

diorama 
PINORD

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DIORAMA RANGE
A collection of six single variety wines



Vilafranca del Penedés, April 2011

THE PINORD WINERY DIORAMA RANGE

WHY HAVE PINORD CREATED THE DIORAMA RANGE?

Pinord Wineries constantly continue to improve their wines and create new products which will give added value to their clients. The **DIORAMA RANGE** is intended for people not yet seasoned wine drinkers who will generally go for fruity wines, those everyday wines but which still have enough body and structure to be paired with a good meal...

DIORAMA is also for those of you who are already experts but would like to discover organic varieties and quality single grape varieties which have been cultivated and elaborated to produce wines with high organoleptic properties.

WHAT IS DIORAMA?

Diorama is a range of six single variety wines produced from organically cultivated vines. These wines have characteristic bouquets which are easy to recognise and differentiate. They are the varieties: Syrah, Merlot, Blanco Chardonnay (white), Cabernet Rosado (rose), Garnatxa Blanca (white) and Garnatxa Tinta (red).

The **DIORAMA RANGE** is presented in individual boxes and in a luxury box together with a set of aromas to help the consumer become familiarized with them and to distinguish them. The aim of the **DIORAMA** range is that by sampling and tasting, consumers may learn to identify each variety of grape in the wine and its corresponding aromas.

The labels on the **DIORAMA** bottles are in a modern and colourful design, with geometric forms in lively harmonised colours representing bunches of different grape varieties. Each variety is depicted in a different shade or colour.

WINES IN THE RANGE:



DIORAMA RED SYRAH

This wine is elaborated with 100% Syra variety..

Aroma: It has a strong fruity and floral aroma predominantly of blackberries and violets.

As the wine is oxigenated, notes of dry figs and chocolate aromas become apparent.

Pairing: Combines especially well with meats and also cheeses.

DIORAMA RED MERLOT

Elaborated from 100% Merlot grapes from Pinord vineyards in Muntanyans (Alt Penedés)

Aroma: A variety of fruits, mainly raspberry and cherry and a hint of vanilla blend with the toasted hints obtained from the cask.

Pairing: Goes very well with all types of cured and grilled meats.

DIORAMA RED GARNATXA

Made from the red Garnatxa grape, this wine is elaborated in D.O. Terra Alta where the vines are protected by CCPAE.

Aroma: Red fruits and plums. Once the wine is opened the spicy aromas of cinnamon and jammy fruits can be appreciated.

Pairing: Ideal with cured meats and ham or with poultry stews.

DIORAMA WHITE GARNATXA

This white Garnatxa variety is elaborated in the D.O. Terra Alta region from organically reared grapes protected by CCPAE.

Aroma: An intense fruity aroma with hints of apple, banana, citrics, and dried fruits which is very typical of this variety.

Pairing: Combines well with cheeses, baked fish dishes and sea food soups and stews.

DIORAMA WHITE CHARDONNAY

This wine is elaborated with grapes from Pinord vineyards in Muntanyans, Alt Penedés, and protected by CCPAE.

Aroma: Very intense aroma of tropical fruits such as pineapple, maracuyá and banana.

Pairing: Delicious with baked fish dishes or shellfish.

DIORAMA CABERNET ROSE

A rose wine elaborated with 100% Cabernet Sauvignon grapes from Pinord vineyards in Muntanyans, Alt Penedés, protected by CCPAE.

Aroma: It has an intense strawberry aroma which gives it a lot of character. Blackcurrant and red licorice hints are also detectable.

Pairing: This wine is very easily combined and goes well with starter dishes like pastas and rice or light main courses like poultry and white fish such as cod.



PINORD DIORAMA PACK

The **DIORAMA RANGE** is presented in three different luxury gift boxes with two different wines: Red Syrah with Red Merlot; White Garnatxa with Red Garnatxa, or White Chardonnay with Cabernet Rose.

Each pack also contains four vials with the aromas that most characterise the wine it contains.

The **DIORAMA** presentation box also contains a small copy of a guide to wine tasting to initiate the buyer into the fascinating world of wines and their bouquets.

With this range PINORD hopes to give wine lovers the opportunity to discover, classify and enjoy wines by tasting and recognising for themselves the sensations that our senses perceive.



THE SET OF AROMAS

Whether you are new to tasting or an expert, **DIORAMA** offers you the chance to evaluate your knowledge with a quiz game that will help you to put your sense of taste and smell into practice.

You will carry out a blindfolded session of wine tasting where you will have the opportunity to distinguish and recognise which aromas are contained in each of the numbered bottles. Should you find it too difficult you will receive some clues which will help you to discover the complexity of aromas to be found in the different wines in the range.



OTHER FEATURES:

The six wines in the **DIORAMA RANGE** are also sold separately at the retail price of 6.50 euros a bottle.

The luxury **DIORAMA BOX PACK** comprises two bottles of the single grape variety, four phials of aromas and a small guide to wine tasting. The complete **DIORAMA** pack is priced at 26 euros.

Pinord Wineries are a family enterprise situated in Vilafranca del Penedés. They elaborate some of the wines that have received the most awards over the last decade such as Chateldon. More than ten years ago they acquired the Mas Blanc Winery in the Priorat region where they elaborate organic and bio-dynamic wines. In record time, these wines have received the highest recognition of quality by critics the world over.