



RADICAL NEW DESIGN FOR ZUCCARDI 'Q' RANGE.

We are sending you the new **Zuccardi Q** bottle shots to highlight the radical re-design the range has just undergone on this, the latest vintage.

The revamp is part of a broader move by Familia Zuccardi to bring a greater visual homogenisation to the Zuccardi range of wines through a more uniform label aesthetic. The new look **Zuccardi Q** wines (SRP \$20) now better compliment the **Zuccardi Seria A** range (SRP \$14), and the mighty **Zuccardi Zeta** (SRP \$45).

You'll notice how the **Zuccardi Q** label is now a strong single design dominating the bottle, rather than two separate labels as used since the range was released in 1998. The original Q motif itself remains, but is updated and given more prominence. The emblematic letter Q has been enlarged, embossed and slimmed down giving a more modern, elegant look. The label is now off-white across all varietals, rather than color-coded, in a more elegant, sophisticated style as befits these high-end wines.

Information on varietal, vineyard, vintage and even altitude is given on the front label.

As with all other wines from the Zuccardi range, the label has been designed by Amphora Design, the English based design studio.

The most radical change is to the Chardonnay bottle itself. **Zuccardi Q** Chardonnay is now presented in a caramel coloured Burgundian style 75cl bottle, a change from the previous Bordeaux square shoulder presentation.

The change to the **Zuccardi Q** design was made to better communicate the importance of *family* to us. Now on our third generation of winemakers, the stronger uniformity across the Zuccardi range gives the consumer a better understanding of how the wines are part of the overall Zuccardi family of wines.



Winemaker's Notes:

- **Zuccardi Q Chardonnay 2008**
A golden wine. Rich pineapple aroma with pear and apple. Citrus fruit flavours with light vanilla notes and a full mouthfeel. Fresh, crispy with a persistent finish. Hand-picked grapes from the Zuccardi's Tupungato vineyards, Mendoza. Low temperature skin maceration before fermentation in French oak barrels. Maturation for six months on the lees. Partial malolactic fermentation.
- **Zuccardi Q Tempranillo 2006**
Intense purple colour. Ripe blackberry, plum, fig and quince aromas with dried fruit and spice. Soft round tannins and a complex flavour profile. Well-balanced oak and fruit with a long, silky finish. Classic fermentation with complete malolactic fermentation. Maturation in new American oak barrels for one year - medium toast.
- **Zuccardi Q Malbec 2007**
A deep violet purple with complex aromas of ripe fig, plum and cassis over tobacco, vanilla and black pepper. Voluptuous, silky and lingering finish. Grapes from La Consulta (80%) and Agrelo (20%) vineyards, in the Uco Valley of Mendoza. A cold pre-fermentation at 7°C for one week then classic skin maceration and fermentation with selected yeasts. Complete malolactic fermentation. Maturation for one year in new French oak barrels.
- **Zuccardi Q Cabernet Sauvignon 2006**
Deep ruby red. Intense aroma of red and black fruit and spice. Notes of chocolate, tobacco and leather compliment black cherry, blackberry and black pepper over eucalyptus. A voluptuous mouthfeel. Firm tannins and a long complex finish. Selected bunches de-stalked and gently crushed before fermentation in stainless steel tanks. Maceration on the skin for twenty days. One year oak ageing using new French oak barrels, first use – medium toast.

For further information, please contact the US importer, Winesellers, Ltd. @ rls@winesellersltd.com

ARGENTINA IN AMERICA



MENDOZA

AGRELO VINEYARDS
at 980 mts/3215' altitude
Vertical trellis system
Malbec

TUPUNGATO VINEYARDS
at 1250 mts/4101' altitude
Vertical trellis system
Chardonnay - Cabernet

LA CONSULTA VINEYARDS
at 1100 mts/ 3608' altitude
Vertical trellis system
Cabernet - Malbec

SANTA ROSA VINEYARDS
40 years old vines
Parral Zuccardi trellis system
Tempranillo

THE ANDES



ARGENTINA WINE REGIONS

SALTA
CATAMARCA
LA RIOJA
SAN JUAN
MENDOZA
NEUQUEN
RIO NEGRO

