



• WINEMAKER'S NOTES •

Planted in 1945 by famed winemaker & owner Juan Carlos López de Lacalle's grandfather, this small 6-acre single vineyard is nestled at the foothills of the Sierra Cantabria mountain range, at one of the highest elevation grape-growing regions in Spain. Located in Rioja Alavesa and protected by a series of natural rock walls, *Viña El Pisón* lies in nutrient-poor, calcaric clay and rocky soils that have produced some of the highest-scoring wines in the world since its first vintage in 1991. Yielding a wine that reflects the expertise of Juan Carlos' ancestors and the passion of those who want to keep the spirit of the old vineyard alive, the delicate balance of this vineyard's natural micro-ecosystem is what many believe gives *Viña El Pisón* its singular character and an enviable sequence of round tannins from year to year. Deep purple in color with a ruby-red rim, this wine has intriguing aromas and flavors of sweet spice, truffle, vanilla, wild berries and blackberry liqueur. Complex and meaty on the palate, with a soft minerality on the mid-palate assures that it is very pleasurable to drink now. This 2004 vintage will be enjoyable for years to come. The 2004 *Viña El Pisón* is one for the true wine connoisseur.

*100% Tempranillo
DOCa Rioja (Alavesa)*

• VINTAGE •

The fall and winter of 2004 began with high rainfall that generated an important hydric reserve in the vineyards of Bodegas Artadi. Spring began with lower temperatures than usual, which delayed bud-break until the second half of April (or about one week-to-ten days later than usual). May and June were pleasant and warm, where Artadi team saw a great vegetative advancement along with an initial formation of healthy grape clusters. Summer was warm, dry and windy, with veraison beginning during the last week of July/first of August. The light rains which fell during the first ten days of September significantly favored maturation and the following 21 days of dry weather allowed for an exceptional harvest at the emblematic *Viña El Pisón* vineyard. A year characterized by 'healthy', fresh wines with intense chromatics and a rich, full-bodied flavor profile, the 2004 vintage is one the critics say will lay down and age well for at least the next 40-50 years.

• AN EXCEPTIONAL VINEYARD •

The old vines that inhabit *Viña El Pisón* are located in enviable conditions due to their picturesque surroundings, hours of sunshine and elevation above sea level. Located upon a rocky, nutrient-poor subsoil of varying depths, the 70-year-old vines are densely planted, dry-farmed and maintained naturally; chemical fertilizers and pesticides are never used. By green harvesting and dropping fruit when needed, owner Juan Carlos assures his loyal followers that the exceptional quality of *Viña El Pisón's* Tempranillo will not waver from year to year.

• FERMENTATION AND AGING •

After each cluster was manually harvested and put into small 15 Kg boxes, they were delivered to the winery within 15 minutes of picking and placed upon a sorting table. Once the best clusters had been selected, they were de-stemmed and the individual grapes went through a second selection to ensure that only the highest quality fruit was used for fermentation. A pre-fermentative cold maceration took place for two days in open-top oak tanks before alcoholic fermentation began at 25°C over a period of 10 days. During this time, manual punch-downs and soft pump-overs were performed twice daily until the free-flow wine was transferred to barrel for malolactic fermentation. The wine was then aged in the same fine grain, 225-liter first- and second-year French oak barrels with a light-medium toast. The barrels were racked once during a total aging time of 12-16 months and the wine was then clarified using egg albumen and lightly filtered before bottling.

Wine analysis: 4.9 g/l (0.49%) total acidity; 3.65 pH; 14.0% alcohol by volume

• HISTORY •

Owner Juan Carlos López de Lacalle has been surrounded by old vines and great wines since early childhood when he used to accompany his grandfather during harvest time in Rioja. Dedication to detailed, hard work is something he learned at an early age, and is a governing principle for his three award-winning wineries in Rioja, Navarra and Alicante, making up Artadi Viñedos y Vinos. Artadi's ideology is that "the value of a great wine is intimately linked to the land and its people." The conviction to safeguard this intimate link is what drove Juan Carlos to make wine in three distinct regions of Spain. Producing wines made from the single most important variety of each appellation, working with estate-grown fruit and developing a team of viticultural experts that respect the traditions and climate of each region are Bodegas Artadi's fundamental keys to success. If asked, Juan Carlos would say the particularity of different soils, disparate climates and the inherent excellence of the grape varieties are the genesis of the authenticity of Artadi's portfolio of wines. Indeed, when one looks at Artadi's contribution to Spanish winemaking, we find wines with character, personality and identity that reflect their roots in natural viticulture.