

REAL AGRADO

RIOJA

RAÍCES • TERRUÑO • PASIÓN

“We have two minds, one that thinks and one that feels”

Daniel Goleman

1. THE PROPERTY

2. THE BRAND

3. THE WINES



REAL AGRADO
RIOJA
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1. THE PROPERTY



HISTORY

- In **1973** a property of 100 hectares is bought. *Viñedos de Alfaro* is born.
First vineyards planted.
- **2005:** Construction of a winery located in the middle of one of the estates.
First wines launched.
- **2018:** *El Gaitero*, a family owned company set up in 1890 and producer of cider, acquires 100% of the property.



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LOCATION



- Southernmost point of the DOC Rioja: Rioja Oriental.
- More Mediterranean influence than Atlantic.
- Garnacha is King. Also good tempranillo.
- High % of old & bush vines.



WE ARE A ESTATE WINERY: OUR VINEYARDS

- The estate comprises 97,2 Hectares of vineyards located in between the towns of Aldeanueva and Alfaro.
- Divided in 5 single-vineyard states, named: LOBERA, LOS SEÑORES, RODILES, LAS PLANAS and CANTERABUEY.
- The austere soils are predominantly clay, from an ancient alluvial deposit.
- Grape varieties: Garnacha, tempranillo, graciano, mazuelo and viura.
- Age of vineyards between 25 and 45 years-old.

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MANAGING OUR OWN LAND

In a region known by its mastery in the art of buying wines and grapes and blending them, **we can proudly claim we work only with our own grapes**, allowing us:

- To control the whole winemaking process from the vines to the bottle.
- To produce consistent and homogeneous wines with distinctive personality.
- To select the best quality grapes for our own wines, selling the rest to leading Rioja houses.
- To implement sustainable, environmentally friendly vineyard practices

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We are one of the few wineries in the
DOC Rioja allowed to include the
term 'VIÑEDOS EN PROPIEDAD' on
the labels. This recognizes we only
work with our own grapes.

THE WINERY

- Finalised in 2008, it is a modern construction with all necessary equipment to produce top quality wines.
- Both temperature-controlled and concrete vats are used for fermentation of the wines.
- The underground cellar hosts both french and american oak barrels in perfect conditions of humidity, temperature and airflow.
- In-house bottling line.



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2. OUR BRAND

REAL
+
AGRADO

Made of two words

REAL + AGRADO

REAL

RATIONAL SIDE

- ✓ Using our own grapes ONLY
- ✓ Managing our land
- ✓ Reflecting our terroir

AGRADO

EMOTIONAL SIDE

- ✓ AGRADO is a Spanish word that means:
'Feeling or happiness experienced when doing something one loves'
- ✓ Positive feelings connected to the world of wine.

Our LOGO:

REAL AGRADO
RIOJA

RAÍCES · TERRUÑO · PASIÓN

ROOTS and TERROIR: We are attached to our vineyards.

PASSION: We love what we do!

3. OUR WINES



TWO RANGES:

CLASSIC RIOJA RANGE

Young / Crianza / Reserva / VA!



SINGLE VINEYARD'S RANGE

Colección Raíces

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD

CLASSIC RIOJA RANGE





**REAL AGRADO
White**



**REAL AGRADO
Red**



**REAL AGRADO
Rosé**

Fresh, fruit
driven
wines ready
to share
and enjoy!



REAL AGRADO Crianza

Blend of Garnacha
& Tempranillo.

Aged for 12 months
in american oak
barrels.



REAL AGRADO Reserva

Blend of Garnacha,
Tempranillo,
graciano & mazuelo

Aged for 18 months
in american oak
barrels.



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VA!

100% Tempranillo grapes.

Carbonic maceration method.

*“The stamp of carbonic maceration really lifts the fruit here and **delivers such attractive, bright** and ripe raspberries and strawberries and sappy, smoky nuances, too.*

*The palate is **very smooth, juicy** and sweetly ripe with a web-like weave of tannin, **carrying plenty of rich, juicy red-fruit flavor.** Drink now.”*

“It’s a fun, super juicy, unoaked Tempranillo that might just turn a new generation onto Rioja. Sappy and bursting with fruit.”

TIM ATKIN RIOJA 2019 SPECIAL REPORT



REAL AGRADO

(COLECCIÓN RAÍCES)

VIÑEDOS EN PROPIEDAD

REAL AGRADO

(**COLECCIÓN RAÍCES**)

VIÑEDOS EN PROPIEDAD

REAL AGRADO
RIOJA
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Under this name we include 4 wines that:

- ✓ Come from a single vineyard and receive the vineyard's name.
- ✓ Bush vines, low production yields and manual harvest.
- ✓ Careful selection of the best grapes.
- ✓ Very limited production.

A new wine and category

CANTERABUEY

- The Rioja Regulatory Board recently approved a new category called VIÑEDOS SINGULARES to single out:
 - *‘Vineyards with unique features that makes them different and special versus others located nearby’*
- Minimum age of the vines: 35 years-old
- Maximum Production per hectare: 5.000Kilos / hectare for red grapes.
- Use of sustainable practices in the vineyard throughout the year.
- Manual harvest



CANTERABUEY

Is the first wine ever approved by the
DOC Rioja under this new category.

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD

CANTERABUEY

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD



Vineyard planted in 1975

3.5 hectares

100 % garnacha

Vintage 2017

7.496 bottles produced



LAS PLANAS

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD



Vineyard planted in 1980

9 hectares

100 % viura

Vintage 2015

589 bottles produced



LA LOBERA

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD



Vineyard planted in 1992

34 hectares

Tempranillo, graciano,
mazuelo & garnacha

Vintage 2010

5.991 bottles produced



RODILES

REAL AGRADO
(COLECCIÓN RAÍCES)
VIÑEDOS EN PROPIEDAD



Vineyard planted in 1999

5 hectares

Graciano

Vintage 2007

2.128 bottles produced



REAL AGRADO
RODILES

Graciano

VIÑEDOS EN PROPIEDAD

De esta cosecha **2007** se han elaborado

2.128 BOTELLAS DE 75 CL

Rioja
DENOMINACIÓN DE ORIGEN CALIFICADA

(COLECCIÓN RAÍCES)

REAL AGRADO
CANTERABUEY

Viñedo Singular

VIÑEDO EN PROPIEDAD

AÑO DE PLANTACIÓN: 1925

REAL AGRADO
LA LOBERA

Cuatro Varietales

VIÑEDOS EN PROPIEDAD

De esta cosecha **2010** se han elaborado

5.991 BOTELLAS DE 75 CL

Rioja
DENOMINACIÓN DE ORIGEN CALIFICADA

(COLECCIÓN RAÍCES)

REAL AGRADO
LAS PLANAS

Blanco de Viura

VIÑEDOS EN PROPIEDAD

De esta cosecha **2015** se han elaborado

584 BOTELLAS DE 75 CL Y 6 MAGNUM

Rioja
DENOMINACIÓN DE ORIGEN CALIFICADA

(COLECCIÓN RAÍCES)

Wines sold separately but also in a mixed wooden case of 4 bottles (one each), called *Colección Raíces*.

REAL AGRADO
(COLECCIÓN RAÍCES)

VIÑEDOS EN PROPIEDAD

LA LOBERA | LAS PLANAS | RODILES | CANTERABUEY

Rioja

DENOMINACIÓN DE ORIGEN CALIFICADA



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Thank you!