

Pancho rides again in Rioja

15 May 2009 by Jancis Robinson

See [here](#) for a special offer for purple pagers.

Spain's first Master of Wine [Pancho Campo](#) has form as an event organiser. I first came across his organisational skills in Marbella five years ago, and subsequently at a conference in Barcelona. He then went on to organise the [Climate Change event in Barcelona](#) with participation from Al Gore no less.

Now he has pulled off an even greater coup, having signed the reclusive American wine guru Robert Parker for his next event in Rioja on 12-13 Nov.

[Winefuture- Rioja 09](#) will gather together a cast of wine world luminaries to discuss the challenges facing it and - who knows? - possible 'solutions, ideas and leadership'. Other speakers include [Gary Vaynerchuk](#), Mel Dick of the omnipotent US distribution Southern Wines & Spirits, his counterparts in the UK [Dan Jago](#) of Tesco and Troy Christensen of Constellation Europe, Miguel Torres, Oz Clarke, [Steven Spurrier](#), and me.

Here's what the organisers are hoping for:

500 delegates
350 attendees at Robert Parker's tasting
100 wineries to be represented with tasting tables in the trade show area
More than 40 nationalities
Over 50 journalists from more than 30 countries

Profile of the attendees:

Winery personnel
Masters of Wine
Wine authorities
Winemakers
Off trade professionals
Importers
Distributors
Wine buyers
Journalists and other media
Sommeliers

The cost of tickets to this event, if booked before August, are a robust €667, or €899 to include a ticket to Parker's tasting and a special dinner. But purple pagers are being offered a 20% discount on these prices. Click [here](#) to see how to claim this.

Coincidentally, the impresario of the Grand Jury Européen, François Mauss, is organising something remarkably similar earlier that same month at the Villa d'Este on Lake Como. For details of the invitation-only World Wine Symposium, see [here](#).