

CASTELL D'OR

FLAMA ROJA BRUT CAVA

WINE STYLE

Dry, fresh and mineral, with bright acidity balanced by the creamy texture and depth created through secondary fermentation in bottle and extended lees contact. The wine has enough complexity to engage a serious wine drinker while retaining the immediacy and vibrancy that make a glass of sparkling wine so appealing.

WHY THIS WINE?

Sparkling wine fits naturally into the way people increasingly want to drink: fresh, bright, lower in alcohol, food-friendly and appropriate well beyond celebrations. Prosecco has helped make bubbles an everyday proposition. Flama Roja builds on that familiarity in a drier, more mineral and more vinous direction.

The distinction is in the winemaking. Unlike basic Prosecco, where secondary fermentation generally takes place in tank, Flama Roja undergoes its second fermentation in the individual bottle. A minimum of 14 months on the lees adds creamy texture, depth and nuance without sacrificing freshness or acidity.

And it has an identity entirely its own. Xarel-lo, Macabeo and Parellada are the historic grapes of Cava. Rather than reproducing the Chardonnay-and-Pinot-Noir model found throughout much of the sparkling-wine world, Flama Roja offers a distinctly Catalan expression.

TELL THIS STORY

Cava has been doing bubbles its own way for more than 150 years. The first traditional-method sparkling wines were produced in Catalonia in 1872, and Macabeo, Xarel-lo and Parellada became the classic grapes that helped establish Cava's distinctive identity. Flama Roja continues that tradition today: indigenous varieties, secondary fermentation in bottle and extended lees aging, producing a sparkling wine that feels both historic and completely relevant to the way people want to drink now.

COMMON OBJECTION

"My customers just ask for Prosecco." That familiarity is an opportunity. Prosecco has helped normalize sparkling wine as an everyday drink. Flama Roja retains the freshness and accessibility people want from bubbles while moving in a drier, more mineral and more complex direction. Traditional-method bottle fermentation and 14+ months on the lees add creamy texture and nuance, giving the customer somewhere to go within sparkling wine without making the leap to Champagne pricing.

FOOD PAIRING & CROSS-SELL

Think aperitif first, geography second. Flama Roja is made for the moment when people gather and something delicious hits the table. Oysters and shellfish, potato chips, popcorn, fried chicken, tempura, sushi, charcuterie, cheese, salty snacks and tapas all work beautifully. Its acidity and bubbles cut through richness and salt, while its creamy lees-derived texture allows it to stand up to more substantial dishes. Or simply pour a cold glass before dinner: refreshing, appetite-whetting and festive without requiring an occasion.

Position as a step beyond basic Prosecco for customers looking for a drier, more mineral style with greater texture and complexity while retaining freshness and accessibility. For traditional-method sparkling drinkers, position it as a distinctly Spanish expression built around indigenous Catalan varieties rather than the Chardonnay/Pinot Noir paradigm.

ONE THING TO REMEMBER

Flama Roja is Cava doing what Cava does best: dry, fresh, mineral sparkling wine from indigenous Catalan grapes, made by the traditional method and given 14+ months on the lees for creamy texture and complexity—all at a price made possible by the efficiencies of a grower cooperative.