



# BLANCO

*Carlos Serres* was a pioneer in Rioja. In 1896 he established one of the first wineries in Haro, the wine capital of Rioja. He was an instrumental figure in promoting the early exports of Rioja wines. Today, the Bodega remains family-owned and operated and is one of only a few centenarian producers in Rioja (100+ years old). The estate is just southeast of Haro and spreads out over nearly 150 acres of premium Rioja Alta vineyards with vines average 30+ years old. Bodega Carlos Serres sets out to remain one of the most internationally-renowned and influential wineries in Spain.

*Vineyards* Viura is the most widely planted white variety in Rioja. It showcases high acidity and green apple aromas. Tempranillo Blanco is a minority indigenous white grape variety which is exclusive to the DOCa Rioja. It is the result of a natural mutation of Red Tempranillo found in a vineyard in Murillo de Rio Leza in 1988. With smaller clusters and berries than the red variety, it offers wines of intense fruity, floral aromas, with a great personality. The Viura and Tempranillo blanco grapes for this wine were sourced from a select group of growers around Haro who have long-term exclusive contracts with the winery. The vineyards are on average 10-20 years old. The winery jointly manages the viticulture in these vineyards throughout the year to ensure maximum quality of fruit. The grapes were hand harvested in September.

*Winemaking* After a brief whole berry cold maceration, the first-run juice is fermented at a controlled temperature of between 12 °C. — 15 °C. Cold fermentation preserves the Viura and Tempranillo Blanco varietal character. The wine is kept on the lees for 3 months to give it weight on the mid-palate and favor aroma extraction.

## SUSTAINABLE PRACTICES

At Carlos Serres we work with the health of the environment in mind and are committed to helping set new a nature-friendly course for the Rioja wine industry by:

- \* Reducing pollutants and waste
- \* Lessening the use of water and energy in vineyard and cellar.
- \* The vineyard is worked using sustainable vineyard practices like minimal tillage
- \* Return of composted organic material back to the vineyard's soil
- \* Reducing the use herbicides or pesticides, making the vineyard a natural environment

**APPELLATION:** Rioja D.O.Ca

**VARIETALS:** 85% Viura,  
15% Tempranillo Blanco

**12.5% Alcohol**

**TASTING NOTES:** Bright, pale yellow color. Fresh aromas of green apple and stone fruit with a subtle white flower character (orange blossom). Fresh, fruity and a lasting finish with great balance.

**FOOD PAIRING:** Great by itself as a “patio sipper”, yet has the weight to match with fish, shellfish, smoked meats and many types of fresh, creamy or lightly aged cheeses.



UPC# 0 89832 92236 0  
12pk/750ml

