

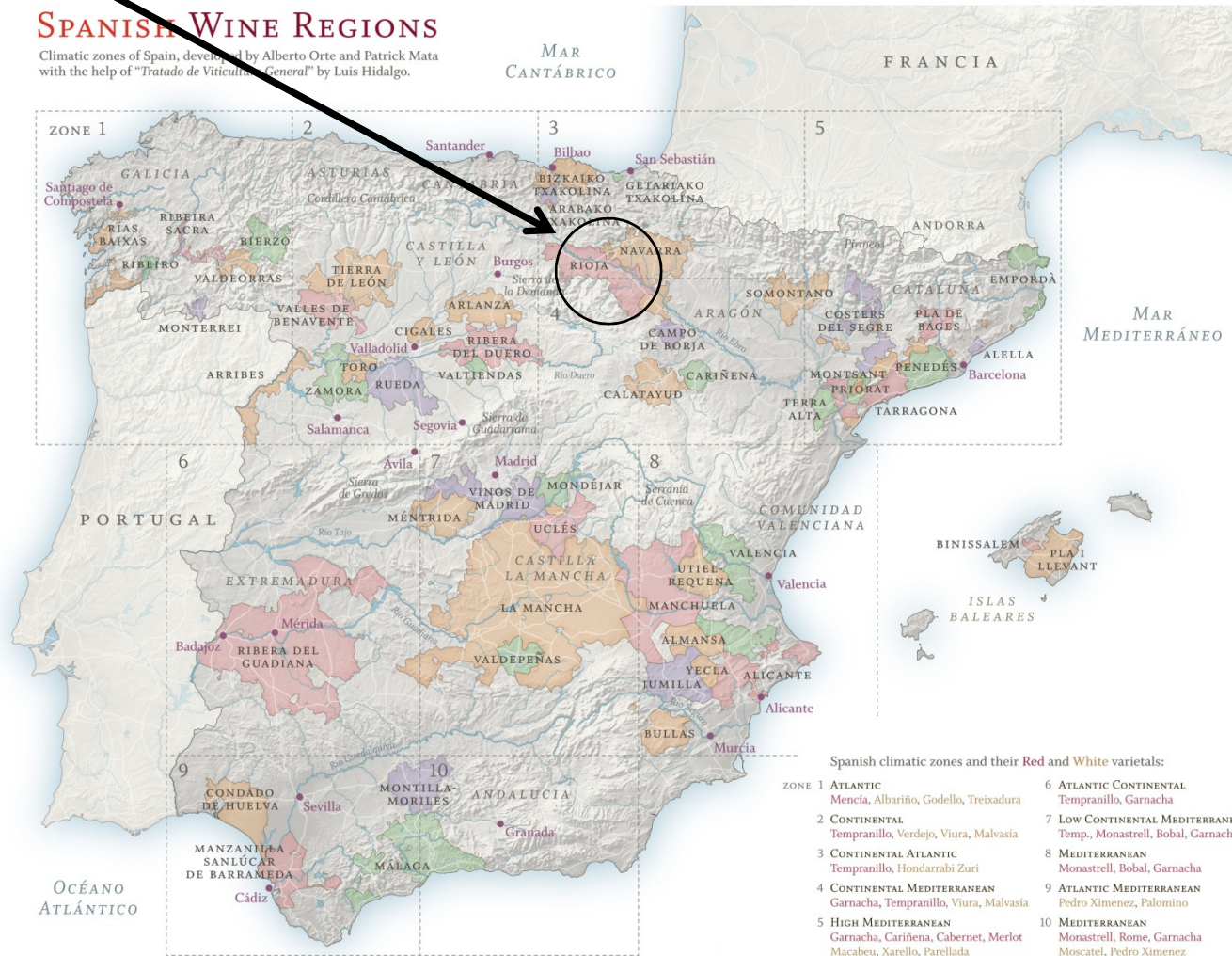
HERMANOS DE PECIÑA



Rioja

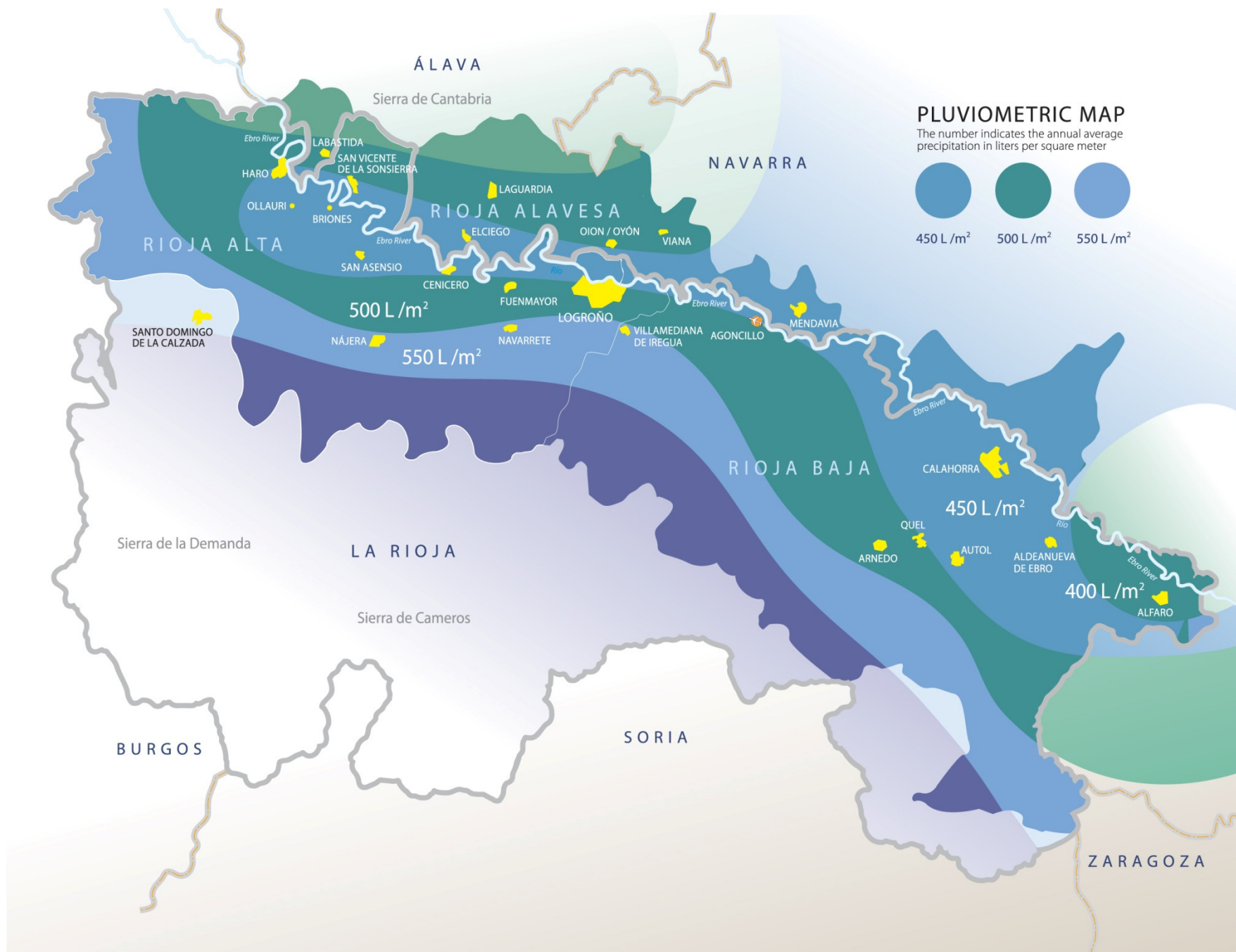
SPANISH WINE REGIONS

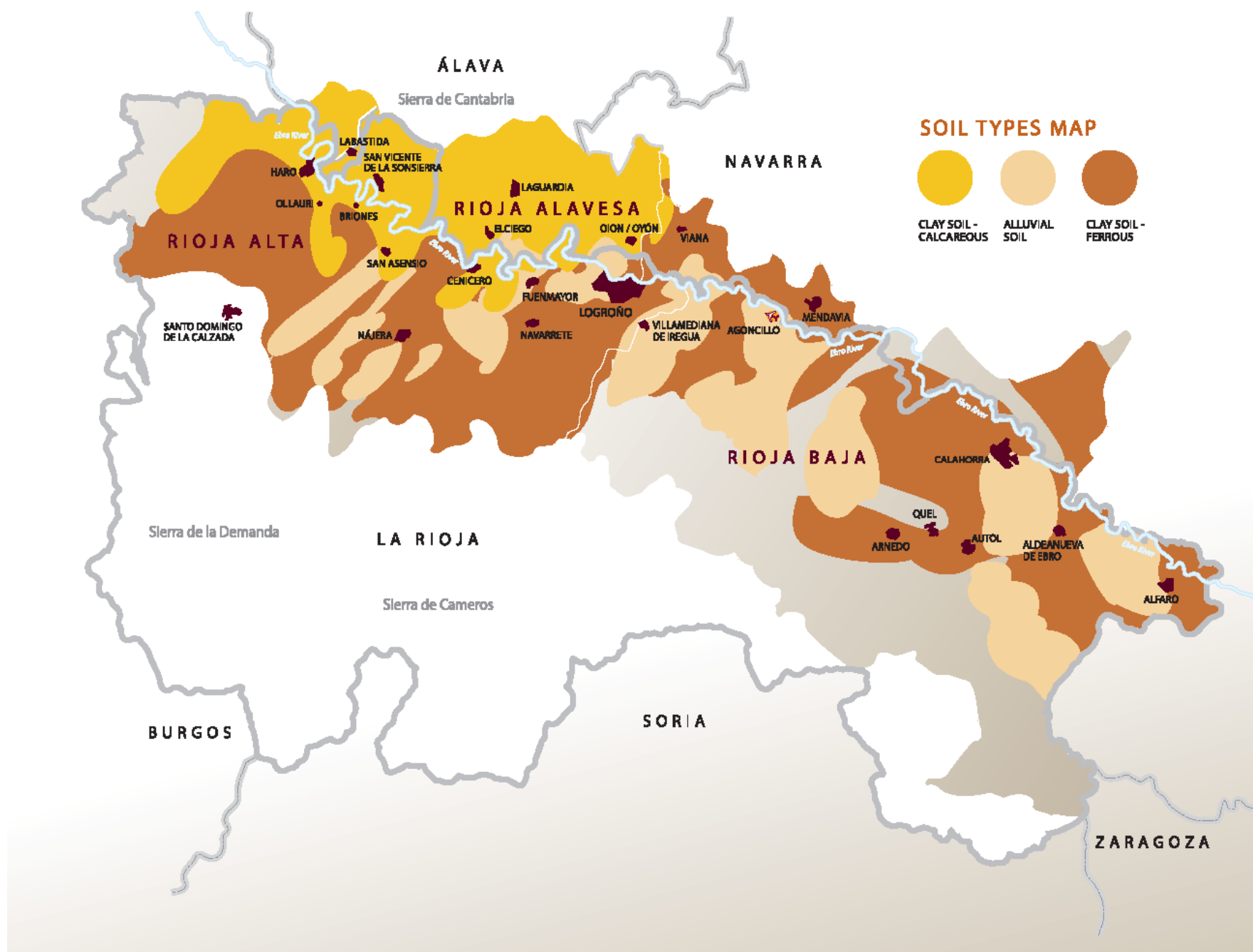
Climatic zones of Spain, developed by Alberto Orte and Patrick Mata with the help of "Tratado de Viticultura General" by Luis Hidalgo.



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Terruño de Peciña Vineyards-

- Straddled between Sierra Cantabria and Ebro River
- Highest altitudes in Rioja – 500 meters
- Calcareous clay – limestone rich soils with clay and rocks. Complex soils created in the area between the mountains and river.
- Rolling hills – the area is hilly with lots of different exposures – near Haro and on south side of Ebro it is more flat.
- North Facing exposures – to further the “freshness” of the grapes/wine. The vineyards begin to cool off in the shade in the afternoon.



Peciña FAQ's

- Founded in 1992 by Pedro Peciña (pictured to the right).
- Pedro retired as the head agronomist at La Rioja Alta to start the winery. He was responsible for moving La Rioja Alta from a purchaser of fruit to a grower. He also set up their vineyards in Ribera del Duero and Rias Baixas.
- They own 50 hectares of vines surrounding the town of San Vincente in Rioja Alta.
- They believe very strongly in the traditional or classic style of Rioja wine.
- They feel the biggest factor in creating that style is the “trasiego” or racking by hand.





Wine FAQ's – Traditional Style

- Focus is on blends and reds
 - Reds: Tempranillo, Graciano, Garnacha.
- Natural practices in the vineyard and winery – wild yeast ferments, cover crops, hand weeding, etc.
- Vines range in age from 40-60+ years.
- *Trasiego* – by hand (pictured left) critical. Every 6 months.
- Used American oak only
- Barrel and bottle aging always exceeds minimums set by DOCa.

Traditional VS Modern: and plenty in-between...

Traditional:

- Blend of Grapes
- American oak – Used
- Aging in barrel/bottle in accordance with terms like: Crianza, Reserva, Gran Reserva
- Rackings – “trasiego”. Racking of wine from barrel to barrel during the course of aging.
- Egg white fining.
- Taste wise – wines show tertiary elements, elegant, no sediment, clear, slightly oxidative and resolved tannins.

Modern:

- Mono varietal – reds tend to be Tempranillo focused.
- French oak. New wood.
- Less aging in barrique overall. Minimal bottle aging before release.
- Macerations, whole berries, etc.
- No rackings.
- Taste wise – wines are fresher, more new world in profile with upfront fruit, ripe velvety tannins and higher concentrations and alcohol levels.

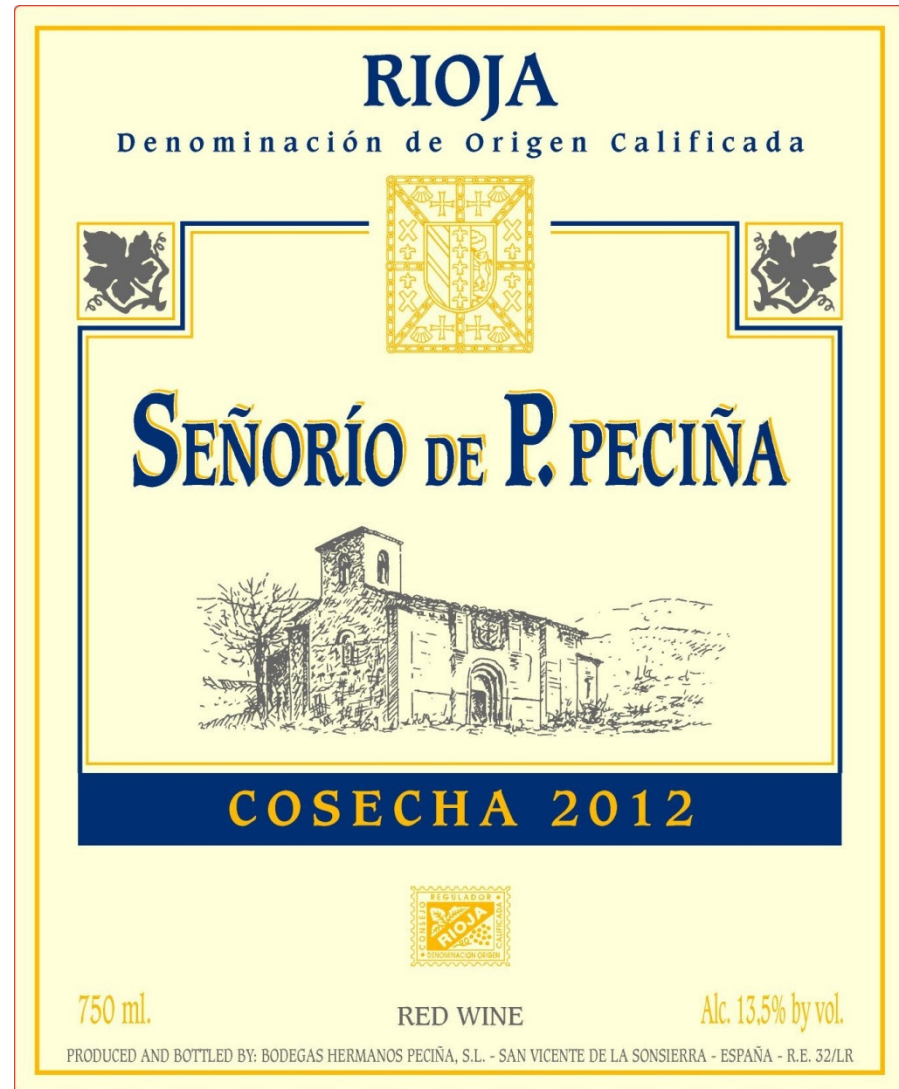
Blanco 2009

- Viura – touch of others...Malvasia
- Calcareous clay with stones
- Finca Iscorta and El Codo – 20 to 30+ years of age.
- 500 meters in elevation. North Facing
- No wood aging all stainless steel
- Spontaneous fermentation
- 800 cases produced



Cosecha (Joven) 2012

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Calcareous clay soils
- younger vines used here. 500 meters
- No wood aging, stainless fermentation, raked from tank to tank after 6 months.
- Spontaneous fermentations
- bottled unfined and unfiltered.
- 3,300 cases average production



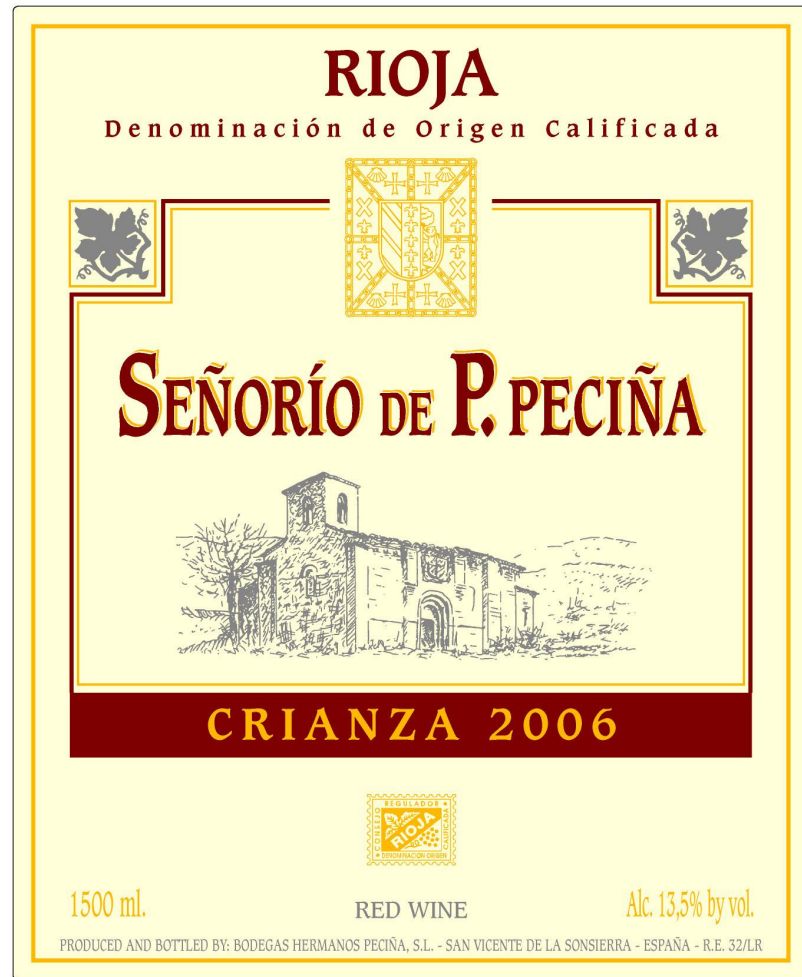
Crianza 2007

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Fermented in Stainless steel with wild yeast
- Aged in used American oak for 2 years.
- Trasiego every 6 months – 4 times.
- 1+ year in bottle before release.
- Rioja law for Crianza is 1 year oak, 6 months bottle
- 8,300 cases average production



Crianza 2006 Magnum

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Fermented in Stainless steel with wild yeast
- Aged in used American oak for 2 years.
- Trasiego every 6 months – 4 times.
- 1+ year in bottle before release.
- Rioja law for Crianza is 1 year oak, 6 months bottle



Reserva 2005

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Fermented in Stainless steel with wild yeast
- Aged in used American oak for 3 years.
- Trasiego every 6 months = 6 times.
- 2+ year in bottle before release.
- Rioja law for Reserva is 3 years of total aging 1 year must be in oak.
- 2,000 cases – not made every vintage



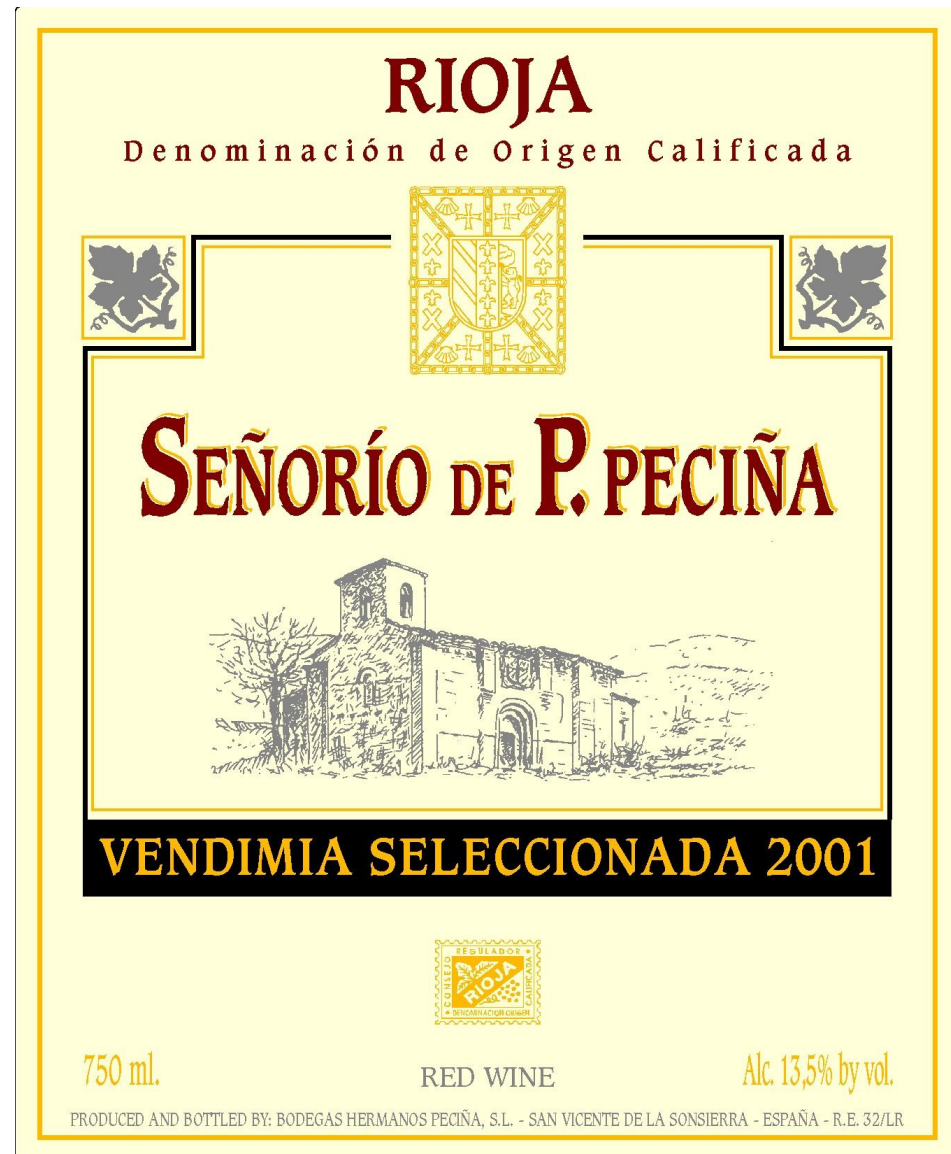
Gran Reserva 2001

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Fermented in Stainless steel with wild yeast
- Aged in used American oak for 4 years.
- Trasiego every 6 months = 8 times.
- 3-8 years in bottle before release.
- Rioja law for Gran Reserva is 2 years in oak and 3 in bottle.
- 1,250 cases – not made every vintage



VS 2001

- 95% Tempranillo, 3% Graciano, 2% Garnacha
- Fermented in Stainless steel with wild yeast
- Aged in used American oak for 3 years.
- Trasiego every 6 months = 6 times.
- 3 years in bottle before release.
- In this vintage DO approved Reserva.
- 1,250 cases – not made every vintage



Competition –

- Skurnik –
 - **La Rioja Alta** – Pre- 1900s Benchmark estate. Using about 20% new oak in many of their wines. Style is a bit bigger and upfront with a touch more herbaceousness. Great scores and great following. Tasty wines. In general, pricing seems to be a tad higher.
 - **CVNE** – Imported by Europvin. Original estate is pre- 1900s. Lots of brands: Standard line (Imperial), Vina Real and Contino range. A purchaser of fruit for much of their production. Contino is the exception with an actual estate and vineyards in Alavesa. Vina Real and Contino are based on Alavesa fruit and designed to be more fruit forward and concentrated in style while having ageability.
- David Bowler –
 - **Lopez De Heredia** – Imported by Think Global. Another old benchmark estate that strongly adheres to tradition to the extreme. All the wines of Lopez are more expensive than their equivalents from Peciña.
- Tempranillo –
 - **Muga** – imported by Jorge Ordóñez. They have many brands – Aro, Torre Muga, Selección Especial and Prado Enea. The traditional wines are not the distributor/importers focus but they are good. Prado Enea is the Gran Reserva and is very classic.
- Acid Inc. –
 - **Riojanas** – after many years of poor distribution this old producer has found a new home. They are not grape growers but winemakers only. They have classic leaning brands but are introducing more Tempranillo and new oak to make a more modern leaning appeal. Rackings for the classic line are done by machine with no oxidation.