



# BRAND INFORMATION

## BRAND HISTORY

- ◆ Founded in 2004 by famed winemaker Miguel Angel de Gregorio in the heart of Rioja Alta, Finca Nueva leads the new wave of Riojan wines that adhere to Rioja's traditional aging and classification system, but are more fresh, fun and enjoyable on the palate than their conventional 'old-world' Rioja counterparts.
- ◆ Wines are made solely from varieties indigenous to Rioja, a region known as one of Spain's oldest and most famous grape growing region.
- ◆ Successful in making both complex and consumer-friendly wines, owner Miguel Angel is one of Europe's most celebrated winemakers, garnering scores of up to 96 points for wines produced at his newest winery, or "Finca Nueva".

## FEATURES AND BENEFITS

- ◆ Vines are strategically planted in a north-northeast-facing direction along the banks of the Ebro river, maximizing the influence of the nearby Atlantic Ocean and allowing for a prolonged period of maturation.
- ◆ Rioja Alta's unique terroir comprises a mixture of chalky, calcium-rich and ferrous-clay, rocky and alluvial soils. The 84 HA of vineyards controlled by Miguel Angel are farmed with great care and grapes are selected by hand the field and again in the winery using an optical sorter.
- ◆ All vines are sustainably farmed, hand-harvested and fermented with native yeast in stainless steel tanks.

## COMPETTIVE SET

- ◆ Cune, S.A., Ramon Bilbao, Campo Viejo, Viña Zaco, Abel Mendoza, Marqués de Cáceres





## KEY SELLING POINTS



RIOJA ALTA  
FERMENTADO WHITE WINE

- ◆ Barrel-fermented white wine, made from 100% Viura.
- ◆ Grapes grown sustainably around the village of Briones, where Miguel Angel's flagship estate Finca Allende is located.
- ◆ 35 year-old vines are head-pruned, tightly spaced. Organic fertilizer used and routinely plowed with mules to prevent the use of herbicides. All grapes are harvested by hand.
- ◆ Wine is pressed in a vertical basket press and aged 4 months underground in French oak barrels with a regular stirring of the lees.
- ◆ Golden yellow in color, with a greenish hue. Powerful and creamy aromas of exotic fruits (pineapple and passion fruit) with nuances of custard and toast.



RIOJA ALTA  
ROSADO

- ◆ Unique blend comprising of 60% Tempranillo & 40% Garnacha.
- ◆ 25-30 year-old vines are head-pruned, tightly spaced and located near Finca Allende. Organic fertilizer used and routinely plowed with mules to prevent the use of herbicides. All grapes are harvested by hand.
- ◆ Clusters are softly crushed in a vertical press. Static raking of free run juice during 48 hours. Fermentation performed in stainless steel tanks during 20 days at a temperature of 18 °C.
- ◆ Bright salmon-pink in color, with notes of fresh strawberries, cherries, raspberries, mixed with watermelon candy. Fresh and light with good acidity, the wine is both fruit-forward and well-balanced.



RIOJA ALTA  
TEMPRANILLO, CRIANZA

- ◆ Barrel-fermented red wine, made from 100% Tempranillo.
- ◆ 25-30 year-old vines are head-pruned, tightly spaced and located near Finca Allende. Organic fertilizer and routinely plowed with mules to prevent the use of herbicides. All grapes are harvested by hand.
- ◆ Clusters are destemmed and left uncrushed before being placed in stainless steel tanks for cold, pre-fermentary maceration at 5 °C over six days.
- ◆ Maceration with the skins is performed during 16 days, and the resulting wine is aged underground for 12 months in French and American oak barrels. Barrels are racked every 4 months & the finished wine is bottled following a soft filtration without clarification.
- ◆ Bing cherry in color, with elegant, ripe aromas of cassis, cherry and mixed-berry jam. Fresh and well-balanced with well-integrated tannins.



## KEY SELLING POINTS



RIOJA ALTA  
TEMPRANILLO, GRAN RESERVA

- ◆ Barrel-fermented red wine, made from 100% Tempranillo.
- ◆ 35 year-old vines are head-pruned, tightly spaced and located near Finca Allende. Organic fertilizer used and fields routinely plowed with mules to prevent the use of herbicides. All grapes are harvested by hand.
- ◆ Clusters are destemmed and left uncrushed before being placed in stainless steel tanks for cold, pre-fermentary maceration at 5 °C over six days.
- ◆ Fermentation is controlled at 28 °C over 10 days, with three pump-overs/day. Maceration on skins performed during 16 days, wine is then pressed and then racked back into stainless steel tanks for ML fermentation.
- ◆ Aged underground for 24 months in French oak barrels, which are racked four times per year and bottled following a soft filtration without clarification.
- ◆ Deep purple in color with intense aromas of cherry liquor, ripe plums and cedar, displaying fresh acidity, delicate tannins and a velvety finish.

