



## ALPASIÓN AROUND THE WORLD

### UK

Alpasión has been selling at M restaurant in London for a while, but now it is also available for nationwide delivery through [www.mwinestore.co.uk](http://www.mwinestore.co.uk)

### US

Alpasión arrived in Florida exactly 1 year ago. In 2015 we shipped 2 containers. We are now getting ready to ship the third one after our importer (Alphapac Fine Wines) managed to get our wine into Costco. Two thumbs up for Alphapac!

We recently shipped the first few boxes to NY. Looking forward to indulging the palates of the New Yorkers...

### ABU DHABI

Abu Dhabi is the latest addition to our distribution network. Alpasión will be available at "Cava" in the Rosewood Hotel in the first quarter of 2016.

### RUSSIA & SPAIN

We are preparing a full container for Russia and Spain, which will ship early next year. More news to follow shortly...

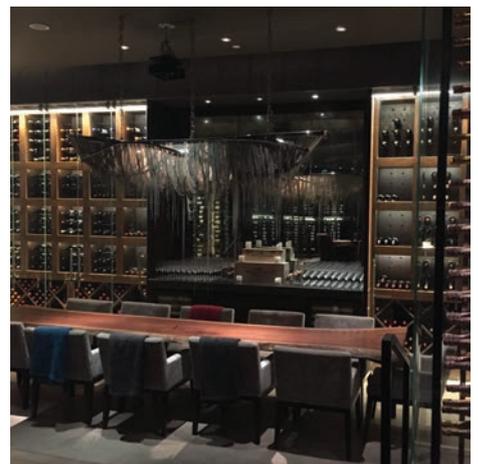
### CAYMAN ISLANDS

We also visited our importer in Grand Cayman (Cayman Distributors) and visited several of the retail shops and restaurants that carry our wine such as Luca, the lobby bar/restaurant of the Marriott Hotel, West Indies Wine company, Big Daddy's, Deckers, etc.

You can find the contact details of all our importers and places that carry our wines on our website: <http://www.alpasion.com/find-our-wines/>

We still need to grow our worldwide distribution network. Our target markets for 2016 are Norway, Sweden, Canada, Hong Kong and other US states.

**Slowly but surely we will spread the passion and conquer the world!**



## ALPASIÓN IN THE DOMINICAN REPUBLIC

Our wines reached Santo Domingo in October and in just one month it is already in more than 10 restaurants on the island, including Casa de Campo. This is a result of 3 factors, a brand ambassador (Andres Villasmil), a great importer (Alvarez & Sanchez) and of course, a good product.

Andrés was one of the very first investors in Alpasión. He knows the project inside out and has been supporting it from the beginning. Even before the wine arrived in DR he would ask in every restaurant if they had Alpasión on the menu and when they answered “no” he would say “no? how can a restaurant of

this level not carry it?! you don’t know what you are missing... it is one of the best wines from Argentina”. As soon as the wine arrived he bought 2 cases and personally delivered a bottled in each of his favorite restaurants and shared with them our story... of course, they all placed orders.

In November we had the formal launching event at Cava Alta organized by our importer Alvarez & Sanchez. Every newspaper and TV channel was present.

It was a wonderful evening....



## ALPASIÓN CIGARS

As mentioned in our previous newsletter, we are now also offering hand made cigars that pair perfectly with our wines and that are hand crafted specially for us in the Dominican Republic.

Mr. Hendrix Keller (who is a second generation cigar maker in DR) had been in charge of making the Davidoff cigars for years. One day, Davidoff decided to buy the factory from him but asked him to stay on board to continue to oversee the operation. His son, not wanting to let go of the family tradition, decided to set up his own shop. It is here, at this small boutique cigar factory that the Alpasión Cigars are crafted. The design of the cigars was done by both father and son after having tasted our wines with the Villasmil brothers. The tobacco leaves used in our cigars come from the same land/plantation as those used in the Davidoff ones. The wrapper used in our cigars is Cotui, a very unique and exclusive leaf which only Keller’s wife’s family has access to.

We have 2 Vitolas: A Corona which is a lighter cigar that pairs wonderfully with our Malbec and a Robusto which is a more complex smoke, ideal companion to our Private Selection.

For more information or to purchase our cigars please contact [g.soto@alpasion.com](mailto:g.soto@alpasion.com)

## ALPASIÓN RESTAURANT

This month Alpasión restaurant opened its doors and is now serving food with identity and character prepared with ingredients grown in our own garden and honest local delicacies such as slow cooked goat, grilled trout with roasted vegetables, traditional “asados” (BBQ), and of course our famous empanadas are not to be missed. We can also offer a selection of flatbreads or cheese and meat platters if you just feel like having a light meal in our lounge area while enjoying the magnificent views of the Andes Mountains.

Opened Thursdays through Mondays from 12:30 -15:00.

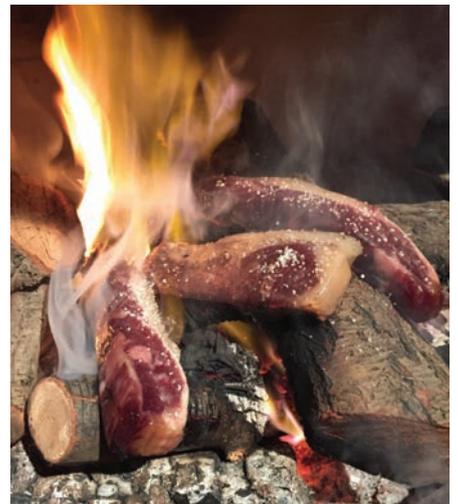


## RENZO GARIBALDI AT ALPASIÓN

Renzo Garibaldi from Osso restaurant in Lima (known as the king of meat in the land of sea food) came to cook at Alpasión for our annual Shareholder's event. Not only did he surprise us with all the meat, spices and ingredients he smuggled into Argentina but also with his ability to improvise and create magnificent dishes with whatever he has at hand.

It was great fun to interact with Renzo and Nidal Barake (food critic and blogger) in the kitchen and try things like pig trotter ceviche, cured beef cooked directly over wood and a mouth watering strawberry pavlova with crispy bacon!

We were also very impressed by his great knowledge and love for fine wines. And of course we were very happy to see how our Alpasión Private Selection seduced his fine palate...



## SHAREHOLDER'S EVENT

As most of you know, this project is a result of a dream shared by a few friends who one day decided to make wine together and build a house on the vineyard to have a place to meet once a year and discuss things such as the purpose of life, ones fears, what makes us truly happy, etc. All these topics are better discussed and digested amongst friends that share the same vision and values and of course, over a glass of wine...

The values that brought us and still keep us together are: The passion for wine, the value of friendship and the desire to create a legacy for future generations to enjoy.

During the month of November a group of us met in Mendoza to discuss our future plans. It was a week of deep discussions and great fun.

We reached a few decisions: we have outgrown our current structure, so it is time to get more people involved and establish better reporting and accounting systems. In order to increase sales we need to grow our portfolio by adding more wines (a white and at least one other red). We also need to continue growing our distribution network to reach our sales target of 300,000 bottles as soon as possible (by 2018) and every investor should help. We have a wonderful group of investors with a great network that we should continue to leverage on to help promote our brand. We should meet more often to keep everyone involved and the momentum going...

This week made us all remember why we invested in this project in the first place and made us feel that the best is still to come....



 <https://www.facebook.com/alpasion.lodge>  @AlpasionWine@AlpasionLodge  alpasionwine

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For information and reservations at the Lodge: **Tel: + 54 261 320 2999 | e-mail: reservations@alpasion.com**

