



The Magic of Priorat



PRIORAT
Denominació d'Origen Qualificada

When we open a bottle of wine from Priorat, a different magic surrounds us. If we pour, smell and taste this wine, we feel the whole magic that transfers to our bodies.

But where does this magic come from?

Every great wine region has its own distinct terroir that lends a certain character to wine and Priorat certainly reflects that notion. To the untrained eye, the rugged landscape and extremely steep hillsides hardly seem ideal for growing anything. But cool nights, warm days, and a unique volcanic soil known as "licorella" combine to make a perfect environment. The soil consists of red and black shale infused with a smattering of quartz that retains the sun's warmth and adds a mineral edge to the grapes. This unforgiving terrain forces the vines to dig deep in search of nutrients and while the added stress keeps resulting yields extremely low, the grape clusters show off an immensely unique flavor profile.

Indeed, on this occasion, harsh conditions yield amazing and expensive wine. Priorat is world-famous for its full-bodied, powerful yet elegant and well-balanced red wines. The most commonly used indigenous grapes from the region are Garnacha and Mazuelo, and Cariñena, though it's not uncommon to come across Priorat wines made with a combination of 3 or more different grapes types.

Some people say that the price is too high, but if you take a look at the hillsides on which the wines are planted, the very low production of the wines, the climate in this area, you will understand that in the Priorat you just cannot only speak over the price.

It is a land ownership that attracts like a magnet. You need a special character to work and live in the Priorat, but the area also gives back many things. And then you open a bottle, taste it, and the magic captures you.





CLOS ERASMUS

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FERRER BOBET PRIORAT

Clos Erasmus is an elite wine estate coveted by collectors around the world, owned by **Daphne Glorian** in the super premium Priorat region.

Founded in 1988, Daphne together with her in house winemaker, Ester Nin produce very limited stocks of cuvee from the wine region that is mostly Grenache with some Syrah.

Originally, although taken with the inspiring beauty of the region's terraced vineyards, Daphne had no intention of purchase any vines, until Priorat pioneers Alvaro Palacios and Rene Barbier convinced her of the untapped potential of area. For although vineyards had been found in Priorat since Roman times, it was only since the 1990s that Priorat emerged from a unknown backwater to an important wine appellation. Taking plenty of advice and valuable guidance from Rene, Daphne purchased a plot and planted Cabernet Sauvignon, Syrah and Grenache vines to complement the existing old-vine Grenache plantations. Her hard work and dedication soon transformed this boutique estate into one of Spain's rising stars.

The Priorat wasn't always a home to many of Spain's most exciting wineries, but with names like René Barbier, Alvaro Palacios, and now, Daphnie Glorian of Clos Erasmus, there is no denying how deserving it is of its current status as a "Spanish Darling."

Ferrer Bobet is one of the most innovative and interesting projects being carried out in the the DOQ Priorat. It is backed by the prestige of its founders: the entrepreneur **Sergio Ferrer-Salat**, a former pharmacist and current owner of the Monvínic in Barcelona; and **Raül Bobet**, a winemaker with extensive experience with his work with the Miguel Torres group and Castell d'Encús in the Costers del Segre.

It is located in the Porrera zone, whose natural environment offers exceptional conditions for viticulture. Thanks to the strong influence of the northeast winds, which is moderated by the Mediterranean, Porrera is one of the coolest areas of the DOQ Priorat. The topography of this region is characterised by the vineyards being situated at high altitudes on steep gradient slopes. These various factors help contribute to the strong thermal contrast between day and night, which favours optimal phenolic ripening and helps preserve the grapes acidity, freshness and aromas. Also, the multiple orientations of vineyards help make up a rich diversity of mesoclimates and offer the possibility of creating complex and elegant wines.

To date, the winery has also used hundred-year-old Cariñena and Garnatxa Negra vines from exceptional vineyards which benefit from all of these qualities and with whose owners they share longstanding ties of friendship, esteem and respect.





Cims de Porrera

Cims de Porrera was founded by the Pérez family, one of the five pioneering wine families in Priorat in 1980, leading in large part to the international acclaim surrounding Priorat wines today. Each family had deep wine histories outside of the region, and each is currently producing top wines in Priorat, including the innovative Perez family. The patriarch of the Perez family, **Jose Luis**, is a one-time professor of enology that has an avid interest in viticultural research.

Only five grape varieties are cultivated in the area surrounding Porrera—Cariñena, Garnacha (Grenache), Cabernet Sauvignon, Merlot and Syrah.

'Cims' is Catalan for 'summits' which reflects how the vines and winery sit at the summit of the Porrera village. This geography plays an integral part in the wines of Cims de Porrera. Each vineyard sits on the steep, rocky slopes above the village of Porrera in the D.O.Q. Priorat. This rugged terrain demands meticulous harvesting by hand, and wines remain with their separate vineyard blocks until final blending. The combination of unique black slate soils, a rich variety of micro-climates and vines older than 60 years results in widely-recognized wines of exceptional quality.



SCALA DEI

The Scala Dei (meaning "Ladder of God") is considered as the oldest winery in Priorat and has been producing wine dating back to 1163 when Cartusian monks first introduced vines to the region. Since that time the wines of Scala Dei are some of the most critically acclaimed of the region. Scala Dei is owned today by the same families that bought the monastery when the monks left it in 1835.

It wasn't until the 1950s that locals renewed their efforts to plant new vineyards and start making wine again. By the early 1990s their efforts were garnering big scores from Robert Parker and almost overnight a worldwide demand for their wines emerged.



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