

## WELCOME TO OUR AUGUST UPDATE



# Alpasión



## ALPASIÓN MALBEC 2012 IS SOLD OUT!

Our Malbec 2012 is sold out at the winery, so if you see a bottle in a shop you had better grab it as we have no more in stock. There are also only a few cases left of the 2012 Private Selection. But no need to panic, our 2013 Malbec was recently released and is now available through our importers and distributors (see below for more information).



## WHATABOUTME?



We are happy to introduce the latest addition to our portfolio:  
**WhataboutMe?**

These grapes are grown on the lower ranges of the Andes, where condors soar high above vineyards and snow-capped

mountains. The handpicked Malbec grapes of the upper Uco Valley are pressed to their core, divulging a wine of intense red color, bright and limpid. Its fruity aroma evoking plums and cherries, with a background of dried fruit and pure mountain air.

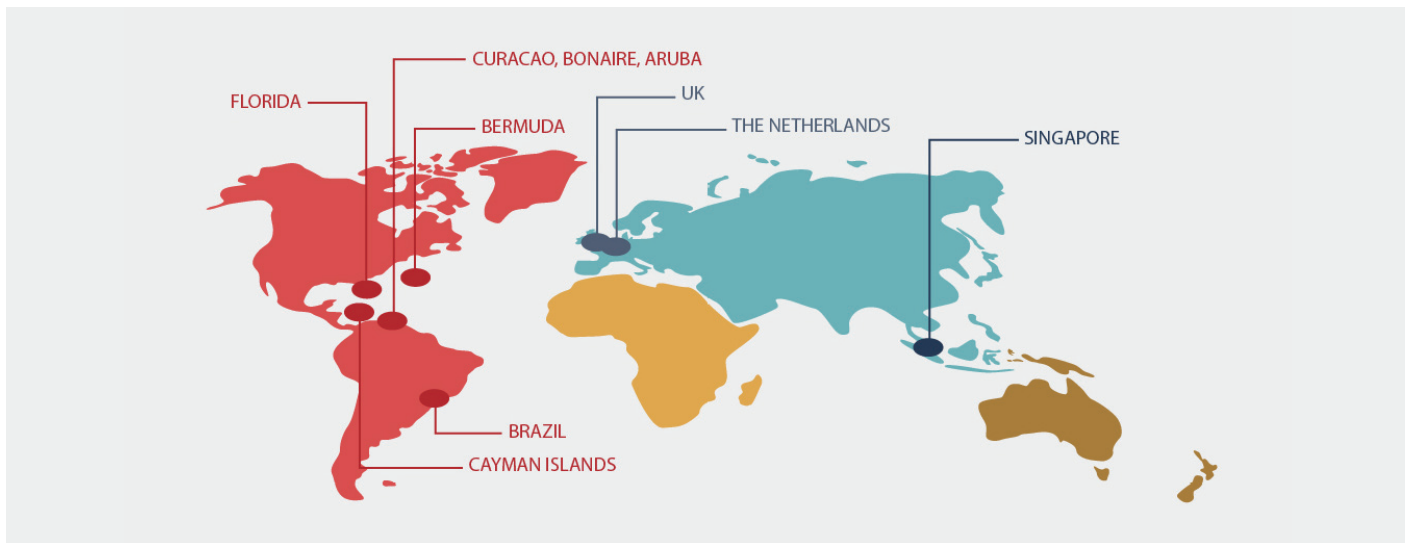
**WhataboutMe?** is your ideal “every day” wine, to be drunk alone or with a meal and always in good company.

With the label design and the name we aim to tickle the curiosity of the consumer. Imagine browsing indecisively in the supermarket for a bottle and then seeing one that speaks to you from the shelf “hey what about me?”

In the coming months we will also be adding a white wine and another red to our portfolio.

Our Alpasión portfolio when complete will consist of: 2 single varietal reds (a Malbec and possibly a Cabernet), 2 red blends, 1 white (possibly a blend) and a sparkling wine. We may add additional labels such as the **WhataboutMe?** for some more entry level wines.

## WHERE TO FIND OUR WINES:



The Alpasión Wines are currently available in the following countries: USA (Florida, Texas, North and South Carolina), Brazil, Curaçao, Aruba, Bonaire, Cayman Islands, Bermuda, the Netherlands, UK, Russia, and Singapore. And as of next month our wines will also be available in the Dominican Republic.

You can find a detailed list of the places where to buy our wines as well as the contact details of our importers and distributors on our website: [www.alpasion.com/can-find-wines](http://www.alpasion.com/can-find-wines)

Looking ahead we would like to add the following countries to this list: USA (New York, New Jersey and Washington), Canada, Norway and Sweden.

## ALPASIÓN RESTAURANT OPENING IN NOVEMBER 2015!

Due to the high demand for the Alpasión Lodge kitchen we decided to build a 24 seat restaurant which we will be opening to the public. In principle we will only be open for lunch. The space can also be used for private events and functions. The restaurant is next to the lodge and built in such a way that it does not interfere with the privacy of the guests staying at the lodge. The kitchen will continue to focus on traditional Argentinean food with a gourmet touch. The ingredients used by our chef Hector Ordenes come from our own herb garden and local producers.



If you are an importer and you are interested in working with us or if you know of an importer and can make an introduction in any of these locations, kindly contact:

**Ma. Gabriela Soto**  
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The official opening of our new restaurant will be in November and to celebrate this special event we have invited famous chef **Renzo Garibaldi** from Peru, known as the “king of meat in the land of seafood”. Renzo started his professional career with Gastón Acurio at La Mar in San Francisco, he then studied and worked with Master Chef Ryan Farr (4505 meats), he continued in France at Chapolard Charcutiers and in New York with Joshua Applestone in Fleisher’s. Following this he decided to return to Peru where he opened his own restaurant “Osso” in Lima. In less than 3 years the world’s eyes have turned to him, he is known amongst the world’s famous chefs as the “new kid on the block”.



## IMPROVEMENTS AT THE LODGE

During the month of June the Lodge was closed to the public for maintenance purposes. During this period we also made major and much needed improvements to the roads as well as the signs around the property.



## ALPASIÓN CIGARS

Andrés Villasmil, a Venezuelan entrepreneur now based in the Dominican Republic and one of our first investors, came up with the initiative to design cigars that pair with our wines. And I quote Andrés: "I have always enjoyed good food and great wines, and being here in the Dominican Republic I have also learned to appreciate good cigars, it is a perfect way to end an evening."

He asked his brother Daniel to help find the right people to create the perfect cigars. After a lot of research they finally found a boutique cigar factory, a true jewel and a perfect match.

Hendrix Kelner, a fourth generation Master Blender, made cigars for Davidoff for many years before he decided to sell his family owned cigar business to the Davidoff group. Davidoff asked him to stay on board as director and continue to oversee the operation for them. His son Hendrix Jr., who worked closely with Kelner for many years was not happy with the style

implemented by Davidoff, too conservative and slightly outdated in his view. Wanting to innovate and try new things he decided to start his own business with the know-how he had acquired from his father. It is at his boutique cigar factory where the Alpasión cigars are now being crafted.

The Kelner's (father and son) tasted some of the Davidoff cigars as well as some others made by Hendrix Jr. alongside our wines, the Alpasión Malbec and the Alpasión Private Selection. Together with the Villasmil brothers they came up with the perfect blend and two "Vitolas" (types of tobacco) to pair with each wine: a smooth "Corona" for the Malbec and a more complex "Robusto" for the Private Selection.

We will share more of this fascinating story in a couple of months when the cigars will be available for sale.

In the meantime, here is a peak of what you can expect...

