

SPECIAL PROMOTION

# TRADITION AND INNOVATION AT Marqués de Riscal

**With a proud and distinguished history spanning more than 150 years, Marqués de Riscal, one of the oldest wineries in Rioja, should be content to rest on its laurels—but it is not.**

Since its founding by Don Camilo Hurtado de Amézaga in 1858 Marqués de Riscal has been at the forefront of quality and innovation in Rioja. Within five years of its inaugural bottling in 1862 the winery won the first of many awards, and in 1895 Marqués de Riscal had the honor of being the first non-French wine to win the diploma of honor at the Bordeaux Exhibition. Since the early 20th century Marqués de Riscal Reserva has been recognizable by its signature gold net, which was an early means of guaranteeing the authenticity of the wine within the bottle. The winery has been a guiding force in both the founding of the Rioja wine appellation and regulatory council in 1926 and of D.O. Rueda in 1980. While Marqués de Riscal's first vintage of Barón de Chirel is said to have ushered in the modern style of Rioja, the construction of the

City of Wine in 2006 brought the bodega and perhaps the entire region into the 21st century.

Designed by renowned architect Frank O. Gehry, the City of Wine is home to the Cellars of Marqués de Riscal, Hotel Marqués de Riscal, and Caudalie Vinotherapy Spa. The flowing tricolored titanium roof of the City of Wine stands as a symbol of the guiding principles of tradition and innovation at this historic winery. The 19th century wine cellar was completely renovated as part of this project, and today it is equipped with the most modern machinery the industry offers. Visitors can also enjoy a meal featuring traditional Rioja cuisine in a style that matches the hotel's cutting edge design at Chef Francis Paniego's Michelin-starred restaurant. The City of Wine is among the foremost wine destinations in the entire world.

Since 1858 Marqués de Riscal has provided wine lovers around the globe with high quality wines from Rioja, Rueda, and beyond. Just as state of the art winemaking and tourism facilities have joined the venerable cellars of this esteemed winery, Marqués de Riscal Reserva and its familiar gold net have expanded to include a full portfolio of wines sure to please a wide array of wine lovers.



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## GET TO KNOW THE WINE Marqués de Riscal

The signature gold wire netting is the most recognized symbol of Marqués de Riscal Reserva, the winery's standard-bearer. Let us introduce three other Marqués de Riscal wines that you should get to know.



### **BARÓN DE CHIREL VIÑAS CENTENARIAS VERDEJO, VINO DE LA TIERRA DE CASTILLA Y LEÓN:**

Expect the unexpected with modern style Verdejo made from grapes grown on very old vines. Produced from pre-phyloxera vines that are over 100 years old, Barón de Chirel Viñas Centenarias Verdejo is pure pleasure to your taste buds. While the Rueda appellation is home to most of Spain's Verdejo vines, these ancient plantings in nearby Segovia produce wine with a depth and intensity of flavor that is unmatched. High altitude vineyards provide natural acidity in the wine, and 6 months aging in large oak barrels adds a sophisticated touch of oak on the palate.

### **FINCA TORREA, D.O.CA RIOJA:**

Bold enough to pair with a flame-grilled steak yet soft enough to pour alongside chicken or tuna, Finca Torrea offers the balanced fruit flavors and good mouthfeel that the wines of Marqués de Riscal are known for. Tempranillo and Graciano grapes grown on the finca surrounding the winery are handpicked at the optimal moment of ripeness. Eighteen months in oak casks and a short period of bottle aging allow rich berry flavors with a touch of spice to shine through, making every sip a moment of sheer delight.



### **BARON DE CHIREL RESERVA, D.O.CA RIOJA:**

A truly contemporary wine, when Baron de Chirel was introduced in 1986, it was the first in the region made using a hand-sorting table. Ushering in a new era in Rioja, this award-winning wine is crafted in a modern style using grapes from vines that are between 80 and 110 years old. Powerful fruit flavors are tempered by 18 to 24 months in oak and two additional years in the bottle before release. This ensures that every sip is perfect from the rich berry entry to the long balanced finish.

