

# Great Wine Capitals Update

## Mendoza, Argentina

November 2-7, 2014

Supervisor Mark Luce

Supervisor Brad Wagenknecht

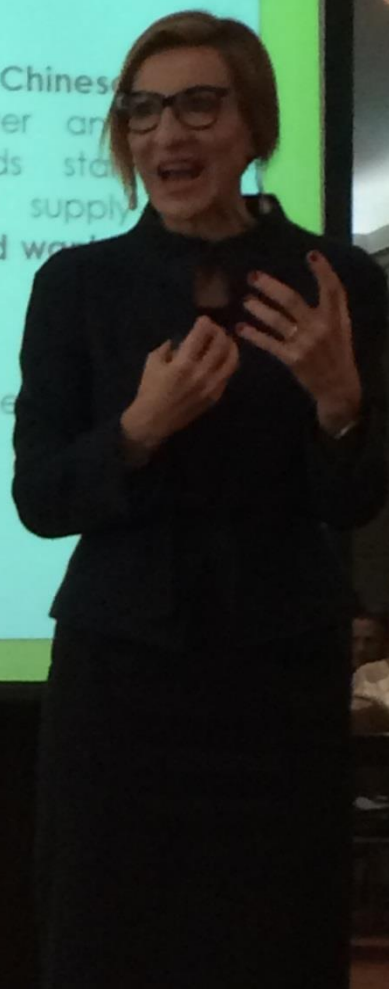






## Conclusions II

4. Internationalization: markets such as Chinese. Their number, their purchasing power and propensity to consume recommends starting **analyzing opportunities**, building a supply capable of **responding to their needs and wants**.
5. In rural areas, wine tourism supply reaches **importance** than in the urban world:  
**authentic experiences**



























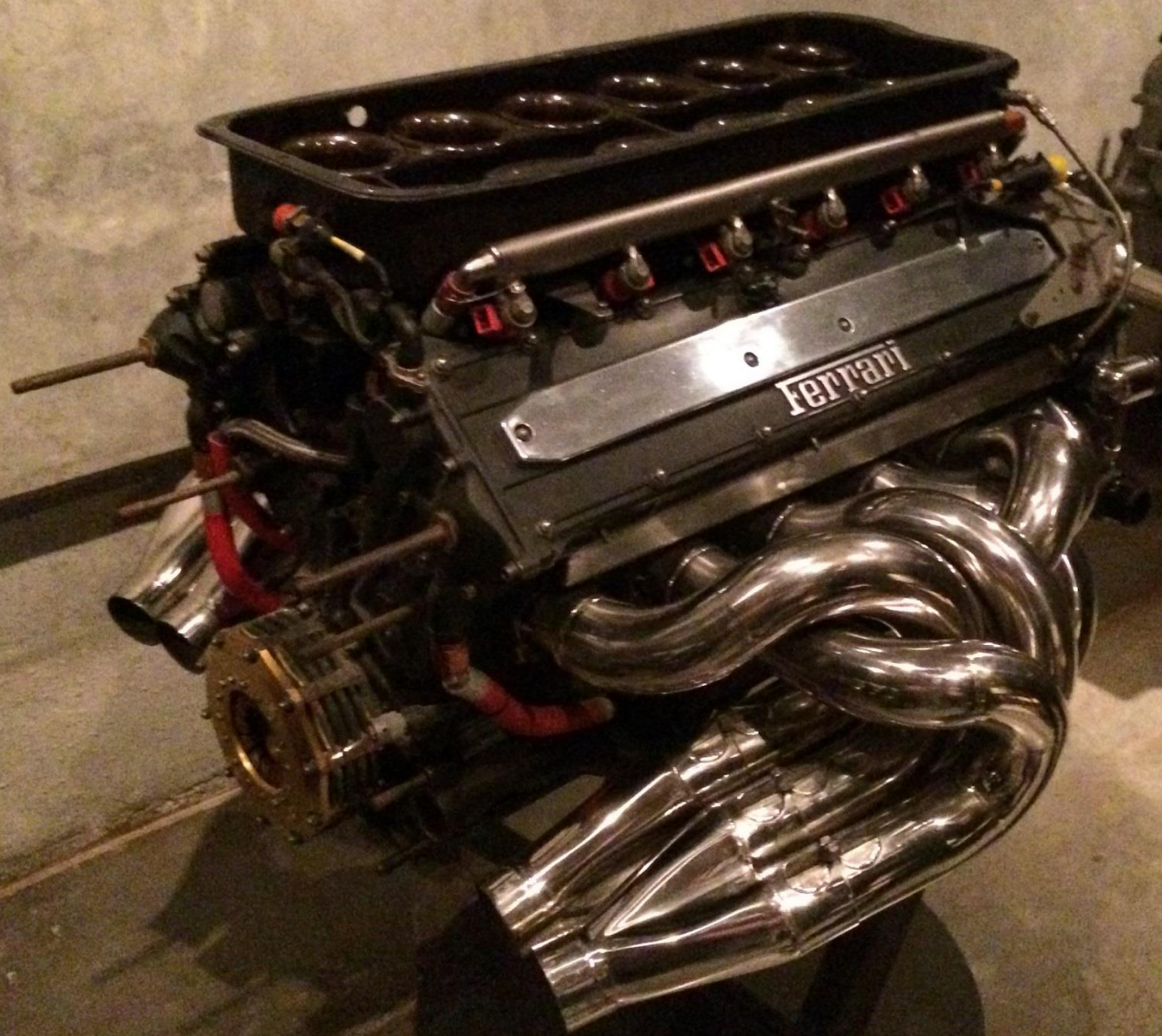


# PULENTA ESTATE

RECEPTION

































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## TASTING MENU

### The elements of Mendoza Wine Oasis

#### WATER

*The water that comes from glaciers and eternal snows nourishes the Mendoza oasis. The melting snow provides us with this element, essential for life in the desert. Mendoza, transformed into an oasis, is fed by water from rivers, dams, canals and ditches. This resource is essential for the vines growing, as only 250 mm rain annually when they actually need 750 mm. Being able to handle this element allows us to achieve balanced vines and grapes of great quality.*

#### ANDES MOUNTAINS

*The Andes provide unique climatic and geographical conditions for the production of wines in our region, defining a continental, dry climate of high temperature range. It gives us the chance to play with the heights to find the optimal locations for the culture of vines to make great wines.*

#### First Appetizer:

Fresh quinoa salad, fresh onion, Granny Smith apple, lemon drops, spring water sorbet and fresh herbs.

**Yauquen Chardonnay 2013:** 100% Chardonnay, from Uco Valley. Located 1,100 meters high. The wine ferments in stainless steel tanks, without oak aging or malolactic fermentation. We seek a fresh, citrusy and floral wine.

**Pairing:** The aromas of white flowers and citrics are reflected on the herbs, the apple and the fresh salad. We emphasize the freshness of the salad that complements the acidity of our Chardonnay.

#### Second Appetizer:

Beetroot hills with goat cheese flakes, drops of olive oil, balsamic vinegar reduction and raisins.

**Yauquen Malbec-Cabernet Sauvignon 2013:**

50% Malbec and 50% Cabernet Sauvignon, from Uco Valley and Lujan de Cuyo. It is a juicy and soft wine, a perfect combination between the red fruit of Malbec and the spices of Cabernet Sauvignon.

**Pairing:** The aromas of red fruit and herbal notes harmonize with the beetroot and the goat cheese. The acidity of this wine balances the sweet flavors in the beets and raisins.







## SOIL

*Our soil provides the vines with all their mineral character and allows a balanced growth. It is a well drained and poor soil with different textures, mainly rocky in depth. This course represents a soil test pit (vertical section of soil dug for study).*

## SUN

*Our latitude provides powerful sunlight for the grapes to reach the right maturity for winemaking, resulting in fruity, ripe and juicy wines. Mendoza is a land with great solar energy (almost twice as bright as Bordeaux), which is vital for plants and men who work the land*

## THE WORK OF THE MAN

*The man takes the fruits of nature and transforms them to feed himself, preserve them and enjoy them.*

### Starter:

Crusted smoked bacon, pine mushrooms powder, smoked cheese cream, dried olives, carrots, onions and crispy sweet potatoes.

**Ruca Malen Cabernet Sauvignon 2011:** 100 % Cabernet Sauvignon. The grapes come from Uco Valley, 1.100 meters high. Aging: 12 months in barrels, 85% French oak and 15% American oak.

**Pairing:** The spicy and earthy notes of this Cabernet Sauvignon are reflected in the spices and mushrooms in the dish. Smoky notes from the food and the wine stand out, giving a long, delicious finish.

### Main Course:

Grilled tenderloin steak with roasted potatoes, sun dried tomatoes, dry prunes and vegetables sauteed in olive oil.

**Ruca Malen Malbec 2012:** 100% Malbec. The grapes come from Uco Valley. Aged for 12 months in oak barrels (85% French and 15% American).

**Kinien Malbec 2010:**

100% Malbec. The grapes come from Vista Flores (Tunuyán) and Agrelo (Luján de Cuyo). Aged for 18 months in oak barrels, 90% French and 10% American.

**Pairing:** In this step we present two profiles of Malbec: a fresh and fruity style with soft tannins and a more mature one, with more structure and complexity. Here the natural pairing comes between these two juicy and concentrated Malbecs and the texture and flavor of the meat, giving a perfect balance.

### Dessert:

Selection of traditional country sweets with honey and orange ice-cream, decorated with crunchy oranges.

**Ruca Malen Brut:** 75% Chardonnay - 25% Pinot Noir. The grapes come from Tupungato, in Uco Valley. It is elaborated through the traditional method (Champenoise) and stays in contact with the yeasts for 12 months.

Nespresso Coffee and Petit Fours.

















Wines from Mendoza, Argentina - Call 1-800-855-8555  
mendoza@bodega-luca-malen.com - www.bodega-luca-malen.com

...to play with the op...  
...the culture of vines...  
...the op...













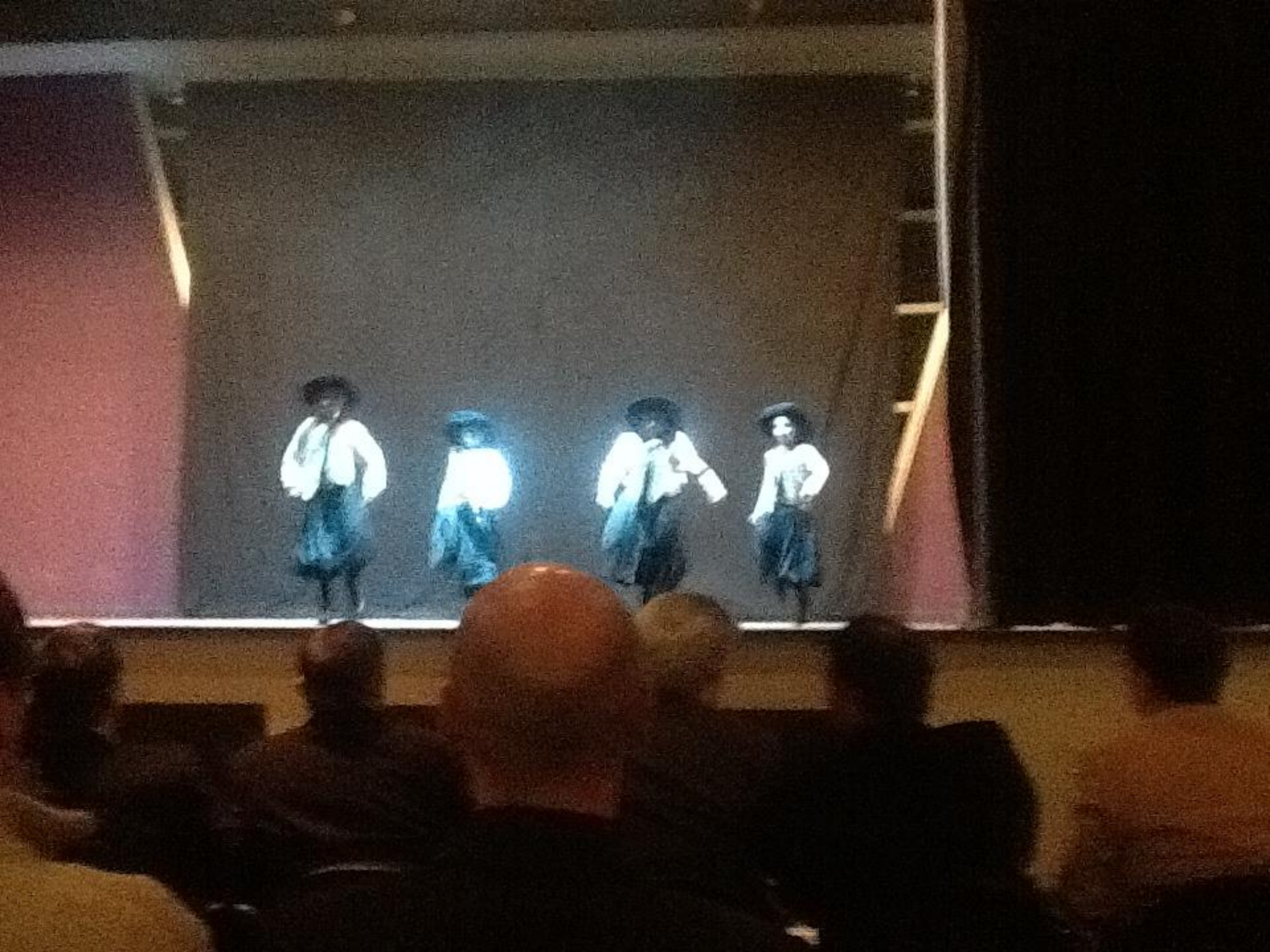


















Mendoza Argentina









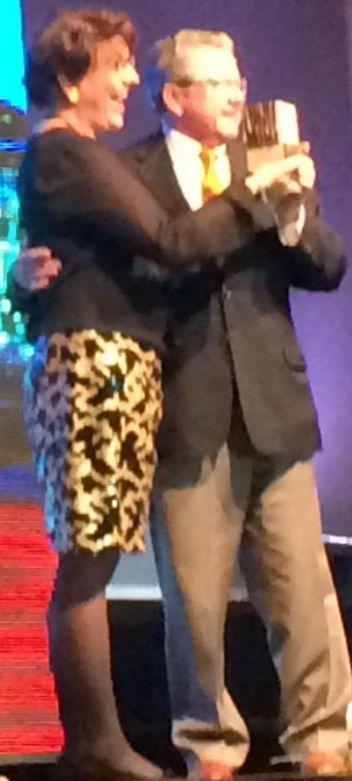
# HALL WINE



ARGENTINA  
TIERRA DE VINOS



Argentina  
TIERRA DE VINOS



























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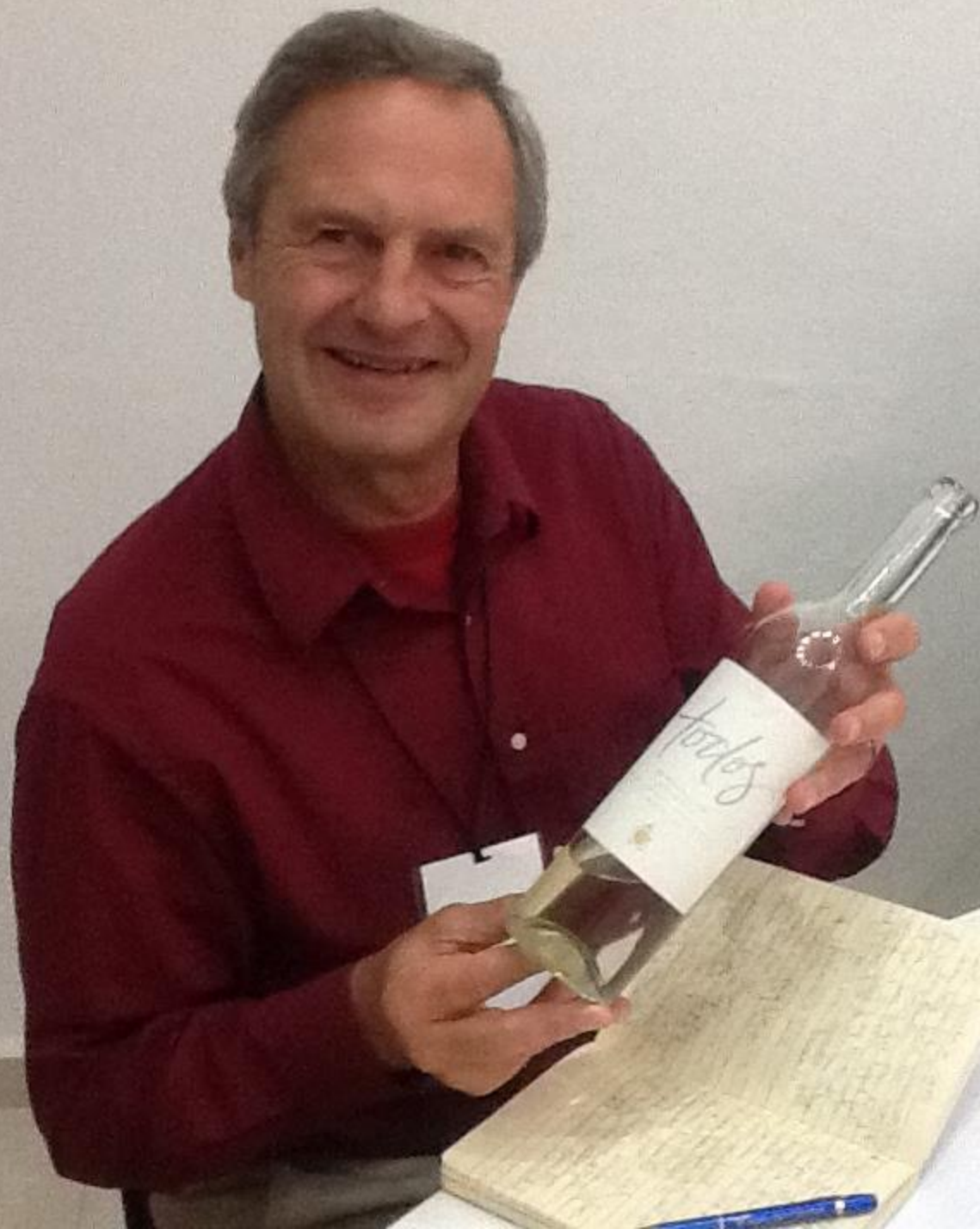






















**LETTER OF INTENTION**

In the Department of San Martín, Province of Mendoza, Argentine Republic, know all men by this present that **Mr. ROBLES BARTOLOME, in charge of the Municipal Executive Power**, ID N° 26462763, with legal domicile at the City Hall, located at Alem and 25 de Mayo, City of San Martín, Department of San Martín, Mendoza, and **Mr. MARK LUCE**, in representation of Napa Valley, California, United States of America, **BOTH PARTIES** recognizing their appearing character, personality and representation, agree to state the following terms and conditions:

**PURPOSE** The purpose of the Agreement is to promote cooperation in the commercial, cultural and scientific area between the cities of Gral. San Martín, Mendoza, Argentina and Napa Valley, California, United States of America.

The duration of the Agreement shall be indefinite. However, each party may be able to terminate the Agreement at any appropriate time, communicating this effect to the other party.

**STATEMENT OF INTENT**

**FIRST:** To promote excellence and innovation in wine research.

**SECOND:** To facilitate the exchange of business delegations as part of conferences, events, seminars, trade fairs, exhibitions or any other activity related to the purpose of this letter.

**THIRD:** To promote the movement of artistic, scientific, tourist and trade delegations between the twin cities.