

don Rodolfo

MENDOZA; LUJAN DE CUYO VALLEY, UCO VALLEY & LA RIOJA; THE AXELSEN FAMILY



Working with a local artist the winery developed a vividly geometric version of one of Argentina's most well-known landmarks, the Andes Mountains. This same artwork was then gifted back to the streets.

A portion of every bottle of Don Rodolfo sold is donated to support a socio-economically diverse group of aspiring Argentinean artists. With this money we are able to cover costs of their art supplies, studio time, and continual education via special workshops, artist lectures and participation in open studios.



Malbec, Lujan de Cuyo

- 100% Malbec
- Harvested by hand
- Aged 4 months in stainless steel plus 2 months in French-American barrels
- 15 years vine age

This Malbec channels the more elegant side of life making it a clean, fun wine. Aromas bursts of dark cherry and blackberry with a strong rich fruit presence throughout the palate, a hint of spice, ending plush.

+711177



Tannat, Lujan de Cuyo

- 90% Tannat, 10% Bonarda
- Harvested by hand
- Aged 6 months in stainless steel plus 2 months in French-American barrels
- 15 years vine age

Reveals fresh, bright fruit of ripe blackberry and blueberry, a hint of eucalyptus followed by soft tannins, juicy, full bodied well-structured yet supple finish.

+711174



Pinot Grigio, La Rioja

- 100% Pinot Grigio
- Harvested by hand
- Aged 4 months in stainless steel
- 15 years vine age

This handcrafted Pinot Grigio reveals refreshing citrus and nectarine, with a twinkle of acidity and zesty finish.

AB +805834, MB +26886

VINEYARD NOTES

1551 The Spaniards introduced the first specimens of *Vitis vinifera* in Argentina, but it was only in the 1800's when European immigrants brought new grape cultivation techniques and new grape varieties that the wine industry evolved from primitive winemaking procedures.

1853, the Quinta Normal – the first school of agriculture in the country – was created in Mendoza. Michel Aimé Pouget was appointed as the Quinta's Principal and was the first to introduce French vines in Mendoza, to promote their cultivation and to teach scientific methods to improve fruit development. Both Mendoza and San Juan saw changes leading to the modernization of the industry.

In the 1960's the production and elaboration system was finally complete, with large winemaking establishments, bottling plants and a solid distribution and retail network covering the main centers of consumption across the country.

In the 1970's the prevailing model, based on the production of large volumes of low quality wines geared towards the domestic market, collapsed. The sweeping entry of soft drinks and beer into the market led to a drop in the consumption of table wine from 90 liters per capita in 1970 to 55 liters per capita in 1991. Between 1982 and 1992 extensive uprooting of vineyards was undertaken, and 36% of the existing vineyards were removed.

The early 1990's a new era began for the Argentine wine industry. The arrival of Neoliberalism in the national economy led to the implementation of a model of adjustment and the incorporation of Argentina into the global market. New local and foreign businesspeople came into the scene. They geared the industry towards the production of small volumes of top quality wines, both for export and for domestic consumption. Due to the incorporation of new technologies, growing systems, grape stock selection techniques and marketing systems, the Argentine wine industry has found its place in the international market.

CONTACT

Denise Brisson

Head Office

780-940-7635

denise@cellarstock.ca

www.cellarstock.ca



Lujan de Cuyo

PINOT NOIR | MALBEC | TANNAT

Perched between 3,300 and 5,000 feet above sea level at the base of the Andes' Aconcagua peaks, the Lujan de Cuyo is world renowned for producing premium red wines with rich color, full body and true varietal character. At these impressive sites the vineyards are naturally irrigated with the pure water source of the snow melt of the Andes Mountains. Similar to Sonoma and Napa Valleys, the same diurnal shift between day and nighttime temperatures allows for optimum ripeness and fresh acidity. The soils are clay and rock based with sandy surfaces and provide excellent free-draining qualities which stress the vines leading to a higher concentration of flavor.

La Rioja

TORRONTES | MOSCATO | PINOT GRIGIO

Resting 5,500 feet above sea level in the Cuyo Region, La Rioja has the longest continued history of wine production in Argentina, dating back to the mid-16th century. This region is well-known for its crisp white varieties with powerful aromatics and fresh acidity. Torrontés and Moscato benefit from the high luminosity, the thermal amplitude, and the low rainfall of only 5 annual inches a year. The sandy clay loam soils also ensure a slow ripening development to create a completely balanced wine of both acidity and fruit.