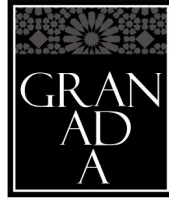
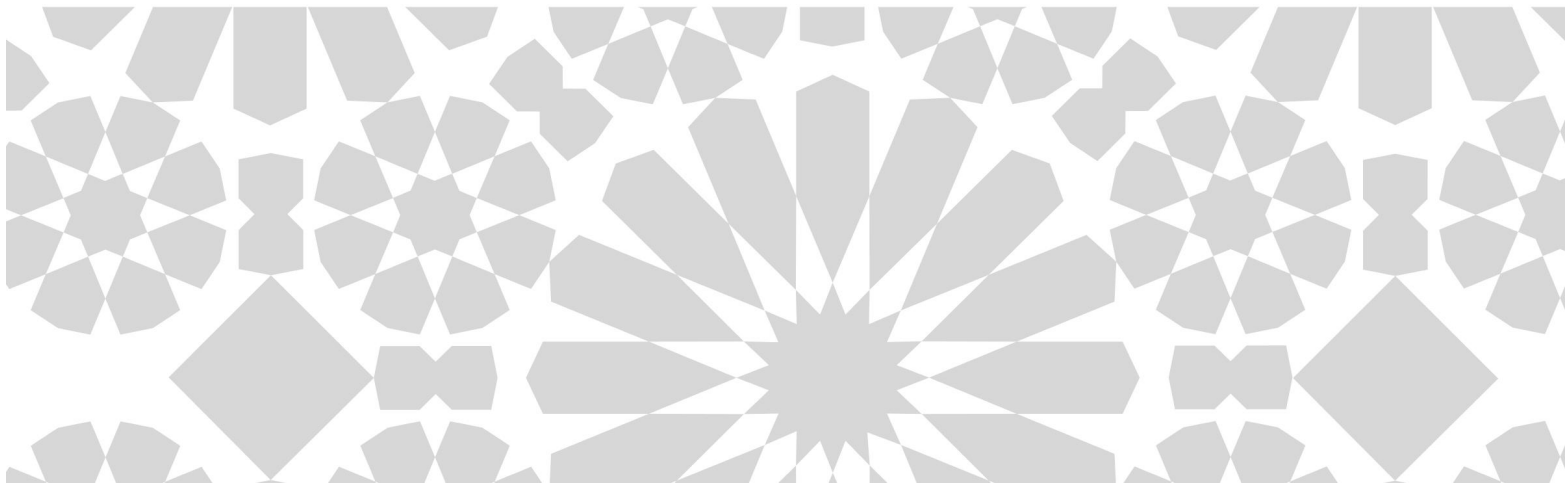


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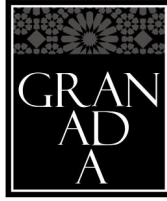


VINO DE CALIDAD
DE GRANADA

PRESS KIT



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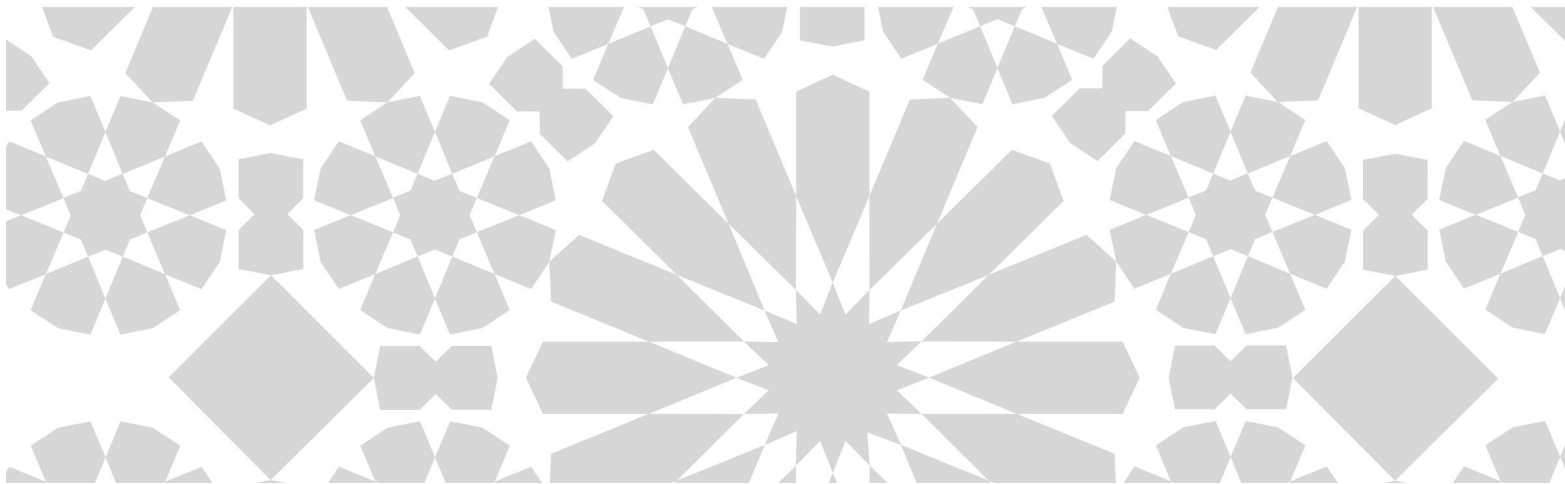
VINO DE CALIDAD
DE GRANADA

During the last years the outlook of the wines in the Granada province has changed radically towards a production of Quality Wines with high success in the market.

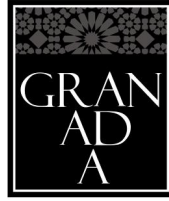
This success is mainly caused by the adaptation to the new techniques of vinification, the introduction of fine grape varieties and the recuperation of autochthonous jewels, such as the Vijiriega, and the exquisite care of the vine plantations. Also the good and particular geographic characteristics of the province, with high altitude vineyards, subject to great climate contrasts and blessed by the abundant sun.

The result is wines with great personality produced with traditional cuddles: fresh and sweet-smelling white wines, tasty red wines of great complexity and sparkling wines of fine bubbles and elegant acidity.

Nowadays there is in the province has around fifty of bodegas which cultivate 5,500 hectares of vineyards, that produce between 30 and 40 million kilograms of grape per year.



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VINO DE CALIDAD
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P.D.O. Quality Wines from Granada

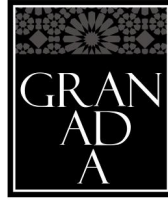
During the celebration of the International Wine Show of Madrid in 2005, the 3 Associations of wine-producers of the province coincide. The debate resulting from that meeting about the problems of the sector, led them to meet periodically and to define strategies resulting in benefits for all the wine-producers of Granada, with the main purpose of finding institutional supports that favor the acknowledgement of the vinicultural sector in the region, as well as to protect and promote the products produced in it. After consecutive meetings, the 23rd of January of 2008 the named ASOCIACION VINOS DE GRANADA [Granada Wine Association] was born with the purpose of managing the mention VINO DE CALIDAD DE GRANADA [Quality Wine from Granada], which is thereafter recognized as PROTECTED DESIGNATION OF ORIGIN after the publication of the Regulations (EC) No. 607/2009 of the Commission of 14th of July of 2009, which establishes certain provisions to apply the Regulations (EC) No. 479/2008 of the Council, concerning the designations of origin and protected geographical indications to the traditional terms, to labeling and to the presentation of certain vinicultural products.

The abovementioned Regulations recognize the V.C.P.R.D. [Quality Wines Produced in Specified Regions] as D.O.P. [Protected Designation of Origin], at European level.

The mention was officially submitted on the 5th of March of 2010 by the Junta de Andalucía (Autonomous Region Government) Consejera of Agriculture and Fishing, Mrs. Clara E. Aguilera García. The identifying label D.O.P. VINO DE CALIDAD DE GRANADA [P.D.O. Quality Wine from Granada] started to be real with the bottling of the 2009 vintage wine.

The protection D.O.P. Vino de Calidad de Granada [P.D.O. Quality Wines from Granada] includes phases of production, elaboration, ageing, bottling and labeling. Its goal is to ensure the quality of these wines differential linked to a specific geographical origin, recognising the 168 municipal terms that comprise the province as well as the specific zone Contraviesa-Alpujarra within,

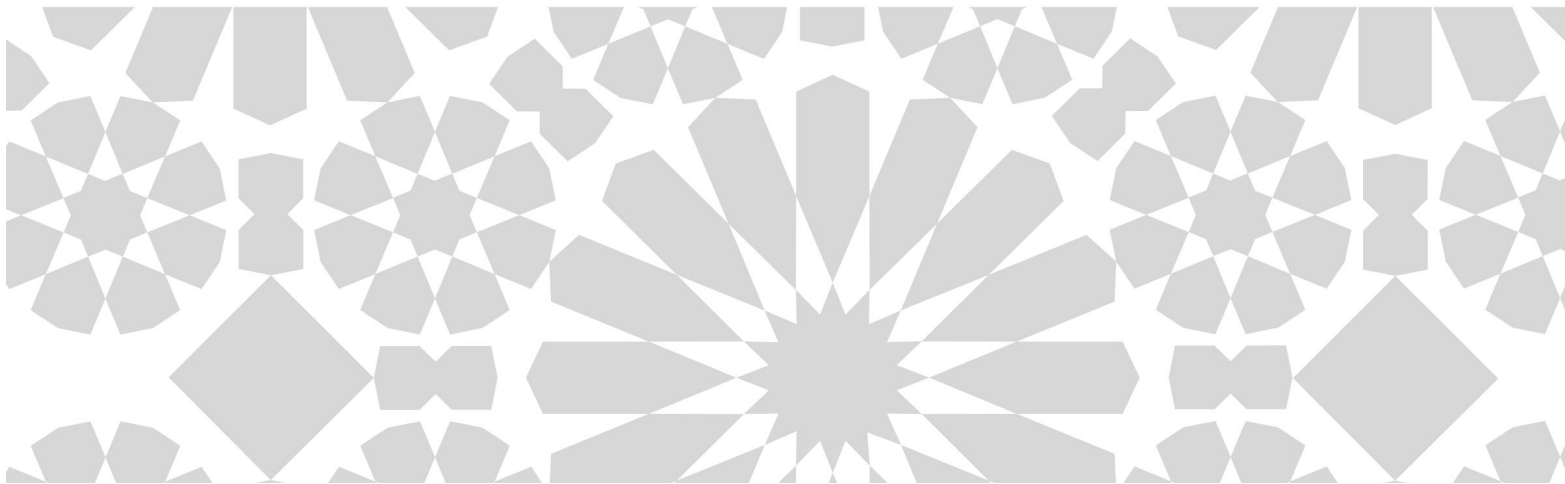
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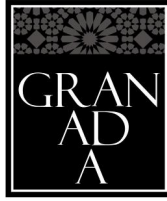
VINO DE CALIDAD
DE GRANADA

integrated by the municipal terms of Albondón, Albuñol, Almegíjar, Cádiar, Cástaras, Lobras, Murtas, Polopos, Rubite, Sorvilán, Torvizcón, Turón, Ugíjar.

The Order of Junta de Andalucía (Autonomous Region Government) of 21th of January of 2009 approving the Regulation of the Quality Wine from Granada, establishes that the practices of the vineyard will be carried out in such a way that saved the best balance between the vegetation and the quality of the crop with a maximum plantation density of 5.000 vines per hectare and a production limit of 7.000 kilograms for the red grapes destined to crianza wines, 8.000 kilograms for the red grapes destined to young wines, 9.000 kilograms for the white grapes destined to white wines and 12.000 for the white grapes destined to sparkling wines.



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VINO DE CALIDAD
DE GRANADA

Tradition and Sustainability in the glass of wine

The Quality Wines from Granada have very specific characteristics that are unique due to three key factors:

Altitude.

The average altitude of the vineyards of Granada is about 1.200 meters.

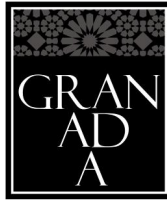
Climate.

With Mediterranean and continental influence, the temperature and fresh air drafts from Sierra Nevada produce a beneficial effect that predisposes grapes to a higher development of polyphenols which grants wine the color, the softness and a tannic structure.

Land.

It presents variable compositions of slate and clay that provide ideal conditions to the Quality Wines from Granada. The orography of terraced hillsides and slopes causes that working in the vineyards require more labor than in other cases since it is not possible to mechanize the process of collection.

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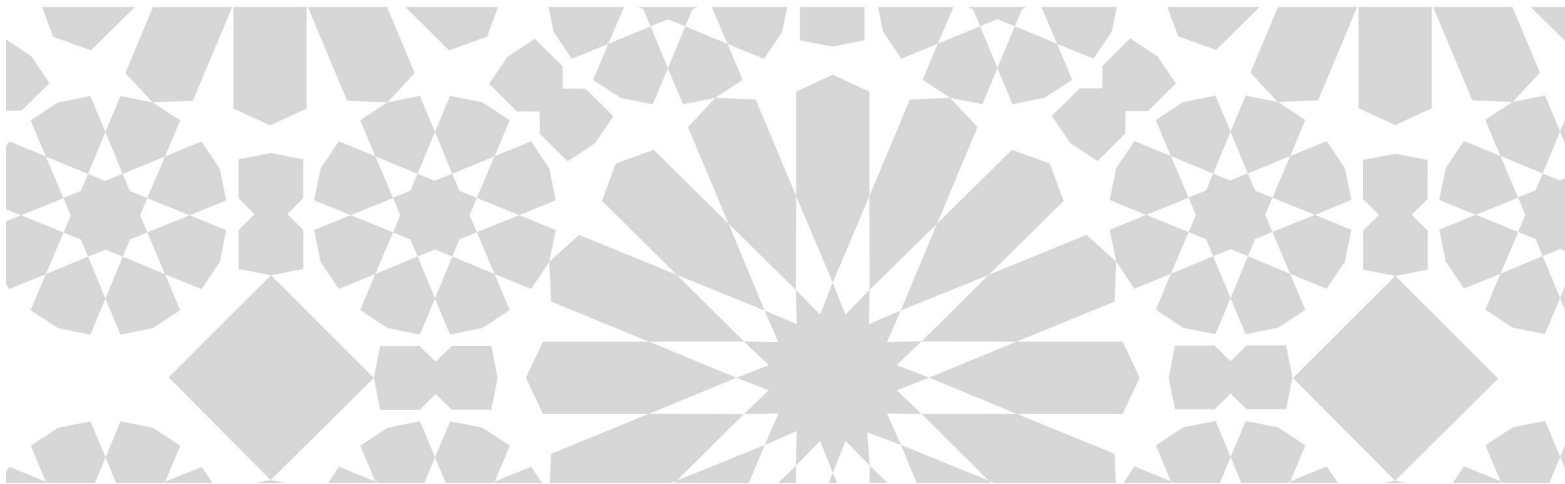
VINO DE CALIDAD
DE GRANADA

Varieties

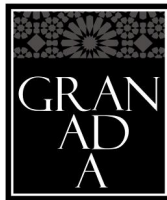
In recent years an intensive work has been done to recover the jewels of the autochthonous viticulture: Vijiriega, Muscatel and Pedro Ximenez, among the whites, or Tempranillo, Garnacha and Monastrell, in the red ones, which coexist in perfect harmony with international varieties such as Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Merlot, Syrah, exceptionally acclimatized.

Authorized varieties for the entire production zone:

| White | Red | For sparkling |
|------------------------------------|--------------------|------------------------------------|
| Vijiriega | Tempranillo | Vijiriega |
| Sauvignon Blanc | Red Garnacha | Sauvignon Blanc |
| Chardonnay | Cabernet Sauvignon | Chardonnay |
| Muscatel de Alejandria | Cabernet Franc | Muscatel de Alejandria |
| Muscatel of small grain or Moorish | Merlot | Muscatel of small grain or Moorish |
| Pedro Ximenez | Syrah | Torrantes |
| Baladi verdejo | Pinot Noir | |
| Palomino | Monastrell | |
| Torrantes | Rome | |
| | Petit Verdot | |



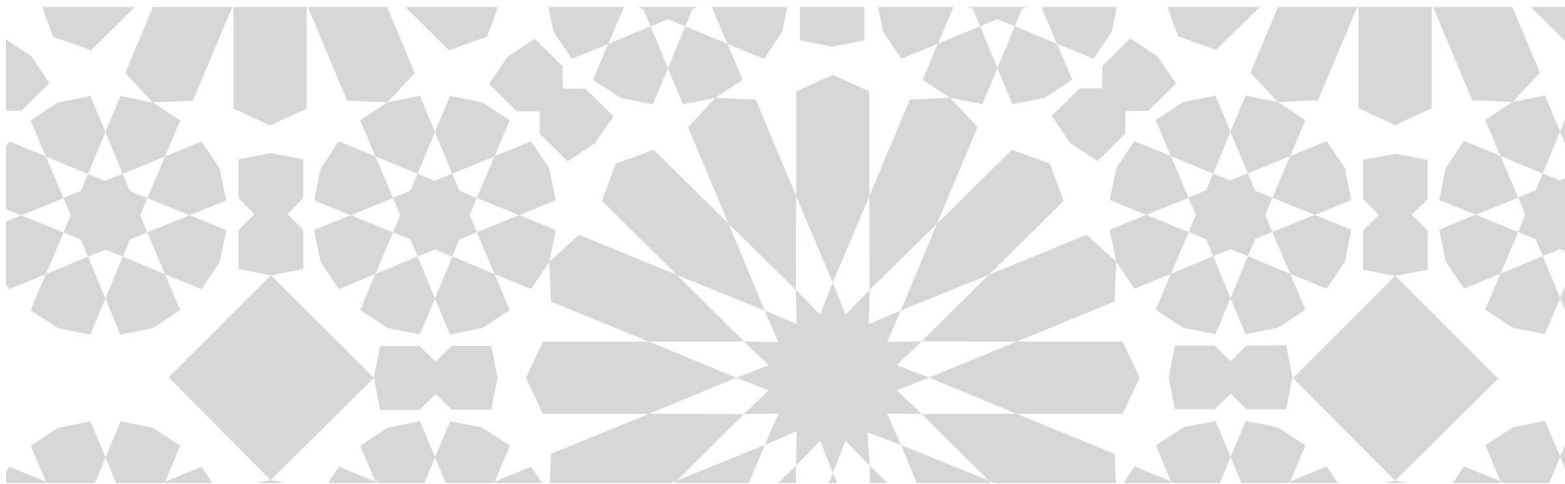
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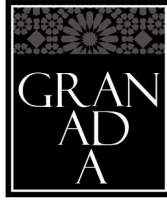
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DE GRANADA

Authorized varieties for the Subzone Contraviesa-Alpujarra:

| White | Red | For sparkling |
|-----------------|--------------------|---------------|
| Vijiriego | Tempranillo | Vijiriego |
| Sauvignon Blanc | Red Garnacha | Chardonnay |
| Chardonnay | Cabernet Sauvignon | Pinot Noir |
| Muscatel | Cabernet Franc | |
| Muscatel | Merlot | |
| Baladi verdejo | Syrah | |
| | Pinot Noir | |
| | Petit Verdot | |



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The wines

The Quality Wines from Granada, of great sapid richness, have a great variety of fruit and floral scents that reflect the natural environment and the cultural and historic heritage of the province.

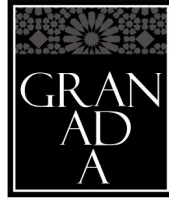
Production of grape has been traditionally related to high and medium zones of the province's mountain systems, which causes important thermal oscillations and very low temperatures that prolongs and improves the maturing process. In addition, the height, the dry climate and the water of Sierra Nevada produce a very healthy environment for the cultivation of the vine, favoring the ecological viticulture.

We are facing author products, with limited production to achieve the highest quality of the grape. The results are wines of great personality; fresh and sweet-smelling white wines, tasty red wines of great complexity and sparkling wines of fine bubbles and elegant acidity.

Wine types

- White wines.
- Rosado (Rosé).
- Red wines.
- Sparkling wines.
- Naturally sweet wines or applicable late harvest wine of ripe grapes and produced without artificial increase of his graduation, and with the alcohol from the fermentation, with an alcoholic strength natural above 15% vol. and a alcoholic strength does not less than 13% vol.

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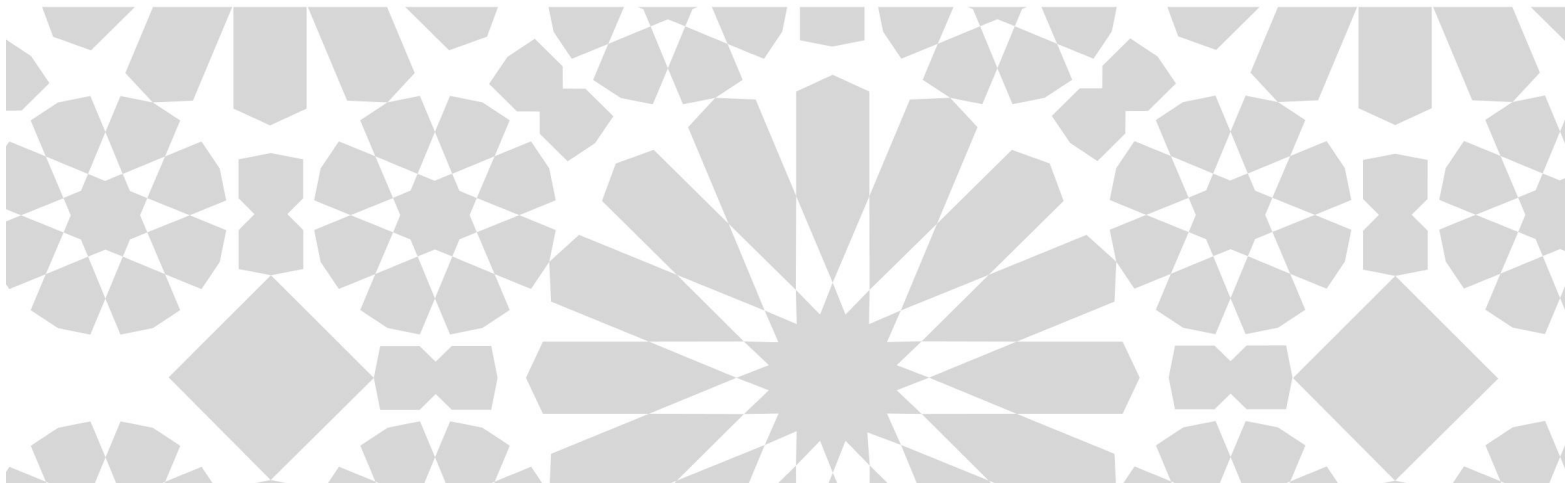
VINO DE CALIDAD
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Production and ageing

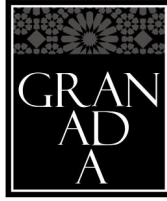
The techniques used in the handling of the grape, must and wine, the control of the fermentation and the process of preservation, shall always have the premise of the maximum possible quality maintaining the traditional character of the different types of wine, taken special care of the obtaining of must, so that the performance does not exceed the 65% of red grape and the 70% of white grape.

The elaboration and storage takes place in tanks of stainless steel and barrels of French Oak, American Oak and/or Center European oak of between 225 and 300 liters.

One outstanding peculiarity, which grants part of its character to the quality wines of Granada, is its fermentation on caves (though not in all cases), as its inside ensures a more natural and healthy environment than the one created by artificial air conditioners and an unalterable constant temperature and illumination.



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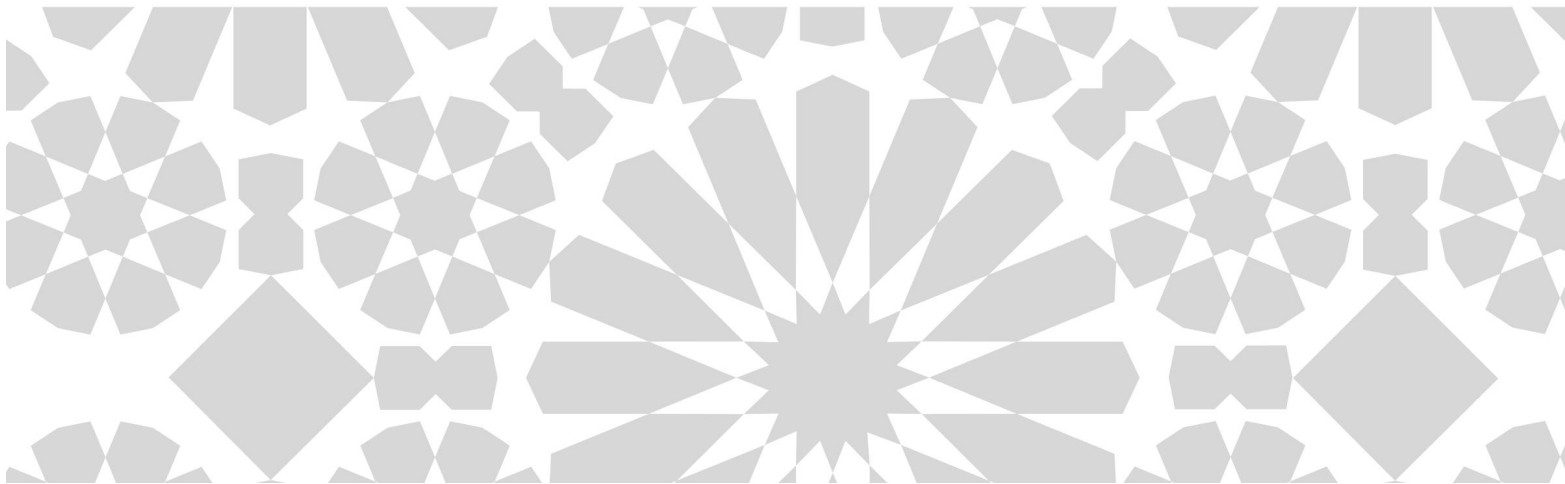


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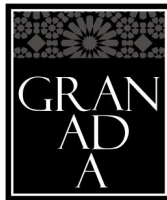
Wines with prestige

The wines produced by the wineries of Protected Designation of Origin Quality Wine from Granada have obtained many prizes and awards, both national and international.

- BACCHUS ESPAÑA
 - CINVE
 - Eco-Racimo BioCordoba
 - Mezquita (Cordoba)
 - Torre de la Vela (Granada)
 - Vinhoreca
 - Vino y Mujer
 - Zarcillo (Valladolid)
-
- AWC Viena
 - Challenge International du Vin
 - International Festival Cincinnati
 - International Wine San Francisco
 - Mundusvini
 - Vinalies



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VINO DE CALIDAD
DE GRANADA

Bodegas

BODEGAS AL-ZAGAL

BODEGAS ANCHURÓN

BODEGAS ARANZADA

BODEGAS CALVENTE

BODEGAS DOMINGO Y QUILES

BODEGAS DOMINIO BUENAVISTA

BODEGA FERNANDEZ HERRERRO

BODEGAS CUATRO VIENTOS

BODEGAS FONTE DEI

BODEGA LADERA DEL CASTAÑAR

BODEGAS LORENTE

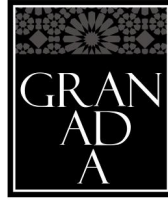
BODEGA LOS BARRANCOS

BODEGA LOS MARTOS

BODEGA MARQUÉS DE CASA-PARDIÑAS

BODEGA MENDEZ MOYA

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VINO DE CALIDAD
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BODEGAS PAGO DE ALMARAES

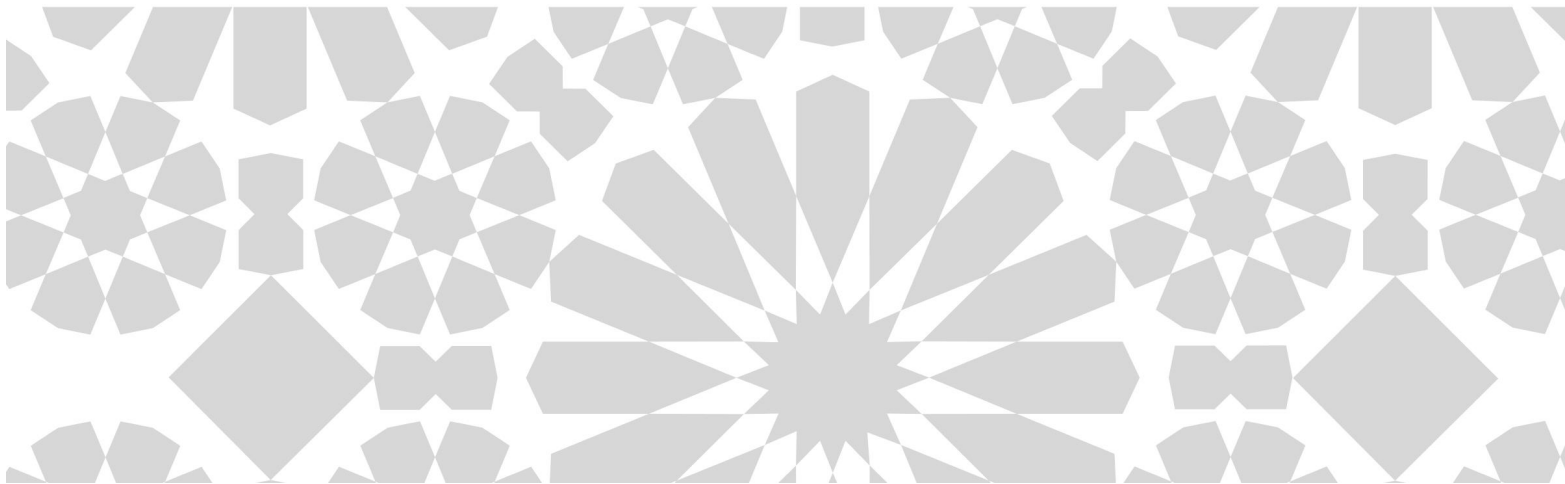
BODEGAS PILONGO

BODEGAS SEÑORÍO DE NEVADA

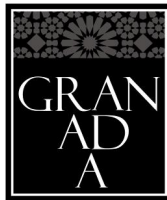
BODEGA VENTA QUEMADA

BODEGAS VERTIJANA

BODEGAS VILLAGRAN



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For further information:

D.O.P. VINO DE CALIDAD DE GRANADA

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