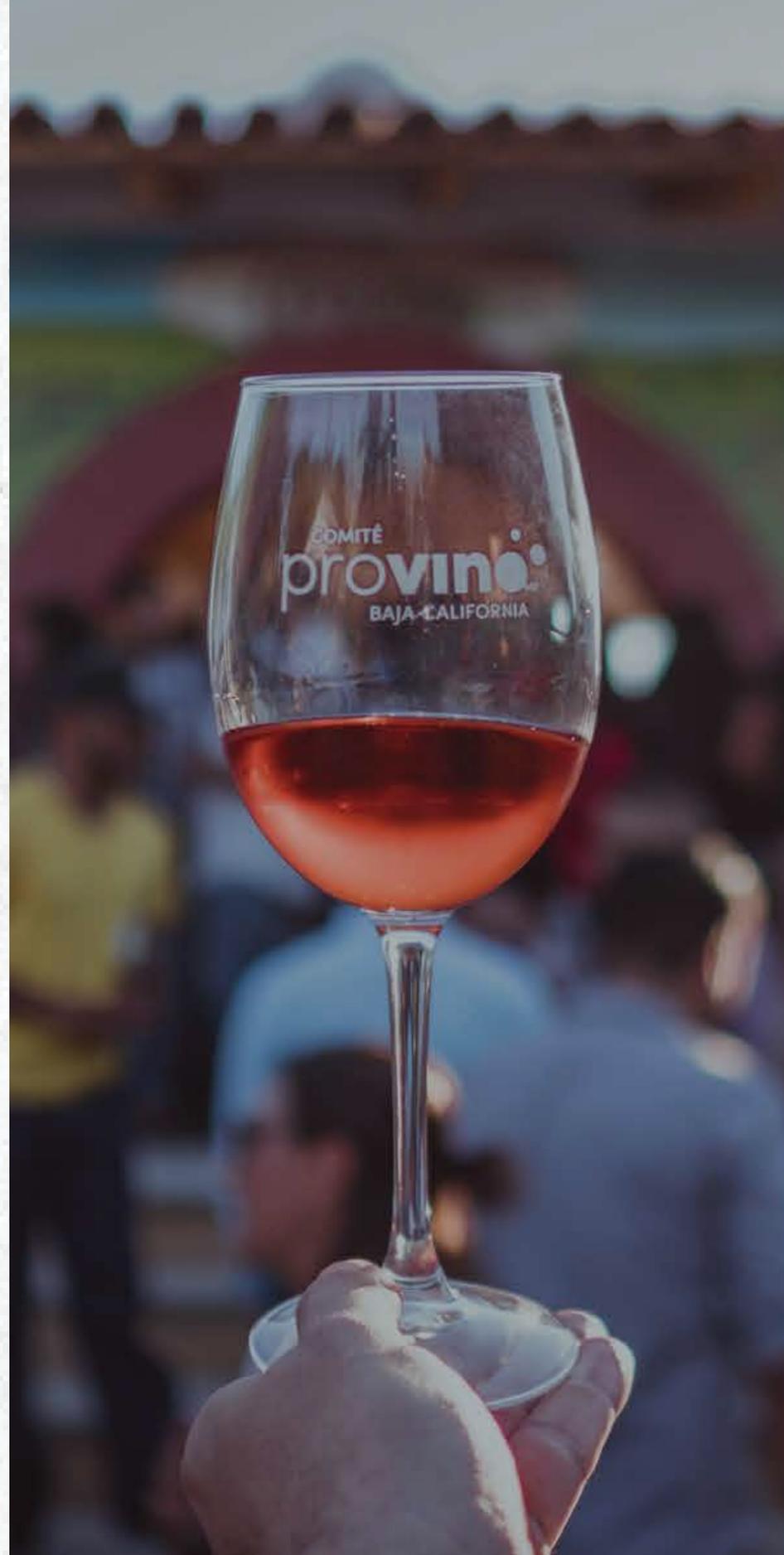
**PROVINO BAJA CALIFORNIA**

**VINTNERS ASSOCIATION**

**25**  
**YEARS**  
OF EXPERIENCE



**80**  
**WINERIES**  
**REPRESENTED**



## GOAL

Promote wine region  
**OF BAJA CALIFORNIA'S**  
wine-growing valleys  
and incite wine culture



# PROVINO ORGANIZATION

 **PARTNERS COUNCIL**

 **BOARD OF DIRECTORS**

 **PROVINO STAFF (7)**

 **WORKING COMMITTEES**

## PLANNING & DEVELOPMENT

- Market Development
- Planning
- Key Projects

## PROMOTION & COMMUNICATIONS

- Public Relations
- Communications
- EVENTS:
  - 8 for general public
  - 4 for industry

## QUALITY & EXCELLENCE

- Wine Quality
- Training
- Education

## GOVERNMENT AFFAIRS

- Permits
- Regulations
- Lobby

## SUSTAINABILITY

- Social Responsibility
- Environment Agenda
- Sustainable Tourism

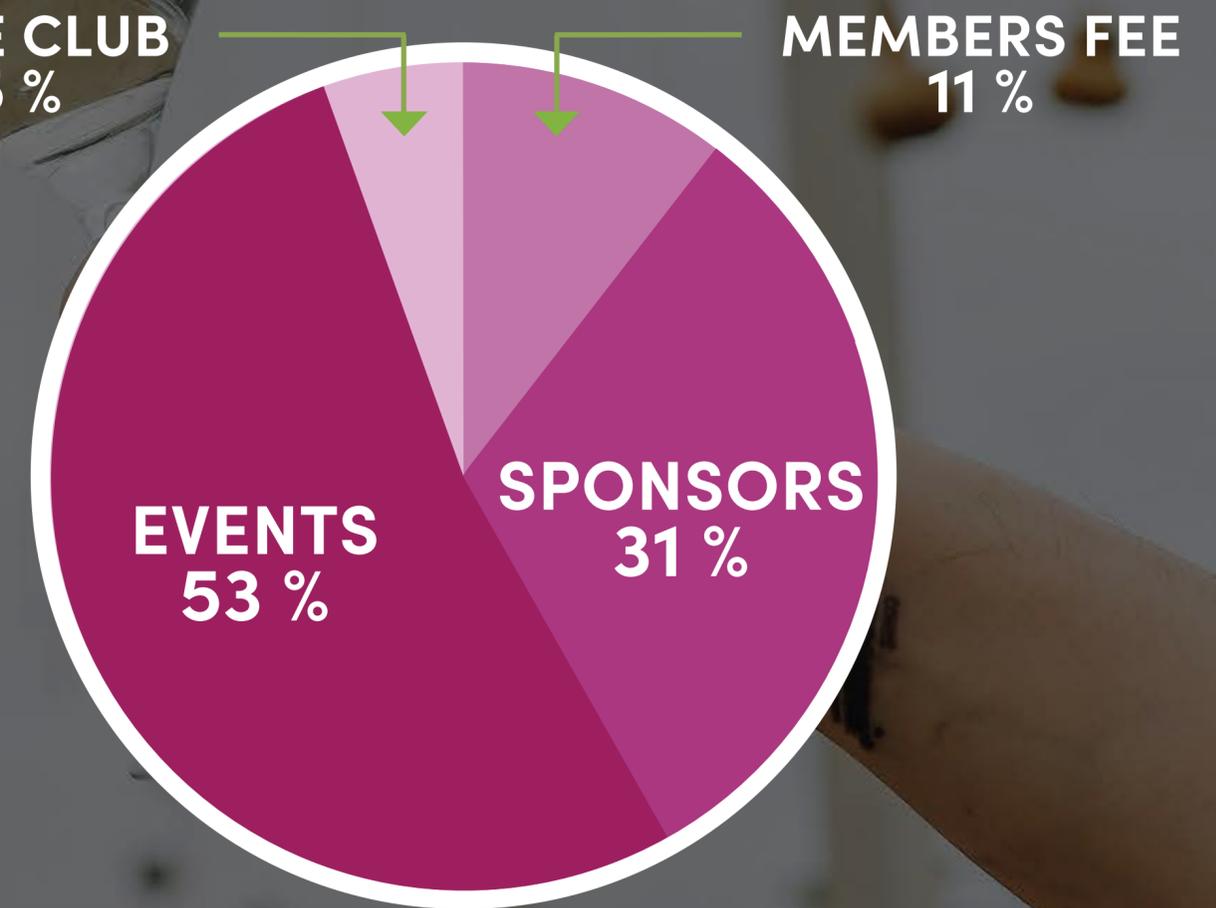
# EVENTS

Events have been a cornerstone of Provino since its inception a key tool for promoting our wines and valleys. They reflect the effort, tradition, and craftsmanship behind quality wines and top gastronomy, helping position **Baja California as Mexico's Wine Capital.**

After 35 years, **our wine festivals have become the most recognized and visited in the country**, inspiring emerging wine regions nationwide. This legacy brings new challenges: *keeping audiences engaged, integrating more wine projects, and attracting greater tourism to our valleys.*

**Events remain a powerful driver of wine tourism**, showcasing not only wines and gastronomy but also a distinctive lifestyle, respect for the terroir and environment, and the passion of our winemakers.

## INCOMES 2025



# HIGHLIGHTS

concepts



events

8



assistant profiles

OVERALL

12,000

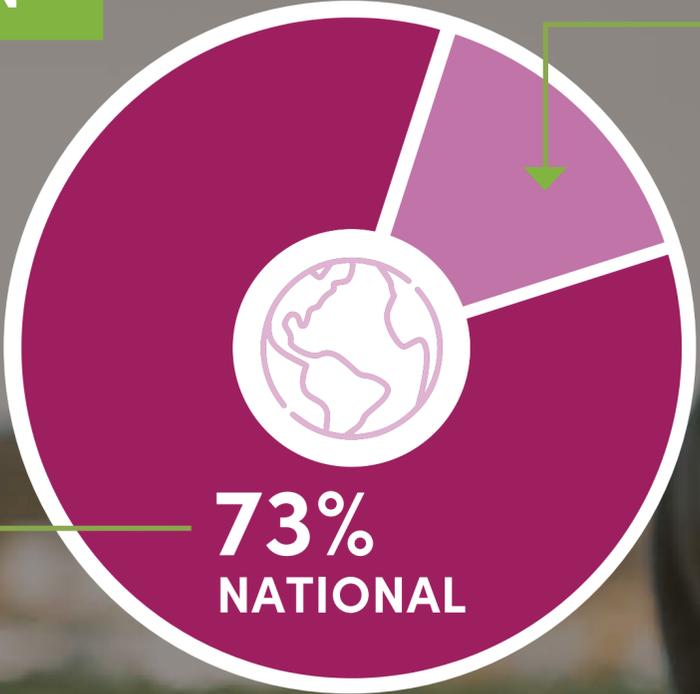
TICKETS



CHALLENGE - IDENTITY - ATTENDANCE

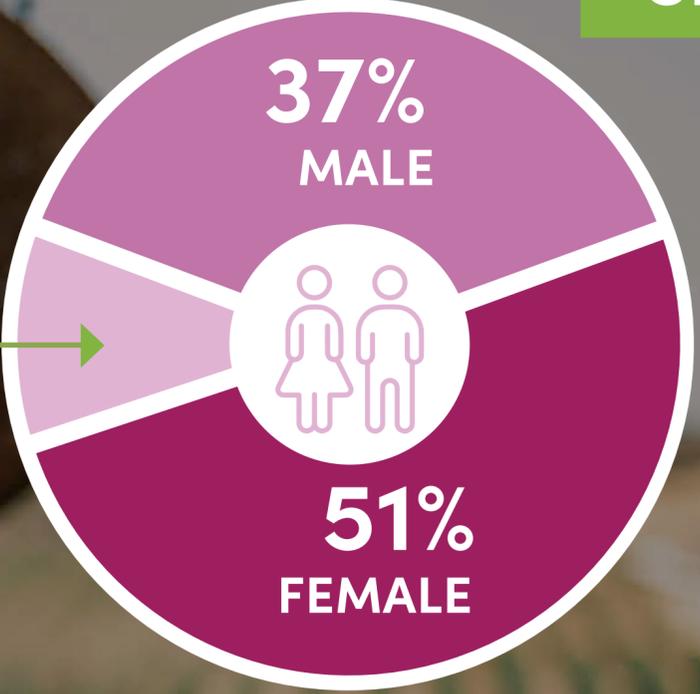
# ASSISTANT PROFILE

## ORIGIN



**27% FOREIGN**  
60% California  
6% Texas  
2% Washington  
2% Nevada

## GENDER



**12% OTHER**

## AGE

85.5% Baja California  
7% Mexico City and Metropolitan Area  
3% Jalisco  
1.5% Bajío  
1.2% Nuevo León



# DIGITAL PERSONA

## OCUPATION

Professional, consultant, entrepreneur, or executive in marketing, design, public relations, tourism, gastronomy, or a business woman with an interest in lifestyle and premium experiences.

**\$ SOCIOECONOMIC LEVEL:**  
Upper-middle class

## INTERESTS AND PREFERENCES:

- Wine, gastronomy, food pairings, cocktails, coffee.
- Renowned winemakers and chefs.
- Sensory experiences, concept venues.
- Exclusive experiences that combine culture, flavor, and aesthetics.
- Art, culture, photography, design, exhibitions.
- Fashion, trends, lifestyle.
- Wellness, yoga, pilates, hiking, barre.
- Travel, boutique destinations.
- Sustainability and connection with the environment.
- Networking, socializing.

## OCUPATION

Business owner, independent professional, or executive in areas such as business, marketing, gastronomy, tourism, consulting, or entrepreneur with an interest in premium experiences and a sophisticated lifestyle.

**\$ SOCIOECONOMIC LEVEL:**  
Upper-middle class

## INTERESTS AND PREFERENCES:

- Wine, tastings, food pairings, private dinners, classic cocktails.
- Gastronomy, mediterranean cuisine, contemporary mexican cuisine, and signature experiences.
- Sports, golf, cycling, padel, tennis, personal training.
- Elegant events with high production values: live music, art, and theatrical performances.
- Travel to destinations with gourmet offerings and opportunities for networking.
- Participation in events with a cause, sustainability, and environmentally responsible practices.



Age: 28–50 / **Female** / **Male** / Age: 35–55



## April: FESTIVAL DE LAS CONCHAS Y EL VINO NUEVO

A tribute to marine & aquaculture ingredients with new released wines and tons of oysters, mussels & clams from Baja's coast.

-  Venue: In front at the marina with an oceanside view
-  Entertainment: Dj (Chillout, Lo-Fi, Ibiza sunset)
-  Audience: Group of friends, California
-  Attendance: **2,700 pax**



## June: FIESTA DE LOS VIÑEDOS EN FLOR

A family-friendly, charity focused country event that promotes sustainability and regional products, farmers market, activities for childrens, art auction.

-  Venue: Countryland surrounded by trees
-  Entertainment: Live versatile band
-  Audience: Adult, families with vchildrens, green enthusiasts
-  Attendance: **1,000 pax**

## August:

### FIESTAS DE LA VENDIMIA (35 edition)



## MUESTRA DEL VINO

Wine tasting by grape variety (60+ stands), regional gastronomy from 55 restaurants, winemakers zone, live music in 5 escenarios, art.

-  Venue: Iconic historic building
-  Entertainment: Live music bands of different genres
-  Audience: Adult, National & US visitors, Wine lovers, foodies
-  Attendance: **2,600 pax**



## CONCURSO DE PAELLAS

Country vibe and family event with a strong local tradition that celebrates the end of the Harvest activities, 90 paella teams.

-  Venue: Vineyards, 120 years old oak tree forest
-  Entertainment: 2 escenarios (Live versatile band / rock)
-  Audience: Young adult, families with childrens, National visitors
-  Attendance: **4,000 pax**



## October: FESTIVAL DEL VINO SIN FRONTERAS

Promote border union based in our region's wine & gastronomy, California's guest wine region, guided tastings and cooking master classes.

- Venue: Golf club
- Entertainment: Pop-latin live music band
- Audience: Adult, locals and Southern California
- Attendance: **800 pax**



## November: NOCHE DE CATRINAS

A colorful "Day of the Dead" celebration with Catrinas, mariachi, folk dancing and traditional Mexican cuisine.

- Venue: Old winery in downtown
- Entertainment: Mariachi, latin live band
- Audience: Adult, mostly female, locals
- Attendance: **600 pax**

July-August:

## FIESTAS DE LA VENDIMIA

### RELEVANCE:

- Identity
- Promotion
- Wine culture



# 25 days

## CALENDAR OF EVENTS

# + 40 activities

Dinners, concerts, festivals, pairings, guided wine tours, workshops, special wine tastings.



# 20 - 4,000 pax

ATTENDANCE ACORDING TO  
ACTIVITY OR EVENT CAPACITY

# ANNUAL IMAGE



- Posters, flyers and ads
- Billboards, roll ups
- Website, landing pages, online ticket office
- Merchandise, wine glasses
- Main entrances, photo opps
- Footage, video, teasers and reels

# MEDIA

- FAM Trips
- Wine Magazines
- Journalists
- Influencers
- Newspapers and Social Magazines
- Broadcasting and T.V.

# OUTREACH

# RRSS

# 87,054

Total Users/Followers



**CAMPAIGNS:** January - November

# 4,666,959

Reach



# 37.5 %

Engagement





# CALENDAR 2026

**CELEBRATE WITH US THE BAJA CALIFORNIA'S WINE CULTURE**

**SAVE  
THE DATE**

**VI MESAS MARINAS**

• Sábado 18 de abril | 3:00 a 8:00 PM | Andador UABC

**XXVI FESTIVAL DE LAS CONCHAS Y VINO NUEVO**

• Domingo 19 de abril | 12:00 a 7:00 PM | Hotel Coral & Marina

**VIII CONFERENCIAS EN FLOR**

• Viernes 12 de junio | 10:00 AM a 2:00 PM | Auditorio CEVIT

**XX FIESTA DE VIÑEDOS EN FLOR**

• Sábado 13 de junio | 12:00 a 7:00 PM | Rancho San Gabriel

**PRE-CONCURSO DE PAELLAS**

• Sábado 4 de julio\* | 1:00 a 7:00 PM | Pacífica at Ensenada Bay

**INAUGURACIÓN FIESTAS DE LA VENDIMIA**

• Miércoles 5 de agosto | 6:00 a 11:00 PM | Hotel Coral & Marina

**XXXVI MUESTRA DEL VINO**

• Viernes 7 de agosto | 7:00 PM a 1:00 AM | Centro Cultural Riviera

**XXXVI CONCURSO DE PAELLAS**

• Domingo 23 de agosto | 12:00 a 7:00 PM | Viña de Liceaga

**V FESTIVAL VINO SIN FRONTERAS**

• Sábado 3 de octubre\* | 3:00 a 10:00 PM | Tijuana

**V VELADA CULTURAL DÍA DE MUERTOS:  
"Noche de Catrinas"**

• Domingo 1° de noviembre | 7:00 a 12:00 PM | Bodegas de Santo Tomás

\*Fecha por confirmar

THANK YOU



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[comiteprovino@gmail.com](mailto:comiteprovino@gmail.com)