

# PINORD

## PRESS NOTE

### A visit to the roots of wine making

The Pinord Winery Cellars of Mas Blanc in Priorat can be visited. They are situated between the villages of Falset and Bellmunt. Those who visit can also stay on to enjoy the local gastronomy and wine culture of the area.

Pinord Wineries cultivate the 18 hectáreas of their Mas Blanc Estate in D.O. Priorat using only environmentally friendly and biodynamic practices to produce their wines. They have now been awarded the Demeter Certificate for their biodynamic wine. There are 55.000 vines planted on the estate and this year 2008, Pinord expect to produce around 40.000 bottles. The winery is in fact situated right in the centre of the estate and is surrounded by the three amphitheatres of vines. The wine cellars with a total of 300 barrels cover 700m<sup>2</sup> and reach a depth of three metres underground, right below the vines.

Pinord offer a guided visit of the cellars which lasts two hours. Visits are conducted in the mornings in Spanish or in English and afterwards the visitors can take part in a wine tasting session. Those who wish to can stay and enjoy a leisurely lunch surrounded by wine barrels in the heart of the Priorat region. Lunches must be booked in advance.



#### **MAS BLANC in the Priorat Region**

Three generations of knowhow and experience have gone into creating a model wine cellar in the Mas Blanc Estate in Bellmunt del Priorat. The cellar is now an important reference for the elaboration of organic wines. In 2007 the wine received the Demeter Certificate qualifying it as a biodynamic wine and in 2010 the first Spanish biodynamic wine was launched on the market: Clos del Músic.

In Mas Blanc, Pinord plant, cultivate and tend the local varieties Garnacha and Cariñena together with the new Cabernet Sauvignon, Syrah and Merlot on the kilometres of terraces that form natural amphitheatres surrounding the cellar.

The red organic wines from Mas Blanc are:

**BALCONS**

**PINORD**

## **BALCONS**

This wine is elaborated with the home grown varieties of Garnacha, Carinyena, 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 the various decantings, the wine goes into barrels of French Oak where it spends 14 months ageing. Once bottled the wine continues the reduction and ageing process.

**+7**

D.O.C. Priorat

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

The work is carried out manually. 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.

**Pinord Wineries** are a family enterprise situated in Vilafranca del Penedès. They have a long family history of wine making aging and bottling quality wines.

Vilafranca del Penedès, 18th. January, 2008

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