



MAS *fi* CAVA

Cava is a Spanish sparkling wine made in the traditional method of the French sparkling wine Champagne. It originated in the Catalonia region at the Codorníu Winery in the late 19th century. The wine was originally known as Champaña until Spanish producers officially adopted the term "Cava" (cellar) in 1970 in reference to the underground cellars in which the wines ferment and age in the bottle.

The early Cava industry was nurtured by the phylloxera epidemic of the late 19th century that caused the destruction and uprooting of vineyards planted with red grape varieties. Inspired by the success of Champagne, producers in the region encouraged vineyard owners to replant with white grape varieties like Macabeo, Parelada and Xarel-lo to use for sparkling wine production. These grapes are still the primary grapes of Cava today.

For most of existence, the production of Cava was not regulated to a particular region or DO, but rather to the grapes and method of production. Upon Spain's acceptance into the European Union in 1986, efforts were undertaken to designate specific areas for Cava production. Today use of the term "Cava" is restricted to production around select municipalities in Catalonia, Aragon, Castile and León, Valencia, Extremadura, Navarra, Basque Country and Rioja. Around 95% of Spain's total Cava production is from Catalonia.

Mas Fi Cavas are produced and bottled by the 42-hectare Masachs Estate.

It was at the turn of last century when the Masachs family started to cultivate grapes in their estate located in Vilafranca del Penedès, a wine area par excellence, where the growing of grapes had already been introduced in times of the Roman Empire.

Mr. Josep Masachs Llorach, a man with strong convictions, great character and dedicated since his childhood to the growing of grapes, founded Cavas Masachs in the 1920's, producing cava in the best tradition of craftsmanship and with a limited production, meant primarily for his own consumption and to make it known to his closest friends. Later, his son, Mr. Josep Masachs Juvé, continued his father's tradition under the same policy of very limited production and craftsmanship combined with hard work with the aim to improve the quality of his cavas.

In 1977 Josep and Joan Masachs started a new path and launched a new line of cava to the market based on the experience and know-how of their ancestors. Little by little, the excellent quality of the cavas made by these young producers was known both in the domestic and international market, thus rewarding their efforts and dedication. As a result of these achievements and the increased demand for their products, the production facilities used by their grandfather became too small and outdated. This compelled Masachs to set up new facilities in 1985 in the Monsarra estate, which is situated in the municipality of Torrelles de Foix and provided with the ideal structure for the making of the best cavas. Nowadays, Cavas Masachs continue the production of cavas and wines in their Monsarra estate with the same enthusiasm in order to improve the quality initiated by its founders.

Additionally, the Masachs family is a tireless proponent for the identity, heritage and sustainability of the Penedes/Catalunya region and its wines. The winery prefers to cultivate only indigenous varieties and is working with other producers to expand the knowledge and quality of these and many 'lost' varieties. Josep is an active part of the Consell Regulador del Cava (as well as other important organizations for the production, commerce and consumption of Cava) where important decisions concerning the DO are made. Currently, about 7% of the estate vineyards are certified organic, as are the cellars for the vinification of certified organic wines (www.ccpae.org). The winery is also certified 'Kosher', a recognition of quality and cleanliness. When buying grapes, the winery pays top prices to local growers not only to drive quality, but also to provide for the people of the region. In fact, the winery only hires people from the region with several generations of the same families working at Masachs.

<http://www.masficava.com>



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