



ANEXO

PORTAFOLIO

AXIAL VINOS



AXIAL VINOS

SPANISH WINE CREATIVITY

A CREATIVE COMPANY THAT DEVELOPS
AND EXPORTS SPANISH WINE



SPANISH WINE CREATIVITY SINCE 1999
EXPERIENCE VALUE AGILITY AUTHENTICITY CULTURE
AWARD-WINNING BRANDED WINES
LONG-TERM STRATEGIC PARTNERSHIPS WITH
SUPPLIERS, IMPORTERS
AND RETAILERS.



Louis Geirnaerd & Eugenie van Ekeris

AXIAL VINOS IS A CREATIVE COMPANY THAT DEVELOPS AND EXPORTS SPANISH WINE.
Led by Louis Geirnaerd and Eugenie van Ekeris, we count on an enthusiastic, flexible and reliable team.
With a 100% customer-oriented attitude, we deliver on our promises and we are always ready to meet
the needs of a changing marketplace.



▶ AXIAL VIDEO

www.axialvinos.com





PdM Moncayo

Think artisanal, think small.

D.O. CAMPO DE BORJA

BODEGA PAGOS DEL MONCAYO

Northeastern Spain



- **Vineyards:** 7 ha (17 acres) of family-owned vineyards located between 350-700 m (1200-2300 ft).
- **Varieties:** Garnacha and Syrah vines older than 80 years.
- **Elaboration & style:** handmade wines elaborated in open vats.
- **Capacity:** 90,000 litres.

PASSION & EXPERTISE

EXCLUSIVE NEW-WAVE ARTISANSHIP

STRONG-PERSONALITY WINES

TRADITIONAL ELABORATION



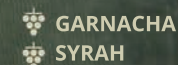
SUSTAINABLE WINES

ECO-PROWINE
European Wine Project

Pagos del Moncayo was selected by the European Project Eco-Prowine as the core model winery for sustainable wine production within the Spanish wine industry.



PdM Moncayo GARNACHA SYRAH	<i>Red</i> 65% Garnacha, 35% Syrah
PdM Moncayo GARNACHA	<i>Red - 10 months in oak barrels</i> 100% Garnacha
PdM Moncayo SYRAH	<i>Red - 10 months in oak barrels</i> 100% Syrah
PdM Moncayo PRADOS	<i>Red - 12 months in oak barrels</i> 85% Syrah, 15% Garnacha



As a pro-active part of the project, Pagos del Moncayo has introduced the methodology of LCA-LCC (Life Cycle Analysis and Life Cycle Cost) aiming to make its production process even more sustainable and certify its PdM Moncayo wines as trustworthy and responsible wines toward this EU sustainability labelling scheme.

www.pagosdelmoncayo.com

JARDÍN DE LÚCULO

Signature wines from Navarra



D.O. NAVARRA

BODEGAS LA CASA DE LÚCULO

Northern Spain



- **Vineyards:** 15 hectares (37 acres) of up to 600 metres-high vineyards.
- **Varieties:** Indigenous Garnacha Atlántica (80+ years old vines).
- **Elaboration & style:** natural wines elaborated with ecologic criteria.
- **Capacity:** 600,000 litres.

MODERN POETRY ROOTS-SEEKING

RECONNECTION WITH MY INNER SELF
AWAKENING OF ANCESTRAL TRADITIONS

GARNACHA ATLÁNTICA

JARDÍN DE LÚCULO
LOS BOHEMIOS ROSADO

Rosé
100% Garnacha Atlántica

JARDÍN DE LÚCULO
LOS BOHEMIOS

Young Red
100% Garnacha Atlántica

JARDÍN DE LÚCULO

Red - 6 months ageing
100% Garnacha Atlántica

 GARNACHA ATLÁNTICA



JUAN GLARÍA

WINEMAKER
Oenology in France

"We believe that these old Garnacha Atlántica vineyards are the greatest legacy from our past. That's the reason why we kick-started the project of these vineyards' recovering. We're proud of this legacy and we want to brag about it."

LAGRANJA³⁶⁰

Where there's always the fun!

A BRAND NEW LIFE FOR SPANISH WINE!

A SELECTION OF THE BEST SPANISH WINE PRODUCERS

Cross-region wine brand



- **Varieties:** Tempranillo, Garnacha, Syrah for the red wines, Verdejo & Viura for the white and Xarel·lo & Parellada for the sparkling wine.
- **Elaboration & style:** the wines match the latest wine market trends towards flavour and typology: blend-oriented soft daily sips.
- **Capacity:** 2.5 million litres.



La Granja 360 VERDEJO VIURA	White blend 70% Verdejo, 30% Viura
La Granja 360 ROSADO	Rosé 100% Garnacha
La Granja 360 TEMPRANILLO	Red 100% Tempranillo
La Granja 360 TEMPRANILLO GARNACHA	Red blend - 2 months in oak barrels 50% Tempranillo, 50% Garnacha
La Granja 360 GARNACHA SYRAH	Red blend - 2 months in oak barrels 50% Garnacha, 50% Syrah
La Granja 1080	Red blend - 6 months in oak barrels 40% Tempranillo, 60% Garnacha
La Granja 360 CAVA	Sparkling 70% Xarel·lo, 30% Parellada

FRIENDLY FUN ENTERTAINMENT
A 360° TURN IN THE WORLD OF WINE
SMOOTH DAILY SIPS FOR WINE ADVENTUROUS
SURPRISING TRENDY



ANIMAL HEROES

MACY: OUR ADOPTED PIGGY
La Granja 360 Social Responsibility

✦ XAREL·LO ✦ VERDEJO ✦ SYRAH ✦ TEMPRANILLO
✦ PARELLADA ✦ VIURA ✦ GARNACHA

La Granja 360 acts mindfulness towards all these social- and environmental-related decisions it takes. In collaboration with Farm Sanctuary (USA), La Granja 360 adopts rescued farm animals contributing to the improvement of animal welfare.

www.lagranja360.com

MARQUÉS DE MONTAÑANA

SAVOUR THE SPANISH SENSATION

D.O. CALATAYUD

BODEGA VIRGEN DE LA SIERRA
Northeastern Spain



- **Vineyards:** 520 ha (1280 acres) of 50+ years old vineyards located between 700-850 m (2900-4000 ft).
- **Varieties:** autochthonous low-yield Garnacha and Viura. *No exaggeration: the oldest Garnacha vines are from 80 to 100 years old.*
- **Elaboration & style:** dedicated manual harvest. Fermentation in traditional concrete tanks of 25,000 kg.
- **Capacity:** 4 million litres.

NEO-LUX BODY-AND-SOUL DEDICATION

AN ENTIRE VILLAGE LIVING FROM THE WINERY'S ACTIVITY
CROSS-GENERATIONAL WORK

CO-WORKING LOCAL TRADITION



50+ PASSIONATE VINE-GROWERS

WINE-MAKING COOPERATIVE
Getting back to the roots

Vine cultivation in Calatayud is rooted back in the second century BC and spans the times of Celts, Romans and the Knights Templar. Today's vine growers join forces aiming to keep alive the spirit of this wine making tradition in the land they were born. These wines are the result of that dedication. They are the body-and-soul of the master vine growers from Calatayud. The latter further influencing the difficulty of the organic hand-cultivating techniques used to ensure the preservation of our roots.



MARQUÉS DE MONTAÑANA
VIURA


White
100% Viura

MARQUÉS DE MONTAÑANA
GARNACHA

Red
100% Garnacha

MARQUÉS DE MONTAÑANA
SELECCIÓN ESPECIAL

Red - Semi-Crianza
6 months in oak barrels
100% Garnacha

 GARNACHA
VIURA



MARQUES DE ALMONACID

NOBLE WINES FROM A NOBLE VILLAGE

D.O. CARIÑENA

BODEGA SAN NICOLÁS DE TOLENTINO

Northeastern Spain



- **Vineyards:** 600 ha (1482 acres) of vines. Macabeo and Garnacha grapes are sourced by vineyards located at 600 m altitude in the 'Sierra de Algairén'.
- **Varieties:** Macabeo (for white wine) and Tempranillo & Garnacha (reds) from more than 50-years-old vines.
- **Elaboration & style:** carefully-elaborated wines made in vintage concrete tanks of this traditional Spanish wine cooperative.
- **Capacity:** 4.5 million litres.

FINE BLENDS LOW-YIELD VINEYARDS

SAVOUR THE SPANISH HERITAGE
THREE GENERATIONS OF VINE-GROWERS

THE SPANISH GOLDEN AGE



TRADITION RECOVERY

ALMONACID DE LA SIERRA
A village linked to the Spanish Neoclassicism

The first stone of the ROYAL PALACE OF MADRID is laid on April the seventh of 1764. Filippo Juvara gave birth to this treasure of the Spanish Neoclassicism during the reign of Felipe V. THE GORGEOUS HORSE of Almonacid de la Sierra was immortalized by the sculptor Miguel Álvarez who represented the king Felipe V on a horse rearing on its hind legs: the noble horse of Almonacid de la Sierra.



MARQUÉS DE ALMONACID BLANCO

White
100% Macabeo

MARQUÉS DE ALMONACID ROSADO

Rosé
100% Garnacha

MARQUÉS DE ALMONACID TINTO

Red
100% Garnacha

MARQUÉS DE ALMONACID RESERVA

Red - 12 months in American oak barrels
60% Garnacha, 40% Tempranillo

MARQUÉS DE ALMONACID VENDIMIA SELECCIONADA

Red - selected vines, 6 months ageing
60% Garnacha, 40% Tempranillo

• GARNACHA
• VIURA / MACABEO
• TEMPRANILLO

LA MANO

EXPERIENCED HANDS FROM BIERZO



D.O. BIERZO

BODEGA VINOS DE ARGANZA

Northwestern Spain

- **Vineyards:** 10 hectares (24.7 acres) of own vineyards and 250 hectares (617.7 acres) of controlled vineyards, all made up of terraces and small parcels located up to 700 metres-high (2300ft).
- **Varieties:** local autochthonous Mencía.
- **Elaboration & style:** only selected grapes. Elaboration in stainless-steel tanks and American oak barrels.
- **Capacity:** 600,000 litres.

LA MANO
MENCÍA ROBLE

*Red - 3 months in American oak barrels
100% Mencía*

MENCIA **EXOTIC VARIETIES**

TWO TIMES 90 POINTS BY ROBERT PARKER

POTENT SINGULAR

PREMIUM URBAN EXPLORERS



THE NY's REVOLUTION

A WINE DISTINCTIVELY ITS OWN
The New York Times, 2013

After being three times best buy in Wine Enthusiast and rated twice with 90 points by Robert Parker, La Mano Mencía Roble has recently turned into one of the most chased wines among the New York's wine enthusiasts. The prestigious New York Times wine critic Eric Asimov reviewed La Mano Mencía Roble on September 19, 2013, pointing out Bierzo as 'a region of tremendous potential with wines that are distinctively its own. Consumers who choose wisely will most likely not be disappointed'.



www.lamanowine.com



ESPERANZA

THE SUN-BASED ENERGIZER

D.O. RUEDA

BODEGAS AVELINO VEGAS

Northwestern Spain



- **Vineyards:** 600 ha (1480 acres) of prime vines in the heart of the D.O. Rueda - on a high plateau of the Duero river.
- **Varieties:** Rueda's native white grape VERDEJO and its blending variety VIURA.
- **Elaboration & style:** Smooth and easy-drinking Verdejo-based wines. Rely upon prime quality vineyards to convey the variety's character.
- **Capacity:** 3+ million litres.



ESPERANZA
VERDEJO VIURA

White blend
85% Verdejo, 15% Viura

ESPERANZA
RUEDA VERDEJO

White - 50 years-old vines
100% Verdejo

VERDEJO
VIURA

SPANISH FRESHNESS SPONTANEITY

LOVERS' SEASON HAPPINESS

SUN RISING

BEAUTY OF LIFE



VERDEJO

NATIVE GRAPE VARIETY
Rueda D.O.

The Verdejo variety gives shape to Rueda's character throughout its centuries of history. The Verdejo grape has been grown in the Rueda wine region for over centuries. Its origin dates back to the 11th century, to the times of king Alfonso VI, when the basin of the river Duero was repopulated with people from Cantabria, the Basque Country and the Muslim southern regions; it was probably the latter, the so-called mozarabes, who brought the Verdejo variety from North Africa, after a period of adaptation in the south of Spain.

www.esperanzawines.com

ZUMAYA

ELEGANCE COMES AS STANDARD



D.O. RIBERA DEL DUERO

BODEGA FINCA EL CARPIO

Northwestern Spain



- **Vineyards:** 81 hectares (200 acres) of Tempranillo planted at up to 800 meters high (2624 feet).
- **Varieties:** Tempranillo from the 25-50 years-old vines growing in the small plots situated on the slopes of the "Carpio" hill, at the Duero's riverbank.
- **Elaboration & style:** manual harvested grapes to preserve the true Tempranillo character.
- **Capacity:** 3-4 million litres.

ZUMAYA TEMPRANILLO

*Red - 2 months in American oak
100% Tempranillo*

ZUMAYA CRIANZA

*Red - 12 months in American oak
100% Tempranillo*

PURE NATURE DAY-DREAMING

DIRECT FROM THE HEART OF CASTILLA-LEON REGION
EXPRESSIVE & ELEGANT NEO-LUX

TEMPRANILLO



RIBERA DEL DUERO

CASTILLA

A magic 'wine' land

By keeping the strength and long-lasting traditions of Castilla, Zumaya wine conveys the spirit of an old land packed with charm and wild beauty. Zumaya has named for centuries the Spanish bird bringing freedom to those who lived in the era of masters & servants. As 'Federico García Lorca' said in its popular poem 'Romance de la luna', seeing Zumaya crossing the sky is an invitation for day-dreaming.

www.zumayawine.com

D.O.Ca RIOJA

BODEGAS VALLOBERA

Rioja



- **Vineyards:** 110 ha of family-owned vines (270 acres). Vallobera is one of the highest-located vineyards in all the D.O.Ca Rioja.
- **Varieties:** focus on Tempranillo (owning some of the oldest vines in Rioja -100 years old) and Viura.
- **Elaboration & style:** pampered author young & oak-aged wines with defined own personality by aging time.
- **Capacity:** 1.5 million litres.

FAMILY LEGACY RIOJA

FRESH & YOUNG REINVENTION OF TRADITION
PURE PLEASURE / SOPHISTICATION

INSTANT REWARDS



RIOJA

THE OLDEST VINEYARD IN RIOJA
The Vallobera's experience hub

Vineyards are the catalysers of our wines and moreover, what makes Vallobera outstanding from other Rioja producers. Our wines convey the sensing of our land and our family's body-and-soul dedication to the wine making.



VALLOBERA BLANCO	White 100% Viura
VALLOBERA PAGO MALARINA	Red - 6 months in French & American oak barrels 100% Tempranillo
VALLOBERA CRIANZA	Red - 14 months in French & American oak barrels 100% Tempranillo
VALLOBERA RESERVA	Red - 18 months in French & American oak barrels 100% Tempranillo
FINCA VALLOBERA	Red - selected vines, 15 months in French oak barrels 100% Tempranillo
VALLOBERA CAUDALIA	White - 3 months in French oak barrels 100% Viura
VALLOBERA TERRAN	Red - 16 months in American oak barrels 100% Tempranillo

TEMPRANILLO
VIURA

Javier San Pedro

RIOJA ON FLUX

D.O.Ca RIOJA

BODEGAS VALLOBERA

Rioja



- **Vineyards:** 110 ha of stunning high-altitude vines (270 acres) owned by the family San Pedro.
- **Varieties:** focus on Tempranillo (owning some of the oldest vines in Rioja -100 years old) and Viura.
- **Elaboration & style:** very much a lady: aroma, elegance and tenderness.
- **Capacity:** 1.5 million litres.



JAVIER SAN PEDRO
TINTO JOVEN

Red
100% Tempranillo

JAVIER SAN PEDRO
CRIANZA

*Red - 14 months in French &
American oak barrels*
100% Tempranillo

TEMPRANILLO

RIOJA'S PROMISE HIGH-PERSONALITY WINES

3 GENERATIONS OF RIOJA'S WINE MAKERS
INSPIRATION MEANS FEELING CONNECTED TO THE LAND

WHERE CREATIVITY MEETS TRADITION



JAVIER SAN PEDRO

3RD GENERATION OF RIOJA'S WINEMAKERS
*Self-made winemaker with more
than 30 years of experience*

'For me, the best part of winemaking is the vineyard. When making high-personality wines, vineyards are essential. I still remember when bottling my first wine; my father and my grandfather used to say: 'Javi, ¡con esos vinos te vas morir de hambre; tienen demasiada personalidad!' (Javi, you'll die of hunger with these wines. They have too much personality!)

BESTUÉ

de Otto Bestué

WINEMAKERS OF SOMONTANO SINCE 1640

D.O. SOMONTANO

BODEGA OTTO BESTUÉ

Northeastern Spain

- **Vineyards:** 45 ha (111 acres) of family-owned vineyards located in Enate and sheltered by the Pyrenees Mountains
- **Varieties:** Tempranillo, Cabernet Sauvignon, Syrah, Merlot and Chardonnay
- **Elaboration & style:** limited & selected series of premium quality wines based on blends between traditional Spanish grapes and new world grapes
- **Capacity:** 250.000 litres

MODERNITY-TRADITION FAMILY LEGACY

HOLISTIC IMMERSION INTO THE SOMONTANO
KNOW-HOW HERITAGE AND LOCALISM

GREAT-CARE VINEYARDS



LORENZO OTTO BESTUÉ

WINEMAKER

*A family with centuries of
history in winemaking*

'Bodega Otto Bestué has a long family tradition. We have very old manuscripts; the oldest ones date back to the year 1640. In that time, our ancestors worked the same fields that we keep on cultivating today but wine making was directly related to the subsistence economy of our rural communities. Nowadays, we've been specializing over the years as vine growers until turning our winery into a business with an international projection.'



BESTUÉ BLANCO	White 100% Chardonnay
BESTUÉ ROSADO	Rosé 60% Cabernet Sauvignon, 40% Merlot
BESTUÉ JOVEN	Red 100% Merlot
BESTUÉ FINCA RABLEROS	Red - 7 months in oak barrels 50% Cabernet Sauvignon, 50% Tempranillo
BESTUÉ FINCA SANTA SABINA	Red - 13 months in oak barrels 80% Cabernet Sauvignon, 20% Tempranillo

✦ CABERNET SAUVIGNON
✦ MERLOT
✦ TEMPRANILLO
✦ CHARDONNAY

www.bodega-ottobestue.com

CRUZ DE PIEDRA

THE GARNACHA OF TODAY AND TOMORROW

D.O. CALATAYUD

BODEGA VIRGEN DE LA SIERRA

Northeastern Spain

- **Vineyards:** 520 ha of 50+ years old vineyards (1280 acres) located between 700-850 m (2900-4000 ft).
- **Varieties:** respect to the old-vine Garnacha and Macabeo.
No exaggeration: the oldest Garnacha vines are from 80 to 100 years old.
- **Elaboration & style:** high-end monovarietal wines from the best autochthonous Garnacha and Macabeo grapes elaborated in traditional concrete tanks.
- **Capacity:** 4 million litres.

TRADITION IN THE MAKING
CO-WORKING 50+ LOCAL VINEGROWERS
ONLY AUTOCHTHONOUS VARIETIES
POPULAR WISDOM



MANUEL CASTRO

WINEMAKER
Agricultural Engineering and Master in
Viticulture, Oenology and Marketing

'I feel excited by the challenge of cultivating Garnacha: the Garnacha itself is a complicated variety to work with (low colour, high alcoholic grade, late harvest...), but in Calatayud we have achieved spectacular results, unrepeatable elsewhere in Spain, thanks to respecting the tradition.'



CRUZ DE PIEDRA BLANCO	White 100% Macabeo
CRUZ DE PIEDRA ROSADO	Rosé 100% Garnacha
CRUZ DE PIEDRA TINTO	Red 100% Garnacha
CRUZ DE PIEDRA SELECCIÓN ESPECIAL	Red - Semicrianza - 6 months in oak barrels 100% Garnacha

✦ GARNACHA
✦ MACABEO / VIURA



ALBADA

• A TRIBUTE TO THE ORIGINAL GARNACHA

D.O. CALATAYUD

BODEGA VIRGEN DE LA SIERRA

Northeastern Spain



- **Vineyards:** 520 ha of 50+ years old vineyards (1280 acres) located between 700-850 m (2900-4000 ft).
- **Varieties:** selected low yield vines from Garnacha (red) and Macabeo (white) coming from designated plots (fincas) of the best old vines of Calatayud. *No exaggeration: the oldest Garnacha vines are 80 to 100 years old.*
- **Elaboration & style:** limited-edition wines elaborated under direct supervision of Manuel Castro (oenologist) who takes it as a personal project.
- **Capacity:** 4 million litres.

UNIQUE 100-YEARS-OLD VINES

THE BIGGEST POTENTIAL TO CREATE THE BEST SPANISH GARNACHA WINES

ARAGÓN: A HIDDEN LAND

THE AUTHENTIC GARNACHA



ALBADA BLANCO

White
100% Macabeo

ALBADA TINTO

Red
100% Garnacha

GARNACHA
MACABEO /
VIURA



MANUEL CASTRO

WINEMAKER

Agricultural Engineering and Master in
Viticulture, Oenology and Marketing

'Most of the people don't know that the Garnacha variety has its origin in the region of Aragon. From Aragon it began circling other regions such as Rioja, Priorat, etc., until becoming one of the most widely planted varieties in Spain. For that reason, we stress the original character of the variety in every single wine elaboration. These wines come from Aragon and could be proud of having been elaborated with the unique and authentic Garnacha.'

LA MIRADA AL SUR

DREAMERS THAT LOOK DOWN TO THE SOUTH



D.O. CALATAYUD

BODEGA VIRGEN DE LA SIERRA
Northeastern Spain



- **Vineyards:** 520 ha (1280 acres) of 50+ years old vineyards located between 700-850 m (2900-4000 ft).
- **Varieties:** autochthonous low-yield Garnacha and Viura. *No exaggeration: the oldest Garnacha vines are from 80 to 100 years old.*
- **Elaboration & style:** dedicated manual harvest. Fermentation in traditional concrete tanks of 25,000 kg.
- **Capacity:** 4 million litres.

LA MIRADA AL SUR BLANCO	White 100% Macabeo
LA MIRADA AL SUR ROSADO	Rosé 100% Garnacha
LA MIRADA AL SUR TINTO	Red 100% Garnacha

FREEDOM EXHUBERANT CURVES NEO-LUX
THE SENSUAL SIDE OF THE NATURE
INSPIRATION MODERNISM

🍇 GARNACHA
🍇 MACABEO



FDO. GARCÍA LORCA

Wind of the south,
Tanned, Passionate
Arriving upon my breast

You bring seeds of
Bright gaze, dripping in
Orange blossoms
Fdco. García Lorca Poem

The hypnotic curves of the Mediterranean, the dancing lights of the sun reflected on the sea and the echo of these vivid colors of happiness that get merged with the sensual aromas of flowers. A holistic sight to the south, the inspiration of great poets, the lifespans of art and the history of Spanish culture always looked down to the south.

Fuentespina

THE BEAUTIFUL BACKDROP OF THE CASTILLA LEON SCENERY

D.O. RIBERA DEL DUERO

BODEGA FUENTESPINA

Northwestern Spain



- **Vineyards:** access to 500 hectares (1235 acres) of true Tempranillo vineyards located at 800 metres high (3750 ft).
- **Varieties:** autochthonous old Tempranillo vines (25-50 years old).
- **Elaboration & style:** quality grapes as the centre of the elaboration process - harvest by hand to preserve Tempranillo character.
- **Capacity:** 3.4+ million litres.

TRADITIONALISTS

A ROOT-BASED FUTURE

RECOGNISABLE VALUE FOR MONEY

THE CRADLE OF TRUE TEMPRANILLO



FERNANDO VEGAS

WINEMAKER
CEO of Avelino Vegas Group

'It's splendid to see the morning coming up over the vines that tomorrow will let us create superb red wines! We should look into the future, working in the present but not forgetting our roots. This spirit is present in every single drop of the wine, thanks to a consolidated team that works hard to accomplish the excellence of every single Fuentespina wine.'



 TEMPRANILLO

Montespina



CIRCE

THE SPANISH WHITE VARIETALS



D.O. RUEDA

BODEGAS AVELINO VEGAS

Northwestern Spain



- **Vineyards:** 600 ha (1480 acres) of prime vines in the heart of the D.O. Rueda - on a high plateau of the Duero river.
- **Varieties:** a selection of the best Rueda's native white grape VERDEJO.
- **Elaboration & style:** limited series of signature wines, custom-made for international wine markets: low-alcohol, smooth whites with a subtle sweet touch.
- **Capacity:** 3+ million litres.

MONTESPINA VERDEJO

White
100% Verdejo

CIRCE

White - LIMITED EDITION
100% Verdejo

SENSUAL EXPERIENCE MYSTICISM
SUN DROPPER HARMONIOUS
EXOTIC VERDEJO
SPANISH FRESHNESS

VERDEJO



AVELINO VEGAS

WINEMAKER

Founder of Avelino Vegas Group

Avelino Vegas, father of Fernando Vegas - current Director of the Avelino Vegas winery, kick-started what was a risky project in the closed-up Spain of the 50's: the foundation of a winery in a region where a white grape was the star. This fact provided a scarce perspective of growing in a time when the world's thirst for wine was coloured red. Nevertheless, this visionary kept on going with the project until turning a small familiar winery into a referent in Spain. He understood the market's future shifts and got to foresight which is today's driver of the world's biggest wine markets: the end-consumer thirst for quality smooth whites.

www.avelinovegas.com

SPANISH WINE CREATIVITY

AXIAL VINOS' SPANISH LIMITED EDITIONS

JOIN US IN A TRIP ACROSS SPAIN!

THE SPANISH BASICS

Our true-Spanish-character brands

Penelope
Sanchez

A true taste through the essence of Spain.

D.O. CAMPO DE BORJA. Produced by Bodega Pagos del Moncayo: hand-made artisanal elaboration in open lagars to maximize the expressiveness and personality of this superb wine.

TORILES

Spanish deep soul.

D.O. TORO. Limited Edition of a semicrianza (6 months of ageing in oak barrels) produced in DO Toro where vineyards enjoy 2,800 hours/year of sunlight giving birth to the best raw material for the elaboration of this 'bright' wine.

DIVINA LÁGRIMA

Sensual Experience of Uniqueness.

D.O. CALATAYUD. Exclusive series of semi-sweet wine coming from organic hand-cultivating grapes that ensure the preservation of its roots.



PENÉLOPE SÁNCHEZ	Red 85% Garnacha, 15% Syrah
TORILES	Red - 6 months oaking 100% Tinta de Toro
DIVINA LÁGRIMA	Red - SEMI-SWEET 78% Tempranillo, 12% Merlot, 10% Syrah

www.penelopewine.com
www.torileswine.com
www.divinalagrira.com



BRAND BUILDING

CREATIVITY
Strategic Marketing

With a 100% customer-oriented attitude, we deliver on our promises and we are always ready to meet the needs of a changing marketplace by conducting consumer research, building creative wine concepts and supporting our client's Marketing efforts. In Axial Vinos, we go beyond the branding strategy, creating complete brand universes that convey the best of Spain all over the world.



ANEXO

MATERIALES PARA CATA CON CONSUMIDOR FINAL



AROMAS

En esta tabla puedes marcar los aromas que has percibido en cada una de las catas. ¡No hay respuesta incorrecta! Cada persona puede distinguir matices diferentes de un mismo vino.

NOMBRE DEL VINO	AROMAS PERCIBIDOS		
			

ENCUESTA

Muchas gracias por participar en esta cata, nos gustaría que nos ayudaras realizando esta breve encuesta. Cuando termines de rellenarla recorta por la linea de puntos y entrega esta parte a la persona encargada de la cata.

1 - DATOS PERSONALES

Sexo ☐ Hombre ☐ Mujer
Edad ☐ 18-30 ☐ 30-45 ☐ 45-60 ☐ >60
Estado Civil ☐ Soltero/a ☐ Casado/a

2- HÁBITOS DE CONSUMO

¿Con qué frecuencia bebes vino?

☐ Todas las semanas
☐ Una vez al mes
☐ Esporádicamente
☐ Casi nunca

¿Cuánto te sueles gastar en una botella de vino tinto (comercio especializado, bodega o supermercado)?

☐ < 5 €
☐ 5-10 €
☐ 10-15 €
☐ 15-20€
☐ 30+ €

¿Dónde lo consumes con mayor frecuencia?

☐ En casa
☐ Bares y restaurantes
☐ Eventos familiares y reuniones de amigos
☐ Comidas de trabajo
☐ Clubs
☐ Otros (especificar, por favor)

¿Dónde buscas recomendación a la hora de comprar un vino?

☐ Prensa especializada
☐ Puntuaciones y reseñas de expertos
☐ Familiares y amigos
☐ Compañeros de trabajo
☐ Personal de ventas

¡Muchas gracias por tu colaboración!



AROMAS PRIMARIOS
PRIMARY AROMAS



AROMAS PRIMARIOS
PRIMARY AROMAS



AROMAS PRIMARIOS
PRIMARY AROMAS



AROMAS PRIMARIOS
PRIMARY AROMAS

AROMAS PRIMARIOS

Uva y características del suelo

- Florales
- Vegetales
- Frutales
- Minerales

PRIMARY AROMAS

Grape & soil characteristics

- Flowery
- Vegetative
- Fruity
- Mineral



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AROMAS SECUNDARIOS
SECONDARY AROMAS



AROMAS SECUNDARIOS
SECONDARY AROMAS



AROMAS SECUNDARIOS
SECONDARY AROMAS



AROMAS SECUNDARIOS
SECONDARY AROMAS

AROMAS SECUNDARIOS

Fermentación alcohólica y maloláctica

Pan y bollería

Lácteos

SECUNDARY AROMAS

Alcoholic & malolactic fermentation

Bread & pastries

Milk products



SECUNDARY AROMAS

Alcoholic & malolactic fermentation

Bread & pastries

Milk products



AROMAS SECUNDARIOS

Fermentación alcohólica y maloláctica

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Bread & pastries

Milk products





AROMAS TERCARIOS
TERTIARY AROMAS



AROMAS TERCARIOS
TERTIARY AROMAS



AROMAS TERCARIOS
TERTIARY AROMAS



AROMAS TERCARIOS
TERTIARY AROMAS

AROMAS TERCARIOS

Crianza en barrica, depósito y/o botella

Floral-vegetal

Confitería

Especias: madera-balsámicos

Cuero, humo, caja de puros...

TERTIARY AROMAS

Ageing in oak barrel, deposit and/or bottle

Herby

Confectionery

Spices: wood and balsamic

Leather, smoke, cigar box...



AROMAS TERCARIOS

Crianza en barrica, depósito y/o botella

Floral-vegetal

Confitería

Especias: madera-balsámicos

Cuero, humo, caja de puros...

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ANEXO

PLAN ESTRATÉGICO PARA BODEGAS LA CASA DE LÚCULO



STRATEGIC MARKETING PLAN 2015-2016

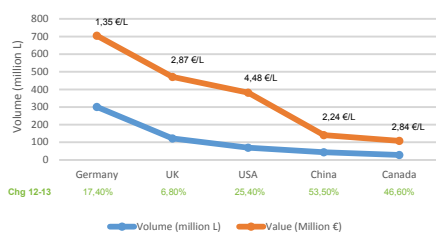
INDEX

Keys to embrace change

1 CONTEXT	NAVARRA DO IN THE WORLD INTERNATIONAL WINE MARKET INSIGHTS PROJECT DESCRIPTION & MEANING
2 CONSUMER	POTENTIAL TARGET H-SNOBS
3 STRATEGY	S-PARTENRING HOT SPOTS OF PARTNERING POTENTIAL ALLIANCES USA POTENTIAL ALLIANCES SPAIN POTENTIAL ALLIANCES GERMANY

NAVARRA'S TOP MARKETS FOR 2015

EXPORT'S MARGINS BY DESTINATION



THE USA = TOP RENTABLE MARKET FOR NAVARRA

Highest quality perception of Navarra wine + biggest growth of exports of mature markets.
(Average price = 4.48 €/L)



GERMANY TOP IN VOLUME

Germany leads the ranking but the margins are very low due to market saturation & end-consumer's clichés toward value perception.
(Average price = 1.35 €/L)

MARKET OPPORTUNITIES



Positioning Jardín de Lúculo within the 20+ segment as a value wine.*
* Navarra ranks third after Rioja and Ribera del Duero but still quality perceived is significantly lower than Italian and French wines.



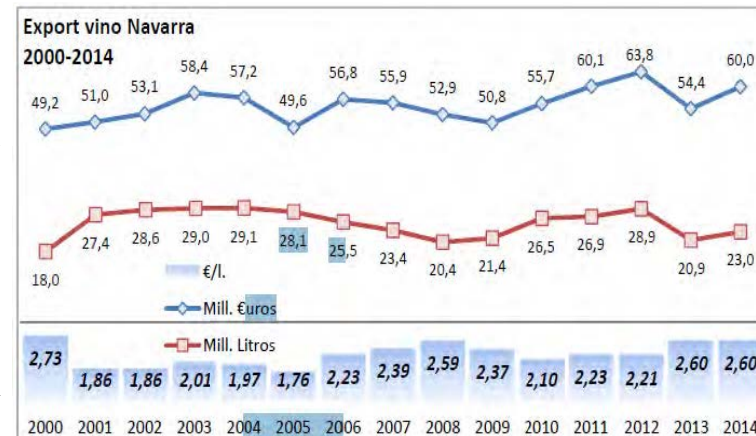
Focus on Los Bohemios due to end-consumer's price sensibility.

CONTEXT

Navarra wine in the world

6 BIGGEST MARKETS FOR NAVARRA

Country	HL	Rank	% total
1. Spain	242.210	3	63,4
2. Germany	24.090	3	6,3
3. UK	22.474	4	5,9
4. Holland	17.217	2	4,5
5. Switzerland	16.926	2	4,4
6. China	11.089	2	2,9



2012/2013 EXPORTS OF NAVARRA WINE WITH D.O.P

EXPORTS EU COUNTRIES

Total 87.904 HL Rank 3

Top 10 Country	HL	Rank*	% total
1 Germany	24.090	3	27,4
2 UK	22.474	4	25,6
3 Holland	17.217	2	19,6
4 Denmark	7.655	2	8,7
5 France	4.035	3	4,59
6 Belgium	3.452	4	4
7 Sweden	2.088	4	2,37
8 Poland	1.618	3	1,84
9 Ireland	1.616	2	1,8
10 Austria	858	2	0,97
Total top 10	85.103		96,80%

EXPORTS OTHER COUNTRIES

Total 51.591 HL Rank 3

Top 10 Country	HL	Rank*	% total
1 Switzerland	16.927	2	32,8
2 China	11.089	2	21,49
3 USA	8.299	6	16,08
4 Norway	3.705	2	7,18
5 Russia	2.283	4	4,42
6 Japan	2.154	4	4,18
7 Canada	1.843	6	3,57
8 Rest no E.U.	559	2	1,08
9 Brazil	520	3	1,01
10 India	238	1	0,46
Total Top 10	47.617		92,30%

TOTAL

Total 139.495 HL Rank 3

Top 10 Country	HL	Rank*	% total
1 Germany	24.090	3	17,26
2 UK	22.474	4	16,11
3 Holland	17.217	2	12,34
4 Switzerland	16.926	2	12,13
5 China	11.089	2	7,94
6 USA	8.299	6	5,94
7 Denmark	7.655	2	5,48
8 France	4.035	3	2,89
9 Norway	3.705	2	2,65
10 Belgium	3.452	4	2,47
Total top 10	118.942		85,30%

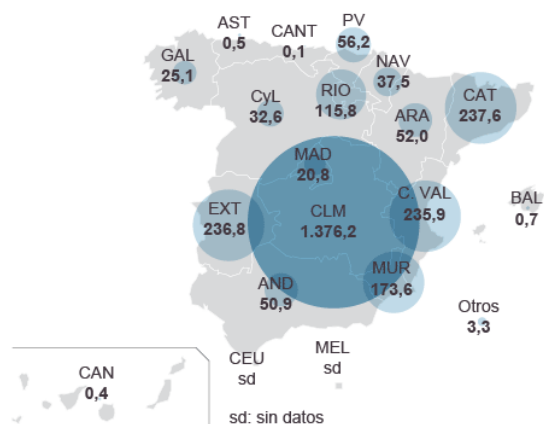
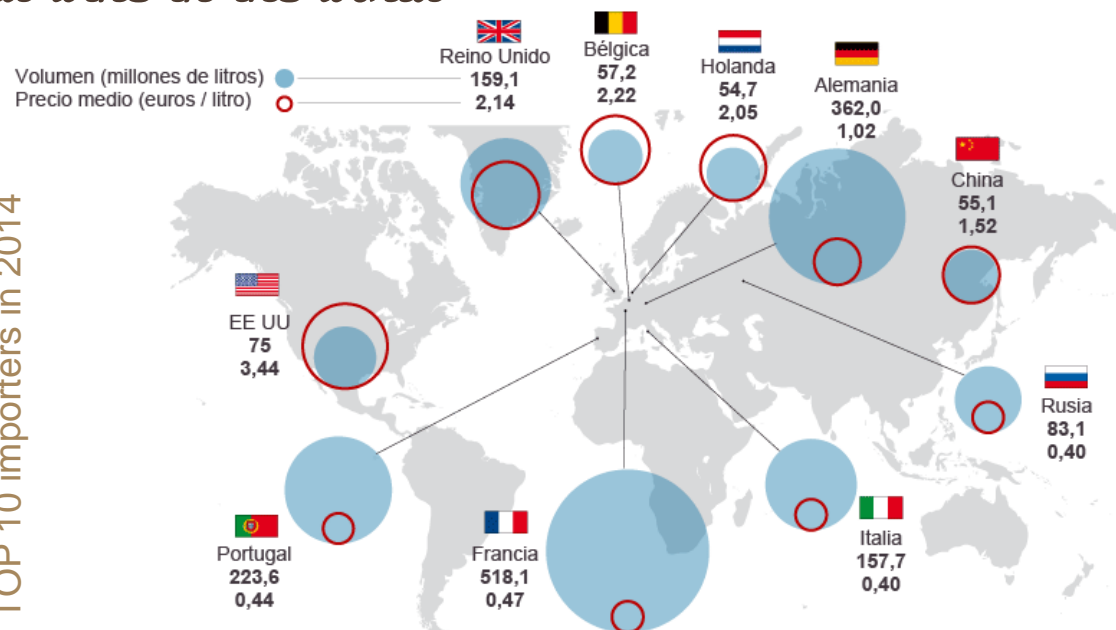
SOURCE: "Datos de las Denominaciones de Origen Protegidas de Vinos (DOPs) - Campaña 2012-2013 - Ministerio de Agricultura, Alimentación y Medio Ambiente"

* RANK = Sales ranking of Navarra within the following regions: Rioja, Ribera del Duero, Cariñena, Somontano, Campo de Borja, Toro, Bierzo, Calatayud

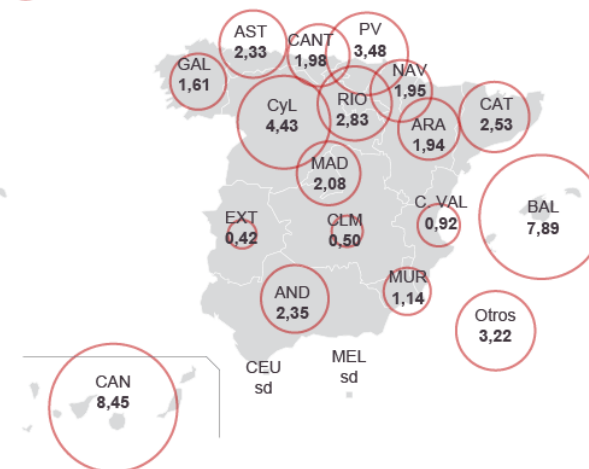
CONTEXT

Navarra wine in the world

WHO'S BUYING SPANISH WINE? TOP 10 importers in 2014



Where is produced? (million litres)



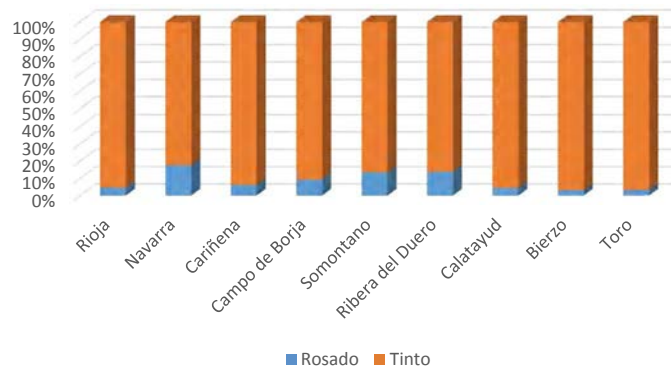
Who sales it better? (Euros/litre)

WINE EXPORTS BY COMMUNITY Wine, must and vinager in 2014

CONTEXT

Navarra wine in the world

RED-ROSÉ PRODUCTION SHARE BY D.O.

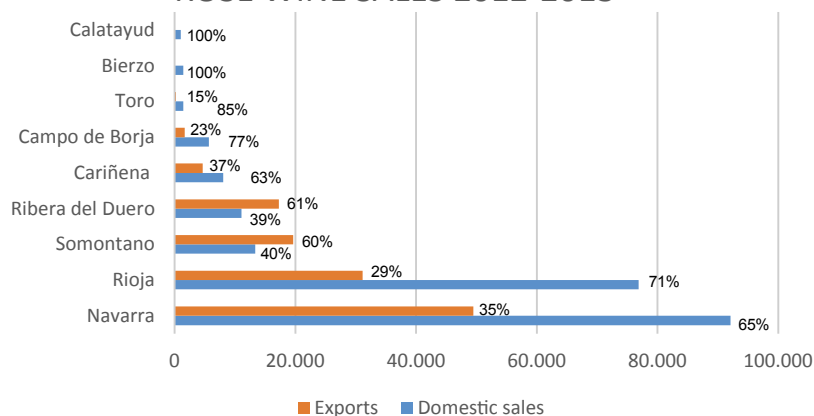


NAVARRA LEADS THE SPANISH EXPORTS OF ROSÉ WINE (ONLY BEHIND RIOJA).

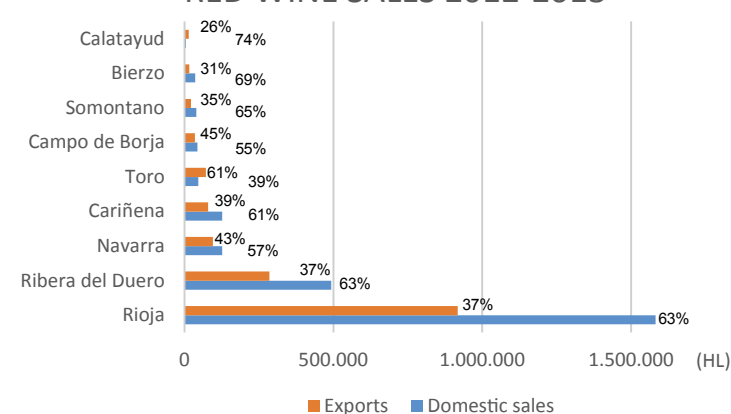
But they do sell more red wines than rosé wines.

Opportunity for Los Bohemios Rosado within Navarra's top export markets.

ROSÉ WINE SALES 2012-2013



RED WINE SALES 2012-2013



CONTEXT

Current Situation and Goals to fulfill

	WINE = AFFORDABLE NEO-LUX	
	AFFORDABLE	NEO-LUX
short-term	In-hand brands (Serve consumers in the right place at the right time - strategic s-partnering + tribal marketing)	Bright is beautiful (informative brands + dreamintelligence)
mid-term	Democratic pricing (bargaining)	Poetic Indulgence (help customer to expand one's perception of beauty and escape from reality - make them feel embellished going beyond reality - rituals)
long-term	Currencies of change (doing good makes me feel good as consumig rewards)	Playful inside-out perks (help urbanites enjoy outdoor spaces as a reward - inject a daily dose of exploration in their lifes)

CURRENT SITUATION

LABEL DIFFERENCIATION leads to a lack of demand of the mainstream wine consuming groups.

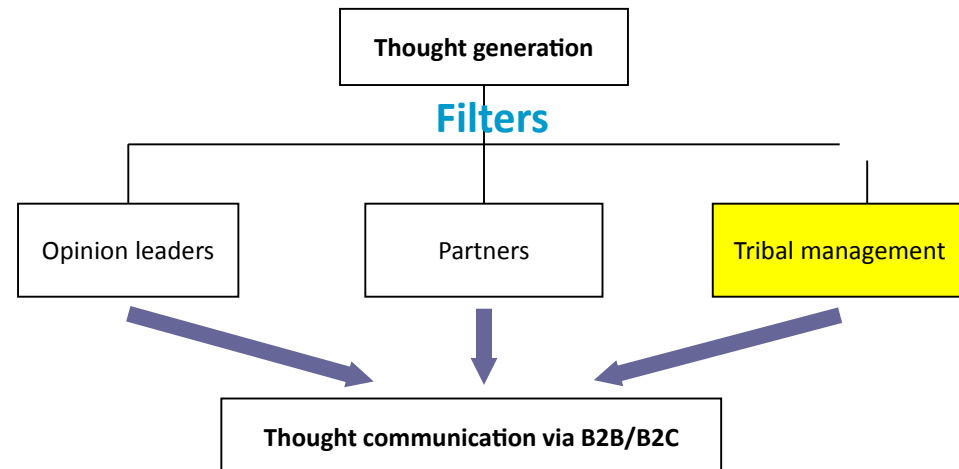
CURRENT TURNOVER:
< 150K

GOAL 2016-2017:
> 300K

Key Possibilities

– Overall strategy

Strengthening the 'Authenticity' by engaging and managing 'THE TRIBE'



CONSUMER

H-SNOBS (HOMOSEXUAL WINE SNOBS)



**GAY PEOPLE
DRINK 16% MORE
THAN STRAIGHT PEOPLE**

Gay men and women, on average, *dine out in restaurants and eat fancier food than straight people.*

Vodka and **WINE REMAIN
BIG FAVORITES**

MARKET SIGNALS

Gay people appreciate
FOOD "AS AN ART FORM."

About **68 percent of gay men** say they enjoy eating foreign foods, compared to half of lesbians and just over 40 percent of straight people.

SOURCES:
The Daily Best: *Who Drinks the Most Alcohol?*
by Anneli Rufus, December 29th, 2010

Club Street: *A Night Out: Gay People Drink More and Eat Better Than Straights* by Jay Barmann, October 2nd, 2012

MEN BETWEEN 30 AND 65 YEARS OLD



OPEN-MINDED

HIGHER SPENDING POWER THAN STRAIGHTS

ACTIVE SOCIAL LIFE

EDUCATED CONSUMER BUT OPEN TO BRANDS
THAT CONVEY THE VALUES OF THEIR COMMUNITY

SHOWING-OFF
LUXURY-ORIENTED
(MAINSTREAM)



**AD-HOC
LEISURE**

**CRUISES & POOL
PARTIES**
(RSVP Cruising with pride
& pool parties in the US)

ACTIVE CLUBBING
(100% gay ambient)

MUSIC DIVAS
(Glam Music events such
as Eurovision or gay icon
females such as Lady
Gaga)

GAY SAUNAS
(Dating points)



**GOURMET
SNOBS**

**MIXOLOGY & CRAFTED
WINE & SPITIRS**
(Opportunity for wine
cocktails & independent
wine retailers)

**FUNCTIONAL FOOD &
HEALTH-CONCERNED**
(Nutritional information.
Feel attracted by esoteric
side of bio-dynamic wines)

**MULTICULTI GOURMET
FANCY FOOD**
(Early adopters of food
trends. Open to try new)



**TRENDY
URBANITES**

**INDEPENDENT
LOCAL FASHION +
DEMOSNTRATIVE
ADQUISITIONS**
(Local artisanals)

SHIFTING IDENTITIES
(Like to combine different
roles within their daily
routines)

ECO-TREND SETTERS
(Early adopters of bio
trends because is fancy)



**ICONIC
COMMS**

**NEO-CLASSIC
AESTHETICS &
MINIMALISM**
(Fine and classic 'arts &
crafts', design icons,
decoration)

STORYTELLING
(Saint Sebastian, Bacchus,
Hadrian & Antinous, etc...)

**HEDONISTIC
LIFESTYLE**
(Carpe Diem. Live the
moment. Follow group
roles but not mainstream)

WHERE TO BE IN GERMANY

BERLIN: **SCHÖNEBERG**
COLOGNE: **ALTSTADT**
HAMBURG: **ST. GEORG**
FRANKFURT: **INNERSTADT**
HAMBURG: **ST. GEORG**
MUNICH: **GLOCKENBACH-
VIERTEL**

IN THE U.S.A.

NEW YORK: **HELL'S KITCHEN
& WEST VILLAGE**
SAN FRAN.: **THE CASTRO
& SOMA**
LAS VEGAS: **THE STRIPT**
L.A.: **WEST HOLLYWOOD**

IN SPAIN

SITGES: **CARRER DEL PECAT**
BARCELONA: **EIXAMPLE**
MADRID: **CHUECA**
GRAN CANARIA: **PLAYA DEL
INGLÉS & MASPALOMAS**
TORREMOLINOS: **LA NOGALERA**

S-PARTNERING

Hot spots of partnering



T O P GAY-FRIENDLY C I T I E S

1. NEW YORK
2. BERLIN
3. SAN FRANCISCO
4. AMSTERDAM
5. LOS ANGELES
6. TEL AVIV
7. MADRID
8. LONDON
9. BARCELONA
10. PARIS



DINING OUTSIDE



WEDDING
PLANNERS



NIGHTLIFE



CRUISES
& TRIPS



HOTELS



WINE

S-PARTNERING

Hot spots of partnering

POTENTIAL ALLIANCES



SAN FRANCISCO

GAY CAPITAL OF THE US, WORLD'S MOST GAY FRIENDLY CITY



EL RIO (bar, community centre, events)



HARVEY'S (restaurant, videos, live shows)



SWIRL ON CASTRO (elegant, mostly men, mostly gay/straight)



PURPLE UNIONS



HORNBLOWER (wedding cruise)

NEW YORK

BIRTHPLACE OF GAY LIFE AND GAY PRIDE MOVEMENT



RITZ BAR AND LOUNGE (drag parties, premier gay spot)



CABRINI WINES SMITH & VINE



ULTIMATE USA WEDDINGS



W HOTELS NY (one of the fanciest Hotel chains in the world)

LOS ANGELES

GAY-FRIENDLY BEACHES, MAJOR GAY EVENTS



ABBEY (#1 gay bar in the world by Logo, bar, restaurant, lounge)



JOHN & PETE'S FINE WINE AND SPIRITS (West Hollywood based)



OUT IN THE VINEYARD (Gay wine tours)



HARTER YACHTS AT NEWPORT BEACH



SAN VICENTE INN (bungalows in WH)

LAS VEGAS

MAGNET FOR LGBTQ TRAVELERS



PALMS POOL & DAYCLUB (Ditch Fridays parties / Admission: \$10)



FOR THE LOVE OF COCKTAILS AND MORE EVENT (wine cocktails by author and world-renowned mixologist Tony Abou-Ganim)



MON BEL AMI



LUXOR (weekly LGBT poolparty in summer)

AUSTIN

MAGNET FOR LGBTQ TRAVELERS



KIMBERMODERN (gay-owned, high-design, one of the best designed hotels in America)



LAKEWAY RESORT AND SPA (gay-friendly, weddings, spa, resort activities, meetings)



AYINAUSTINTEXA S.COM HAPPY HOUR (event on first Thursday of the month)



HALYCON COFFEELOUNGE (gay-popular)



DINING OUTSIDE



WEDDING PLANNERS



NIGHTLIFE



CRUISES & TRIPS



HOTELS



WINE

S-PARTNERING

Hot spots of partnering

POTENTIAL ALLIANCES

GRAN CANARIA



TORREMOLINOS

MADRID LEGENDARY GAY NIGHTLIFE, BIGGEST GAY PRIDE OF EUROPE



**LE NOMADE SUP-
PERCLUB** (pop-up
restaurant)



**COMPLICATIONS
BAR** (a bar hidden
within the Boutique
Franck Muller)



**YÜGÖ THE
BUNKER** (fine
Japanese cuisine
hidden in a 1st WW
bunker)



CELSO Y MANOLO
(awarded tapas-bar in
Chueca)



MISTER BNB (air
bnb for gays)

**LA CASA DE LA
PORTERA**
(independent theatre
at home)



**LAS ROZAS VILLA-
GE TERRAZA DE
VERANO**

BARCELONA ONE OF THE MOST POPULAR GAY DES- TINATIONS IN EU



AXEL HOTELS



BERIESTAIN
(concept-store that
combines furniture
with restaurant)



LORIA (restaurant +
terrace lounge in
Eixample)

MICROCULTURA
(independent theatre)



LIVE LOVE (gay
wedding event)



EATWITH (meal-
sharing platform)



LA ROCA VILLAGE

SITGES POSSI- BLY THE GAYEST TOWN ON THE MEDITERRANEAN COAST



PARROTS HOTEL



SKY BAR (restaurant
& terrace lounge)



GLOP'S VINATERIA
(Wine shop & bar)



**PERBACCO
VINOTECA**



EL NOU SECRETO
(restaurant)



CLUB HOUSE 27
(catering & villas
renting)

GRAN CANARIA GAY ONE OF EUROPE'S MOST POPULAR GAY BEACH DESTINATION



**AXEL BEACH
MASPALOMAS**



SWIRL ON CASTRO
(elegant, mostly men,
mostly gay/straight)



**VISTA BONITA GAY
RESORT**



**BIRDCAGE GAY
RESORT**



**PERFECT
WEDDING
COMPANY**

LANZAROTE THE UPCOMING GAY HOLIDAY DESTINATION OF THE ISLANDS



NAIA

CAFE LA OLA
(Beach club & chill out)



H10 HOTEL (Luxury
Arabic baths)



**ECO FINCA DE
ARRIETA** (eco-villa)



CASA EL MORRO
(An eco friendly
collection of self-
catering suites)



D.O. EVENTOS
(catering + wedding
planner)



DINING OUTSIDE



WEDDING
PLANNERS



NIGHTLIFE



CRUISES
& TRIPS



HOTELS



WINE

S-PARTNERING

Hot spots of partnering

POTENTIAL ALLIANCES



BERLIN GAY CAPITAL OF GERMANY



WEINEREI (Berlin, Fra Rosa & Forum)



CORBOBAR
(winebar)



RUTZ (restaurant & winebar)



WEIN & GLAS COMPAGNIE
(independent wine retailer)



STADT LAND FOOD FESTIVAL
(local food festival)



BAR RAVAL
(Spanish food)



HOME AROUND THE WORLD (Gay house exchange community)

KARNEVAL DER KULTUREN (street parade & market)

HAMBURG ATTRACTIVE & TRENDY GAY SCENE



BRENNEREI WEIß



KATTWINKEL
(popular, trendy, extensive selection of wine, gay)



SCHMILINSKY WEINBISTRO



BEST OF POETRY SLAM OPEN AIR
(poetry festival)



EBAB (gay rooms & apartments)

COLOGNE GAY DANCE PARTY CAPITAL GERMANY



PLAYA IN KÖLN
(beach club)



WEIN AM RHEIN
(restaurant with an extensive wine list)



KATTWINKEL (voted best bar of the year)



STREET FOOD FESTIVAL (Flomarkt environment & great affluence of attendees)



KÖLNER KARNEVAL (biggest Carnival in EU)

MUNICH EXTENSIVE GAY SCENE



DEUTSCHE EICHE
(close to gay bars, ecological/sustainable, modern)



THE FLUSHING MEADOWS
(design hotel)



MORO (popular brunch on Sunday)



ONE CONCIERGE
(Concierge Services)



DALLMAYR
(Gourmet beverages retailer)

FRANKFURT GAY BAR SCENE



CONCORDE
(actively gay-friendly hotel)



LUCKY'S
(favorite gay bar Frankfurt)



WEINTEUFEL
(wine retailer)



VINOTHEK GALLO NEGRO



WEINSTUBE
(winebar)



DINING OUTSIDE



WEDDING PLANNERS



NIGHTLIFE



CRUISES & TRIPS



HOTELS



WINE



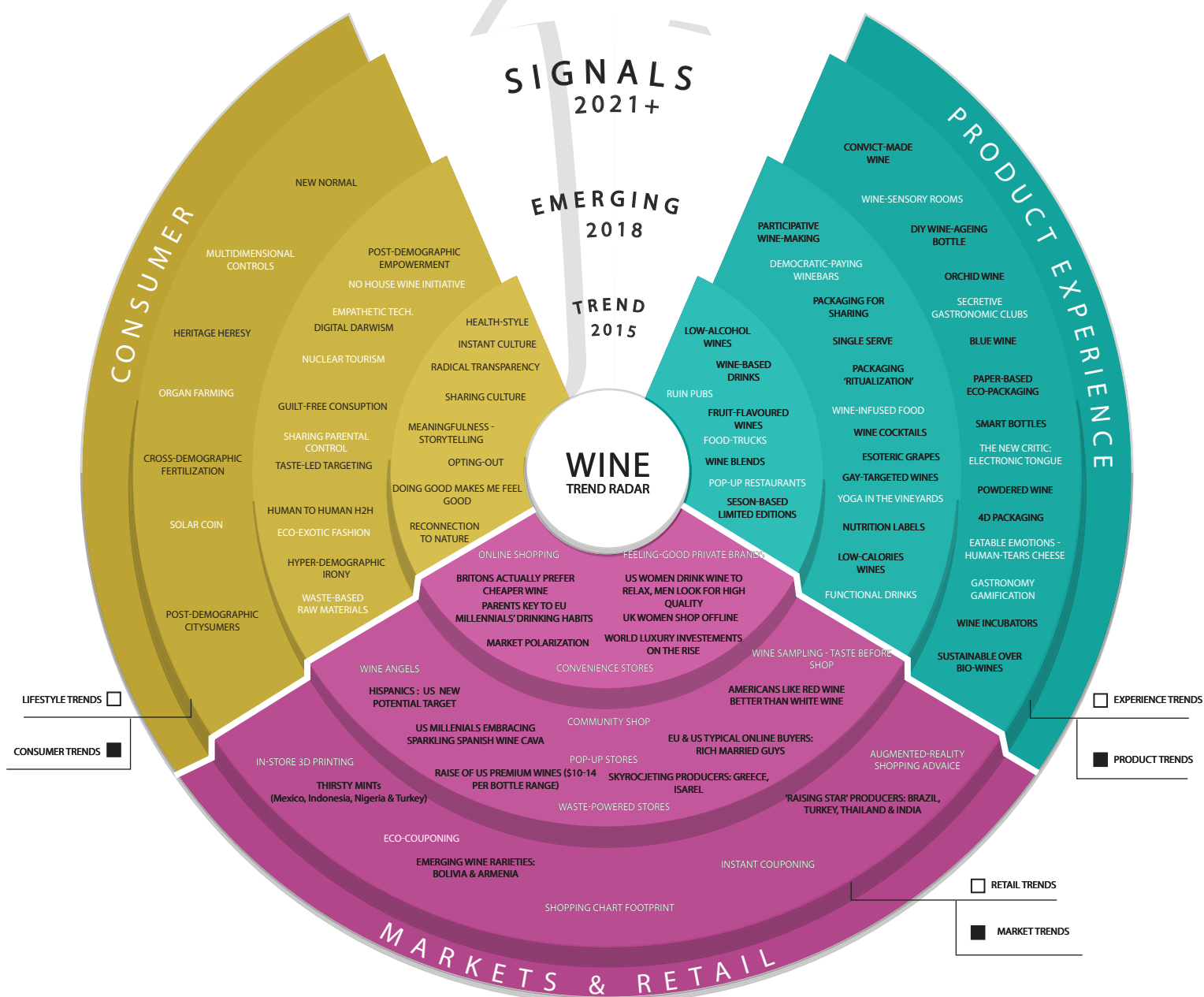
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'TREND RADAR'

WINE TREND

RADAR

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