

## **QUICK FACTS**

### **Navarro Correas**

#### **OVERVIEW**

*Argentina is Big on Quantity*

Argentiniens consume 90% of the wine they produce.

*Diageo and Argentina*

Navarro Correas is our ONLY Argentinian brand.

*Label Art*

Artwork from renowned Argentinian artists inspired by the delicious grapes of Mendoza are depicted in the labels of our Colección Privada line. See the Navarro Correas website:

[www.ncorreas.com](http://www.ncorreas.com) for more information.

*Malbec and Argentina*

No countries seem able to produce the caliber of Malbec coming from Argentina, especially the Mendoza area, due to its high altitude and low rainfall.

#### **HISTORY**

*Mineral-rich Microclimates in Mendoza*

Tunuyan, Tupungato, Maipu, Ugarteche, Pedriel and Agrelo

*Don Juan de Dios Correas*

The first grape grower of the Correas family, Don Juan de Dios Correas, also had an active public life, serving as Municipal Councillor in 1814 and Governor in 1824.

#### **VINEYARDS**

*Key Mendoza Growing Areas*

Within Mendoza, star regions Lujan de Cuyo and Valle de Uco are especially utilized for their beneficial terroir. Elevations for both range from 650 to 1400 meters above sea level. Wines hailing from this region are typically suitable for prolonged aging.

*Diurnal Temperature Variation*

Viticultural term referencing the variation in temperature that occurs from the highs of the day to the cool of the night. Wine regions situated in high-altitude areas experience the most dramatic daily swings, producing high acid and sugar content in grapes.

*Advantage of High Elevations*

The extra UV light at high elevations causes grapes to develop thicker skins with more and softer tannins, deep color and bold flavor. Ultraviolet light also stimulates a greater concentration of the antioxidant polyphenol, an added health benefit.

## **WINEMAKING**

### *Winemaking Techniques*

Steps taken to produce Navarro Correas wines: careful selection of grapes from low-yield vineyards, hand harvesting in the small hours, cold soaking at various periods, siphoned must techniques, stainless-steel tank fermentation, selected yeast employment, overpump, delestage, maceration at various durations, gentle pressing, gravity feeding into barrels, French and American oak cask and barrel aging within climate-controlled conditions at a range of intervals, bottle aging.

### *Maceration*

Maceration refers to the period of time the grape juice spends in contact with the skins and seeds. With longer macerations, the alcohol acts as a solvent to extract color, tannin and aroma from the skins for more robust wines.

### *Delestage*

A specific fermentation management process for red wine, delestage results in a finished wine with good fruit, soft tannins and stable color, and the process also has the advantage of advancing the date of marketability. Juice is fermented with the skins and seeds then passed through two progressive containers – first to remove the seeds, then to aerate the wine by spraying into the receiving tank over the top. The juice is aerated a second time when it is returned to the original tank, also sprayed over the top. Fermentation is normally completed in five to seven days.

## **WINES/WINE TIERS**

### *Colección Privada Wines*

The Colección Privada wines are: Malbec, Cabernet Sauvignon, Merlot, Syrah, Chardonnay, and a red blend made up of Cabernet, Merlot and Malbec.

2005 Colección Privada Cabernet Sauvignon: “Best buy, 85 Points”, Robert Parker, *The Wine Advocate*, December, 2007.

2005 Colección Privada Malbec: “Best buy, 85 Points”, Robert Parker, *The Wine Advocate*, December, 2007.

### *Alegoría wines*

The Alegoría wines are reserve wines, or Gran Reserva.

2004 Alegoría Malbec: 92 points, *Wine & Spirits*, June, 2007 and 90 points, *The Wine Advocate*, December, 2007.

2004 Alegoría Cabernet Sauvignon: 89 points, *Wine & Spirits*, June, 2007.

*Ultra*

2004 ULTRA: 90 points, *Wine & Spirits*, June, 2007 and 91 points, *The Wine Advocate*, December, 2007.

**KEY SELLING POINTS**

- 1) Argentinian wines are a hot category for the United States. Currently, Argentina is the second fastest-growing wine import country for the U.S. behind New Zealand.
- 2) Navarro Correas is one of the leading Argentinian brands in the ten-dollar plus category imported into the United States.
- 3) Navarro Correas is an award-winning Malbec producer. Malbec's popularity in the U.S. is driven by its flavor profile of generous fruit character, with rich, soft smooth tannins.
- 4) With Diageo's investment into the new, state-of-the-art production facility, Navarro Correas will continue its record of making award-winning wines.
- 5) Recognized by the international press as an ultra-premium winery that consistently over delivers on quality, Navarro Correas produces wines that depict true varietal character and are crafted from the best growing sites in Mendoza.