

# PINORD

## PRESS RELEASE

### **Gran Chef cooking wine celebrates its 50 years of production**

Pinord Wineries in Vilafranca del Penedès celebrate the 50th. Anniversary in 2010 of their emblematic cooking wine Gran Chef, a wine that is elaborated with 11 different carefully selected herbs. The herbs are macerated in a balanced combination and the wine is aged until it reaches maturity.

The original idea came from the matriarch of the Tetas Marrugat family, Antonia Marrugat, who felt the need for a special wine for the elaboration of her traditional recipes to add that special taste to her dishes. The custom of adding wine to recipes is a very traditional practice which goes back to Ancient Greek and Roman times. The custom was handed down through the generation to Antonia Marrugat, who was inspired to create Gran Chef. From the moment it was launched on the market it has been highly appreciated by consumers and is a pioneer in its category. The wine continues to enjoy great success on the sales market.

Gran Chef can be bought in hypermarkets, supermarkets and specialised retail outlets all over Spain. Consumers are familiar with its versatility and it is incorporated into a variety of dishes such as roast meats, baked or boiled fish, stews and casseroles, sauces and macerating preparations.

It has a bright colour with old gold hues and the different herbs used are identified and appreciated in the aroma. Gran Chef is elaborated from a mature wine with a high alcohol content in order to maintain the structure once it undergoes maceration with the herbal mixture. The wine gives an exquisite taste to all the dishes it is added to.

Together with the bottle, the consumer receives a recipe book with details of how to use the wine. It is 15,05% proof vol. And the retail price is 3,40 € per bottle.

**PINORD WINERIES** is a family enterprise in Vilafranca del Penedès. Pinord have a long history of winemaking and elaborate, mature and bottle their own products.

Vilafranca del Penedés, 3rd March, 2011