
Es cierto, y se dice como un mantra, que se consume menos vino en España -aunque hay 'brotes verdes'-, pero de más calidad. Un hecho que aprovechan las DD.OO. para apuntarse este dato positivo, en el inmenso mar de lagrimas que es el consumo de vino en nuestro país. Pero es dudoso, porque lo que se aprecia es que el consumidor está dispuesto a gastarse un poco más de dinero en un mejor vino, no en lo que le propone una DO. Razones políticas y de otra mucha índole -que nada tienen que ver con la calidad y diferenciación de los suelos, la segmentaciones y categorizaciones adecuadas para poner en valor cada producto- han primado siempre en los Consejos Reguladores y en las decisiones que han dado como resultado la homogeneización de los vinos.

Sin embargo, los nuevos consumidores, cada vez más entendidos y preparados, con una relación con el vino completamente diferente a la de sus padres y sus abuelos, preguntan por variedades, suelos, maderas, enólogos, estilos, visitan bodegas y zonas vitivinícolas. Pero igual que estamos rezando un réquiem por los vinos de 'comida, merienda y cena', los vinos más baratos y con menos personalidad irán al rincón de los olvidados poco a poco. Pero esto que cuento es muy lento, muy minoritario.

Quin Vila decía hace poco a un medio de comunicación que "España no puede ser sinónimo de vino barato y bueno". Y las DD.OO tienen en su mano que esto pase de un deseo compartido por muchos, a una realidad constatada por todos. Todos tenemos responsabilidad en ello, pero las Denominaciones son un buen pilar desde el que comenzar esta revolución necesaria, con campañas de marketing diferente, contando con personas que atraigan al mundo del vino, no que expulsen a nuevos consumidores. Y, sobre todo, velando de verdad por esa calidad que les une e identifica.

Publicado en: [Rueda la Bola](#) (Lorenzo Ginés)

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