

# PINORD

## PRESS RELEASE

### **Committed to producing organic wines**

Over the last few years, Pinord Wineries from Vilafranca del Penedès, have put all their efforts into a bid to make organic farming successful for the production of their wines. Pinord have great respect and appreciation for Nature which provides the fruits for the products that they elaborate. For this reason they practise the most environmentally friendly procedures. They know that only by using traditional methods to cultivate their plants and elaborate their wines will they achieve the highest quality. Authentic and traditional farming methods are carried out both on the Mas Blanc Estate in the Priorat Region and in the Penedès Region to ensure the quality of the wines produced. Pinord now have **six organic wines** on the market, one of which is a biodynamic product with the prestigious international Demeter certificate. In the future Pinord Wineries will continue to expand the practice of organic farming.

Organic farming uses only natural products and absolutely forbids the use of chemical additives like herbicides or insecticides. The effort involved in this kind of farming is rewarded by the high quality of the fruit obtained which goes to make unique and personalised wines of great value. Pinord are not alone in their bid to promote organic wines, day by day these wines are becoming more and more prestigious, now receiving distinctions awarded by international wine critics at European Trade Fairs. The latest awards were presented at the German organic wine contest "Internationaler Bioweinpreis 2010" where Pinord wines received four awards. Pinord +7 and + Natura Blanco received Gold medals and Balcons and + Natura Cava received the Silver one.



#### MAS BLANC in the Priorat Region

On their Mas Blanc Estate in Bellmunt del Priorat Pinord have put three generations of experience into creating a wine cellar which would become a model for the elaboration of organic wines. At the end of 2007 the winery was awarded the Demeter Certificate for biodynamic agriculture. This year 2010, Pinord have put the first Spanish biodynamic wine on the market: el Clos del Músic.

At Mas Blanc, Pinord reorganised the land to create kilometres of terraces which form natural amphitheatres where they plant, cultivate and tend the traditional varieties Grenache and Cariñena, together with the newcomers Cabernet Sauvignon, Syrah and Merlot.

## ***BALCONS***

This wine is elaborated with the home grown varieties of Grenache, Cariñena, Cabernet Sauvignon and Merlot. The grapes are checked for ripeness as they grow and each variety is individually hand picked vine by vine and only the healthiest and ripest grapes are chosen.

Fermentation takes place in small tanks and lasts 21 days after which the wine goes into barrels of French Oak where it spends 14 months ageing. The ageing and refining stage continues once the wine is bottled.

**+7**

D.O.C. Priorat

This wine is elaborated with the home grown varieties of Grenache, Cabernet Sauvignon and Syrah.

Again the work is done by hand. The grapes are checked for ripeness as they grow and each variety is individually hand picked. Fermentation takes place in a stainless steel tank and lasts 18 days after which the wine goes into barrels where it spends 12 months aging. Once the wine is bottled it continues to refine.



### ***Clos del Músic. The first biodynamic wine produced in Spain***

To implement biodynamic farming, Pinord Wineries followed the principles defined by Rudolf Steiner (1861-1925). Applied to agriculture it means encouraging fertility using natural methods whereby the vine not only grows but also but also achieves holistic development.

This certificate for quality is awarded only to products cultivated by biodynamic methods that comply with European Union standards. Production and elaboration are subject to the most demanding criteria and undergo rigorous controls from start to finish so as to guarantee an exceptional and exclusive result. Only 300 wines in the world are worthy of this privilege and Clos del Músico is the first and only representative of Spanish wines.

### **Organic wines in Penedès**



In 2006, **PINORD WINERIES** who are constantly taking up the challenge to improve the quality of their wines created their new range + Natura, elaborated with grapes from their organically cultivated vines in El Serral and Montanyans in the Penedès Region. Pinord cultivate and elaborate their wine according to the rules and stipulations set out by the Catalan Commission for Organically Farmed Produce (Consejo Catalán de la Producción Agraria Ecológica - CCPAE). Therefore the vines that produce the fruit for these wines and cavas are not treated with insecticides, herbicides or any other product that could harm the environment. Throughout the process no chemical additives have come into contact with the wine and no pesticides, inorganic fertilizers have been used and no genetic manipulation has been practised on the soil, the vines or the grapes.

**Cava Ecológico +Natura. *Brut***

This cava is elaborated with the traditional varieties, Macabeo, Xarel.lo and Parellada from the 2004 harvest. Tirage was carried out in January 2005 and it aged in the cellar for a period of 18 months

**Negre Ecológico +Natura. *Cosecha 2005***

This wine has been elaborated from the Cabernet Sauvignon and Merlot varieties. The natural essence of the product has been meticulously conserved during the elaboration process. Months in the barrel have helped to maintain its powerful structure.

**Blanc Ecológico +Natura. *Cosecha 2005***

This wine has been elaborated with the Macabeo and Xarel.lo varieties. The natural essence of the product has been meticulously conserved during the elaboration process.

**PINORD WINERIES** is a family run enterprise situated in Vilafranca del Penedès. Pinord has a long history of wine making and bottling.

Vilafranca del Penedés, 17th February, 2010