

PINORD

PRESS RELEASE

Pinord Wineries present the new look of their white wine *Mireia*

PINORD WINERIES have updated the image of their white wine *Viña Mireia* and changed the name to *Mireia*. The wine is elaborated with the two varieties Muscat and Gewürstraminer.

Muscat de Frontignan is a very aromatic variety with a small grape. The Gewürstraminer variety comes from the region of Alsace where it is extensively cultivated. It has an aroma that is more suggestive of spices than grapes. Pinord Wineries have their own vines in Alt Penedès as the variety is not frequently cultivated in the area.

The 2006 vintage showed unusual characteristics produced by the hot summer months and shortage of rain. The two varieties, harvested at the end of August matured very well. As a novelty during *cupage*, a small proportion of Sauvignon Blanc was added to increase the complexity of the blend. The combination of the three varieties intensified the aromas. In the mouth the tastes combine to give a splendidly original wine.

Mireia has been given a completely new look. No more green and gold, but an elegant and sophisticated combination of purple, silver and grey in a high-necked bottle. Pinord Wineries hope to set yet another example of their constant effort to innovate and update their products for the pleasure of their customers.

TASTING NOTE

Aspect:

Pale, bright yellow with green hues.

Aroma:

An intense explosion of sensations, noticeable floral scents of jazmin and rose which remind us of the sweetness and freshness of a summer evening.

Strong primary aromas complement the fine scents of fermentation. A concentrated and complex combination.

Taste:

Silky sweet on the tongue yet with body. The scents wrap around and give the impression of tasting the actual fruits.

Longlasting balanced aftertaste.

Details:

Wine elaborated from three grape varieties: Muscat, Gewürztraminer and Sauvignon Blanc Each variety is separately elaborated at a temperature of 16°. C
Recommended retail price: 6,60 euros per bottle

PINORD WINERIES is a family run enterprise situated in Vilafranca del Penedès. Pinord has a long history of wine making and bottling. The vineyards in the area cultivate different varieties such as the whites : Macabeo, Xarel·lo, Parellada, Chardonnay and Gewurstraminer, and the reds: Tempranillo, Garnacha and the reknown varieties, Merlot and Cabernet Sauvignon. Pinord have been pioneers in adapting these last two varieties to the soil of Penedès.

In 2002 Pinord aquired a winery in Bellmunt del Priorat, in the D.O. Region of Priorat, where they cultivate the traditional Garnacha and Cariñena varieties together with the newly introduced varieties Cabernet Sauvignon, Syrah and Merlot.

Vilafranca del Penedès, 20th. March, 2007

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