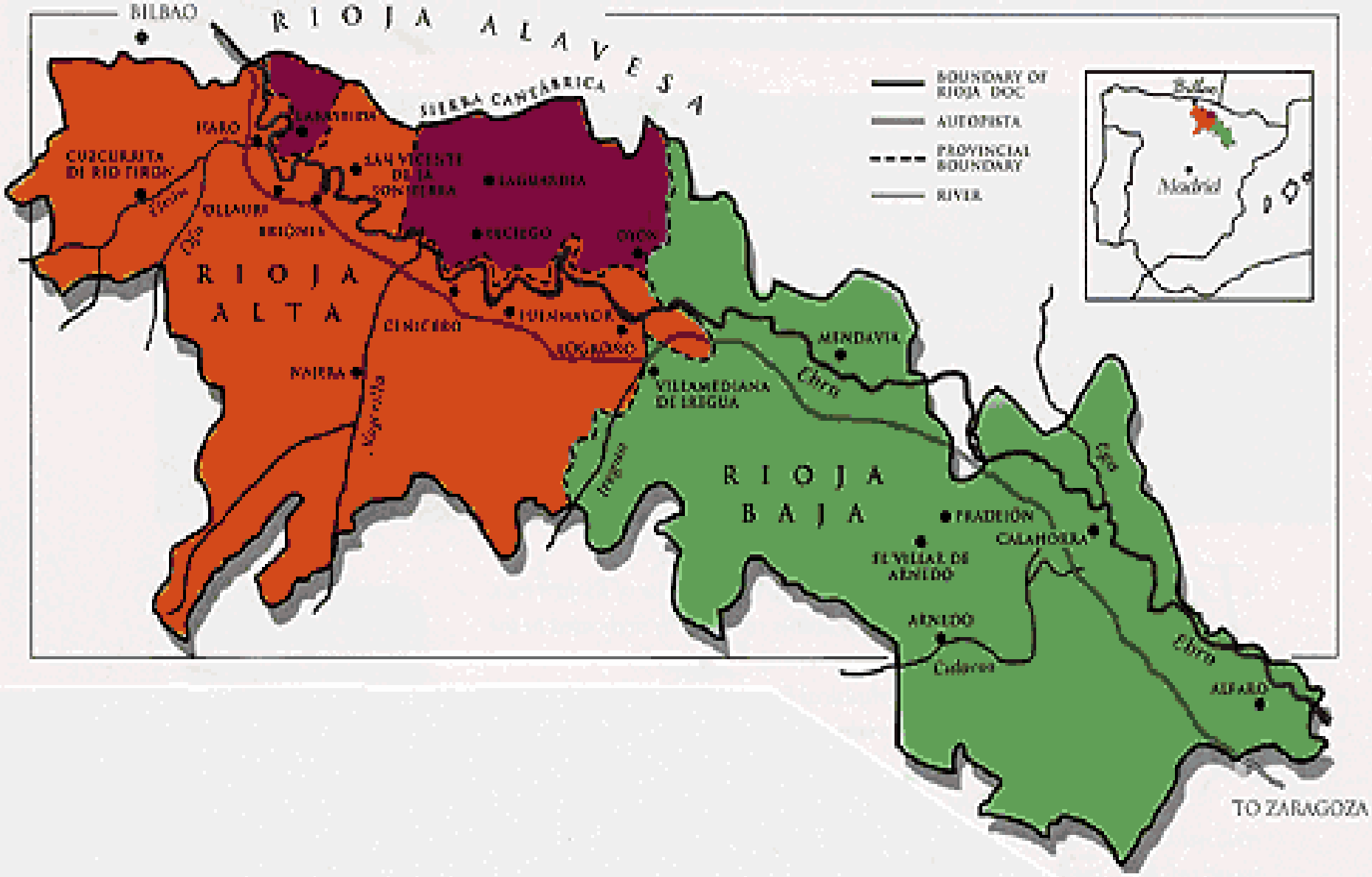DENOMINACIÓN DE ORIGEN CALIFICADA RIOJA.