

PRESS DOSSIER
FÉLIX SOLÍS AVANTIS

TECHNICAL DATA SUMMARY

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Date of establishment: 1952

President: Félix Solís Yáñez

Owners: Solís brothers

Technical Manager: Antolin González Silvero

Export Manager: Félix Solís Ramos

Wineries: Bodegas Félix Solís SL (Valdepeñas), Félix Solís, S.A. DO La Mancha (La Puebla de Almoradiel –Toledo-); Pagos del Rey DO Ribera del Duero (Olmedillo de Roa –Burgos-); Pagos del Rey DO Rueda (Rueda, Valladolid); Pagos del Rey DOC Rioja (Fuenmayor, La Rioja); Pagos del Rey DO Toro (Morales de Toro); Bodegas Félix Solís France S.A.R.L and Shanghai Félix Solís Winery Co LTD

Employees: 400 direct and 300 indirect employees

Programmed investments 2008-2012: (Pagos del Rey, SL. Fuenmayor DOCa Rioja: 8.000.000 euros; Félix Solís La Puebla de Almoradiel- DO La Mancha: 15.000.000 euros; Pagos del Rey DO Rueda: 6.000.000 euros; Pagos del Rey DO Toro: 15.000.000 euros; Sede Central Valdepeñas: 30.000.000 euros; Adquisición nueva bodega Pagos del Rey: 26.000.000 euros).

THE COMPANY

Félix Solís Avantis is the holding responsible for the logistics and commercialization of the wineries belonging to Félix Solís Bodegas S.L and Pagos del Rey, S.L.

Bodegas Felix Solis SL has its own wineries in DO Valdepeñas and DO La Mancha; while Pagos del Rey, S.L. is present in DO Rueda, DO Ribera del Duero, DO Toro and in the DOC (top-quality wine region) Rioja.

Félix Solís Avantis dates back to 1952, and it is still a family-owned business, being the proprietors the four Solis brothers -Félix, Pedro, Juan Antonio y Manuel-. In addition to its DO wines (Rioja, Ribera del Duero, Rueda, Valdepeñas and La Mancha), it also specialises in wines classified as Vinos de la Tierra, Vinos de la Tierra Viñedos de España, table wines, sparkling wines, tintos de verano (summer wines with soda), grape juices and sangrias, which are sold in almost eighty countries thanks to the extensive office network that has been established in several parts of the world

In addition to this, the company has its own winery since 1998 in Shanghai (China), it also boasts logistic and commercial facilities in other countries including Japan, the USA, the Czech Republic, France, the UK and Germany. According to an article published in the British magazine ISWR in 2005, Félix Solís Avantis is one of the World Top- Ten of still wine wineries.

FELIX SOLIS AVANTIS ORIGIN

The company was established in the fifties by Félix Solís Fernández. The company produces 230.000.000 bottles. This figure means that Felix solís Avantis is among the first 3 Spanish companies regarding sales numbers and one the the biggest exporting wineries of DO wines.

In the fifties, the father of the current owners moved in to Valdepeñas and he realised that it was a good place for the wine business. Then, he bought a winery and he associated with some wine- producers.

Afterwards, he bought a bottling plant in Madrid, which made it possible to create a distribution network in the capital of Spain.

Nevertheless, there are family ancestors in the wine business since the late 18th century.

There also also family ancestors devoted to wine trade since the end of the 18th century. When the DO Valdepeñas was created, Solís brothers moved the bottling plant to the old facilities of Viña Albali (nowadays devoted to wine aging and Social office). During this period, wines starting their introduction in national and international sales.

After the inauguration of the bottling plant in Shanghai, the company started the project called “Pagos del Rey SL”, expecting to be present in the most renowned Appellations of Origin in Spain. As the result, Pagos del Rey winery was inaugurated in 2002 in Ribera del Duero. The winery is located in Olmedillo de Roa, a small village in Burgos, in the heart of the Ribera del Duero. Besides, the Solis family has emotional and personal links to this region.

In 2005, the company bought the winery “Castillo de Mudéjar” in Rueda (Valladolid), where three millions bottles will be bottled in the near future. The winery had to expand his capacity due to the increasing demand of its white wines, especially verdejo.

The last link in the chain of Pagos del Rey was introduced in 2006, when the first harvest was carried out in the winery of Pagos del Rey in DOC Rioja. The winery is located in Fuenmayor, near to the revier Ebro in an exquisite surrounding.

Besides in 2004, as Félix Solís, S.A, purchased the old winery “Bodega del Nieto”. Today this winery, commercializes DO La Mancha wines, Vinos de la Tierra de Castilla and table wines, and it is currently undergoing extensive renovation. The renovation project with an investment of over twelve million euros will serve to enlarge the facilities and renew all the winemaking machinery and automatic fermentation tanks, as well as the equipment used for bottling.

The company, always trying to keep his family structure, has purchased in 2008 a new winery in DO Toro (Viña Bajoz), located in Morales de Toro. It is one of the most successful wineries in the region due to the increasing appreciation of its wines quality.

On the other hand, they are weighing up the possibility of buying a winery in some “New world” country (Australia, Chile, South Africa or New Zealand).

In the last decade, the company is becoming more and more professional, without losing its family character. We are open to explore new Spanish producing regions such as Somontano, Penedés, Cava o Rías Baixas and also the so called New World-countries such as Australia, Chile, southafrica or New Zeland.

LEGENDARY BRANDS

This development and expansion has been possible, above all, thanks to legendary brands such as Viña Albali and Los Molinos. Those two brands have been in the top ten of the best selling wines in Spain. The last date published by Alimarket, Viña Albali, Los Molinos and Altos de Tamarón are among the 5 most important brands of DO Ribera del Duero in the distribution in Spain. Also Blume is the most sold brand in modern distribution of D.O. Rueda.

INTERNATIONAL COMMERCIAL NETWORK

Félix Solís Ramos is the current Export Manager, leading a team of 7 Export Area Managers. He also coordinates the work in all the logistics centres in France, United Kingdom, Czech Republic which supplies to the East European countries, and Germany with a permanent delegation. There is also a delegation in Mexico. Our export representatives travel more than 120 days per year to all destinations, besides the participation in international shows and fairs.

Since 2007 there is a permanent delegation in Tokyo and since 2008, in New York. We sell our products in 115 countries and current export figures are around 50% of the total sales and they are in an increasing trend.

OUR SPANISH COMMERCIAL NETWORK

The Spanish market represented 48% of the total sales in 2010. Most of the sales are concentrated in the food and beverage shops. 52% of the sales represent the export market in more than 85 countries all over the world.

There are more than 100 sales representatives having Felix Solis Avantis products in their portfolio.

The distribution and sales are carried out by near 400 employees and other 400 indirect workers.

Another strong point of Felix Solis Avantis is its wide range of products and brands, which reach all markets. Viña Albali, Albali Arium, Los Molinos, Altos de Tamarón, Condado de Oriza, Analivia, Blume, Marqués de Altillo, El Circulo, Arnegui, , Castillo de Soldepeñas, Diego de Almagro, Sendas del Rey, Castillo del Moral, Peñasol, Castañeda, Cruzares, Bajoz, Caño, etc are some of our brands.

WINERIES OF THE COMPANY

- **FÉLIX SOLÍS, S.A (DO VALDEPEÑAS AND LA MANCHA)**
- **PAGOS DEL REY, S.L. (DO RIBERA DEL DUERO, DO RUEDA, DOC RIOJA, DO TORO)**

FÉLIX SOLÍS SL

DO VALDEPEÑAS

This winery, located in Valdepeñas, acts as the headquarters of the company. It has an extension of 120,000 m², fourteen bottle lines, with a capacity of more than 150,000 units per hour.

The production plant is equipped with state-of-the-art technology. It is one of the most important wineries in the world regarding production and distribution. There are continuous investments in the facilities in order to keep updated in innovation. In this winery we can find the storage area and the central offices. The total capacity of storage is 250 millions litres, including 60,000 American oak barrels.

With the main goal of being more competitive, from 2001 the winery boasts the largest automatic and air-conditioned wine warehouse in Europe.

Since 20 years ago, Viña Albali or Los Molinos are in the top of all “best-selling wines” rankings. Lately, the company is focusing on diversifying its range of products. So, the company has created the range of products “Albali Arium”, exclusively for the on-trade.

Besides, the winery distributes Vinos de la Tierra de Castilla (Orquesta, Vitis Latum y Consigna). Vino de la Tierra de Castilla y León (Puerta Zambranos), Vinos de la Tierra-Viñedos de España (Peñasol and Soldepeñas), table wines, grape juices, sangría and tinto de verano.

In the neighbour town of Moral de Calatrava we have also a winery under the DO Valdepeñas.

DO LA MANCHA

From 2004, Felix Solis SA has a winery in DO Mancha. This Appellation of origin is growing very fast in the last years. The company bought the old winery “Bodega de Nieto” located in La Puebla de Almoradiel. Nowadays, the winery is making some improvements in its facilities, and the winery will be able to bottle DO La Mancha wines very soon ; with an investment forecast of 12 million Euros.

It will shortly have 3,000 barrels and a production of 40 mill of litres. There is also another grape reception centres in Damiel.

SHANGHAI FÉLIX SOLÍS WINERIES CO., LTD.

Joint venture located in Shanghai, created in April, 1998, devoted to supply the demanding Chinese market. It started its activity in November 24th 1998 with an initial investment of 800 million pesetas.

Félix Solís Avantis was a leader in the field with the creation of Shanghai Félix Solís Winery Co. Ltd. This project was located in Huandu, in Jiading District.

The plan is a winery and bottling plant, which produces around 80 million bottles/ year in a surface of 20,000 square metres. It is also a logistic platform for the rest of the contries in South-East Asia.

PAGOS DEL REY, S.L.

Pagos del Rey is the name of Félix Solís Avantis in some of the most important DO in the north of Spain. The four wineries are in DO Ribera del Duero, DO Rueda, DOC Rioja and DO Toro. It is a project whose main objective is selling wines from the most renowned regions in Spain. This project was fulfilled in 2002, when the winery in Ribera del Duero was opened.

PAGOS DEL REY DO RIBERA DEL DUERO

Pagos del Rey winery in DO Ribera del Duero is located in Olmedillo de Roa (Burgos), just in the heart of Ribera del Duero. It was the beginning of the project, which was fulfilled when the first harvest took place in 2002.

Nowadays, the barrel cellar is made up of 8,000 oak barrels. The barrels are made out of American oak (80%) and French oak (20%). There is an automatic train to handle the barrels. The winery has a production capacity of 8 million litres, although, during the first years, the production has been around 5 millions. Besides, the bottle line's output is 8,000 bottles per hour.

Altos de Tamarón, in the off-trade channel, and Condado de Oriza, for the off-trade channel, are the main brands in DO Ribera del Duero. According to the sales ranking of DO Ribera del Duero brands in Spain's retail market, Altos de Tamarón joven and crianza are two of the best selling wines in Spain.

PAGOS DEL REY DO RUEDA

This is the second winery, in chronological order. The company purchased a new winery, Castillo Mudejar SL, in the village of Rueda. This village gives its name to the Appellation of Origin, known for the quality of its white wines. Verdejo is the most important variety in this DO and it is the synonym of quality in white winemaking.

Since 2004, this winery has doubled its production capacity and now commercializes mainly two brands: Blume (off-trade) and Analivia (on-trade). According to the sales ranking of DO Rueda brands in Spain's retail market, Blume Verdejo and Rueda are the third best selling wines in Spain in 2007, under AC Nielsen ranking.

PAGOS DEL REY DOC RIOJA

The last cornerstone in this project is the winery in DOC Rioja situated in the village of Fuenmayor. This emplacement enables an exhaustive selection of the tempranillo, graciano, garnacha, mazuelo and viura grapes, playing with all the ripening cycles.

The previous, together with the modern facilities, and a barrel cellar of 20,000 American and French oak barrels, ensure the success of the brands in Rioja. El Círculo, Castillo de Albai, and Arnegui, which is distributed in the modern and on trade.

This winery, whose first harvest happened in 2006, has an area of 30,000 square metres and it is prepared to produce a capacity of 12 million litres per year.

PAGOS DEL REY DO TORO

Felix Solís Avantis purchased the Viña Bajoz winery in September of 2008 located in Morales de Toro. The main objective was to extend their range of products. Since now, four wineries located in the most renowned regions in Spain, are under the name of Pagos del Rey (Rueda, Ribera del Duero, Rioja and Toro). Nowadays, Viña Bajoz is the largest winery in the up- and- coming Toro region, with a production capacity of 13 million litres, one of the biggest in Castilla y León.

The winery is undergoing an investment of 15 mill of euros in order to improve the external part of the winery and to increase and improve the bottling plant and equipment.

All the brands (Viña Bajoz, Bajoz, Gran Bajoz, Caño, ecologic wine Ouno, Puerta Zambranos and Finca la Meda) will be commercialized in all of the distribution channels.

FORESEEN INVESTMENTS 2008-2012

100 MILLION EUROS

-Final building works of the winery Pagos del Rey DOC Rioja: 8 M €

-Improvement of the winery Pagos del Rey in Toro
15 M €

-Extension in winery of Pagos del Rey DO Rueda
6 M €

-Building of the winery Félix Solís DO La Mancha
15 M €

-Improvement in the headquarters facilities in Valdepeñas
30 M €.

- Purchase of new Pagos del Rey winery: 26 M €