

# WELCOME TO OUR DECEMBER UPDATE

Alpasi3n



Decanter



## AWARDS, RECOGNITIONS AND PRESENCE

Despite being a small winery with limited resources, the quality of our wines has not gone unnoticed. In less than 4 years we've managed to accumulate an important list of awards and consolidate our brand in over 15 countries.

Many people ask us how we've managed to achieve so much in such a short period of time.

This is our recipe for success:

- we apply the highest quality in everything we do;
- we don't cut any corners;
- we are consistent and perseverant;
- and we put our soul and passion in every step;

Then success becomes inevitable...

It all starts in the vineyard, where we pick and sort by hand and always choose only the best grapes available. It then continues in the winery where daily care is necessary for the magic to happen. Next it goes into the packaging where we put a lot of thought and resources as first impressions are always important. It then has to reach the market and for that we count on our extended family, our importers and distributors. Without them nothing happens. And finally it reaches the end consumers, our treasured and loyal fans to whom we are forever grateful!

Year after year our wines have been awarded prizes and recognitions:

- **Alpasi3n Private Selection 2012:** 91 points Wine Enthusiast
- **Alpasi3n Malbec 2011:** 90 points Robert Parker
- **Alpasi3n Malbec 2012:** 95 points (Gold Medal) from Decanter
- **Alpasi3n Malbec 2013:** 90 points Wine Enthusiast
- **WhataboutMe? Malbec 2015:** 88 points (Silver Medal) from Decanter
- **WhataboutMe? 2014:** 86 Argentina Wine Awards (AWA) points
- **WhataboutMe? 2015:** 88 Decanter points
- **Malbec 2013:** 92 Argentina Wine Awards (AWA) points
- **Private Selection 2011:** 95 Argentina Wine Awards (AWA) Point

We are currently exporting to the Abu Dhabi, Aruba, Austria, Bermuda, Bonaire, Brazil, Curacao, Cayman Islands, Dominican Republic, Germany, Netherlands, Puerto Rico, Russia, Spain, Singapore, Switzerland, UK, and the USA. We've also greatly expanded the local distribution in both Buenos Aires and Mendoza.

You can always access the list of our worldwide importers and distributors through our website:

<http://www.alpasion.com/find-our-wines/>

## WINE

The last quarter of the year was full of new and exciting things. We made 2 additions to our wine portfolio: A Cabernet Franc and an unoaked Malbec.

Below is a brief description of our current portfolio:

**- Alpasión Private Selection:** This is still our top wine, aged for at least 18 months in French Bordeaux style barrels. It is a blend that changes every year depending on the best grapes available. It is a powerful, full-bodied wine, with complex aromas and sweet flavors of ripe plums and blackberries. The 2013 blend, which is what we currently have available, is: 80% Malbec, 15% Syrah, and 5% Petit Verdot. This vintage is simply amazing! Karim Mussi, our winemaker, says it is one of the best wine he has ever made...

**- Alpasión Grand Malbec:** This is the wine that everyone loves. It is our flagship wine and about 80% of our production. Aged in French Bordeaux style barrels for 10-12 months. Ripe, bold and full-bodied, fruit forward with hints of cocoa and vanilla. We now call it "Grand Malbec" to differentiate it from our new unoaked Malbec.

**- Alpasión Grand Cabernet Franc 2014 (NEW):** This Cab Franc was intended to go into our Private Selection blend, but the quality and flavors were so amazingly good that we decided to bottle it as a single varietal wine. Aged in French Bordeaux style barrels for 12 months, fruity, full bodied with hints of spice and perfectly balanced tannins.

**- Alpasión Malbec 2015 (NEW):** This is an unoaked Malbec. As such it is less powerful than our traditional oaked Grand Malbec. It is the purest expression of our terroir.

**- WhataboutMe? Malbec 2015:** This is our entry level Malbec. It is the perfect every day red: light, fruity easy to drink. It can pair perfectly with a salad or salmon but it can also stand up to a piece of steak.

**- WhataboutMe? Sauvignon Blanc 2016 (NEW):** This Sauvignon Blanc is very light, fresh, crisp and easy to drink. A great value wine. Only 10,000 bottles available.



## DON BILL GRAPPA

This year we also produced a Grappa which we called "Don Bill".

Bill is one of our founders. From the beginning of the project he dreamed of making a Grappa, but it was always put aside by other priorities. Last April Toine, also one of our founders and a great friend of Bill's, decided to sponsor the Grappa and call it "Don Bill" in honor of his good friend.

It is made from the skins of the grapes that go into our top line of wines and by one of the most renowned master distillers in Argentina.

If you are a grappa fan, you must try this one. It is very smooth, elegant and perfect to celebrate friendship!



## LEV YASHIN WINE BY ALPASIÓN

Last October, in Moscow, we had the pleasure of launching a limited edition wine in honor of the great Lev Yashin (aka "The Black Spider"), the most famous Soviet-Russian football player and to many the best goalkeeper of all time.

As many of you will remember Lev Yashin was awarded the Ballon d'Or, the only goalkeeper ever to receive the award. His daughter was present at the launching event together with some of his former team mates. It was a beautiful and very emotional ceremony.

We are also very proud to announce that this wine has been chosen as one of the very few wines to be served at the events that will take place during the next world cup to be held in Moscow in 2018.

Currently this wine is only available in Moscow via our importer:

Daria Krivopusk, +79165235014  
daria.krivopusk@gmail.com, Arena Park Events, LLC  
Leningradskiy prospect 36 bld.29, Moscow, Russia



## LODGE & RESTAURANT

We are ready for the high season at Alpasión Lodge & Restaurant!

New and exciting things are happening: tapas nights, afternoon high tea, empanada classes, etc.

Book directly with us at [reservations@alpasion.com](mailto:reservations@alpasion.com), through our website or via our booking partners.

Make sure you stay informed and connected through our social media.



 [https://www.facebook.com/alpasionlodgeandwine?ref=br\\_tf](https://www.facebook.com/alpasionlodgeandwine?ref=br_tf)

 <https://twitter.com/AlpasionWine>

 <https://www.instagram.com/alpasionwine/>



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