

PRESS RELEASE



**Demeter Certificate for Biodynamic Farming
Practices awarded to Mas Blanc Wineries in
Priorat**

PINORD

Bellmunt del Priorat, January 2008

PINORD

MAS BLANC

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 700m² and reach a depth of three metres underground, right below the vines.

In Mas Blanc, Pinord cultivate the foreign varieties Cabernet Sauvignon, Syrah, Merlot and also the tradicional locally grown Garnacha. The vines are planted on terraces formed by the local stone "licorella", a type of slate typically found in this area. The natural amphitheatres of great beauty are formed by the significant slope of the land which in places registers a difference of 100 metres. Because of the lay of the land much of the work has to be carried out by hand which means a considerable increase in cost. The remarkable quality of the wines obtained by carrying out these practices however makes it all worth while.

The red biodynamic wines produced in Mas Blanc are:

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 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 Garnacha, 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.

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DEMETER CERTIFICATION

DEMETER, is the only environmentally friendly association that has created a network of different certifying bodies all over the world. Mas Blanc has received the Demeter Certification for biodynamic practices carried out in the production and elaboration of its wines.

This seal of quality distinguishes products that have been farmed using biodynamic practices. It guarantees that all requirements have been complied with under the rules of the European Union (generally it carries the seal 'orgánico'). It also complies with rules for production that regulate use of compost and of soil preparatives and it forbids the cultivation of genetically modified plants. It regulates elaboration by not allowing irradiation processes, additives, crop spraying or the use of genetically modified ingredients. The certificate means that all rules established by Demeter Internacional have been complied with. Demeter have the most demanding and exclusive criteria for each step of production from start to finish.

Demeter Internacional e.V. is a non profit making organisation founded in 1997 by 19 organizations in Europe, America, Africa and Australia to strengthen legal, spiritual and economic cooperation. It currently represents some 3.000 producers in 35 countries.



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