



PLAN DE MARKETING ESTRATÉGICO

AXIAL VINOS 2015

Cristell Nonay

ANEXO

PORTAFOLIO

AXIAL VINOS



AXIAL VINOS

SPANISH WINE CREATIVITY



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



Louis Geirnaerdt & Eugenie van Ekeris

AXIAL VINOS IS A CREATIVE COMPANY THAT DEVELOPS AND EXPORTS SPANISH WINE. Led by Louis Geirnaerdt 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.

A CREATIVE COMPANY THAT DEVELOPS
AND EXPORTS SPANISH WINE



► 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-Provine as the core model winery for sustainable wine production within the Spanish wine industry.



PdM Moncayo
GARNACHA SYRAH

Red
65% Garnacha, 35% Syrah

PdM Moncayo
GARNACHA

Red - 10 months in oak barrels
100% Garnacha

PdM Moncayo
SYRAH

Red - 10 months in oak barrels
100% Syrah

PdM Moncayo
PRADOS

Red - 12 months in oak barrels
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



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."



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

LAGRANJA 360

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.

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



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

❖ XAREL·LO
❖ PARELLADA

❖ VERDEJO
❖ VIURA

❖ SYRAH
❖ GARNACHA

❖ TEMPRANILLO

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.

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 Algairen'.
- 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



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.



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.



ESPERANZA
VERDEJO VIURA

White blend
85% Verdejo, 15% Viura

ESPERANZA
RUEDA VERDEJO

White - 50 years-old vines
100% Verdejo

VERDEJO
VIURA

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.

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.



ZUMAYA TEMPRANILLO

Red - 2 months in American oak
100% Tempranillo

ZUMAYA CRIANZA

Red - 12 months in American oak
100% Tempranillo

 TEMPRANILLO



VALLOBERA
Fávaro San Pedro
TASTE ABOVE ALL

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 catalysts 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

www.vallobera.com



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.

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 a morir de hambre; tienen demasiada personalidad!' (Javi, you'll die of hunger with these wines. They have too much personality!)'



JAVIER SAN PEDRO
TINTO JOVEN

Red
100% Tempranillo

JAVIER SAN PEDRO
CRIANZA

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

TEMPRANILLO

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

HOLOSTIC 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

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



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.'



ALBADA BLANCO



ALBADA TINTO

White
100% Macabeo

Red
100% Garnacha

GARNACHA
MACABEO /
VIURA



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.

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



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



LA MIRADA AL SUR
BLANCO

White
100% Macabeo

LA MIRADA AL SUR
ROSADO

Rosé
100% Garnacha

LA MIRADA AL SUR
TINTO

Red
100% Garnacha

GARNACHA
MACABEO

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.’



FUENTESPINA GRANATE	Red - 4 months in American oak barrels 100% Tempranillo
FUENTESPINA ROBLE 7	Red - 7 months in American oak barrels 100% Tempranillo
FUENTESPINA SELECCIÓN	Red - 16 months in French oak barrels + 1 year of bottle ageing 100% Tempranillo
F DE FUENTESPINA	Red - 18 months in French oak barrels + 2 years of bottle ageing 100% Tempranillo

TEMPRANILLO

Montespiña

 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.

SENSUAL EXPERIENCE MYSTICISM
SUN DROPPER HARMONIOUS
EXOTIC VERDEJO
SPANISH FRESHNESS



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 prospective 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.



MONTESPIÑA VERDEJO

White
100% Verdejo

CIRCE

White - LIMITED EDITION
100% Verdejo

 VERDEJO

SPANISH WINE CREATIVITY

AXIAL VINOS' SPANISH LIMITED EDITIONS

JOIN US IN A TRIP ACROSS SPAIN!

THE SPANISH BASICS

Our true-Spanish-character brands

Penelope
Sánchez

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.divinalagrima.com

BRAND BUILDING

CREATIVITY
Strategic Marketing

axial

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.



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

Edgad

Estado Civil

Hombre

18-30

Soltero/a

45-60

□ >60

2- HÁBITOS DE CONSUMO

¿Con qué frecuencia bebes vino?

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

¿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)

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

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

¿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

Flowerly
Vegetative
Fruity
Mineral



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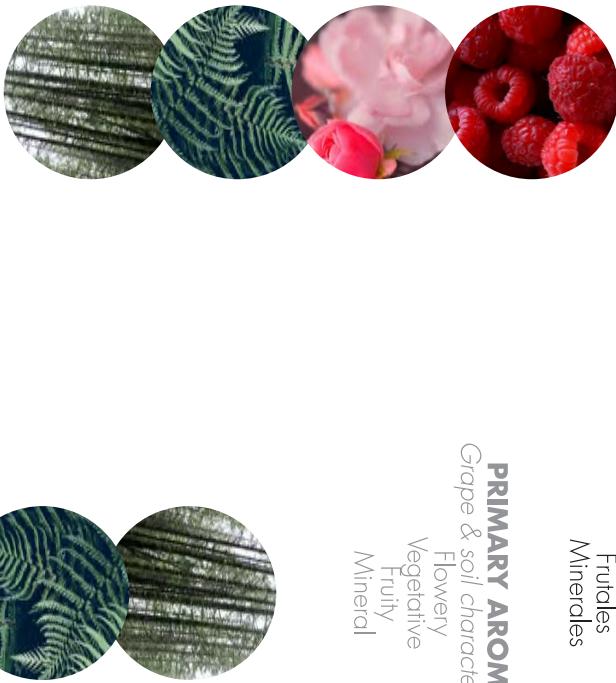
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AROMAS SECUNDARIOS
SECONDARY AROMAS



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



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AROMAS TERCIARIOS
TERTIARY AROMAS



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TERTIARY AROMAS



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TERTIARY AROMAS



AROMAS TERCIARIOS
TERTIARY AROMAS

AROMAS TERCIARIOS

Crianza en barrica, depósito y/o botella

Floral-vegetal

Confitaría

Especias: madera-balsámicos
Cuero, humo, caja de puros...



TERTINARY AROMAS

Ageing in oak barrel, deposit and/or bottle

Herby

Confectionery

Spices: wood and balsamic
Leather, smoke, cigar box...



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ANEXO

PLAN ESTRATÉGICO PARA

BODEGAS LA CASA DE

LÚCULO



STRATEGIC MARKETING PLAN

2015-2016

INDEX

Keys to embrace change



NAVARRA DO IN THE WORLD
INTERNATIONAL WINE
MARKET INSIGHTS

PROJECT
DESCRIPTION & MEANING



POTENTIAL TARGET
H-SNOBS



S-PARTENRING
HOT SPOTS OF PARTNERING

POTENTIAL ALLIANCES
USA

POTENTIAL ALLIANCES
SPAIN

POTENTIAL ALLIANCES
GERMANY



NAVARRA'S TOP MARKETS FOR 2015



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%

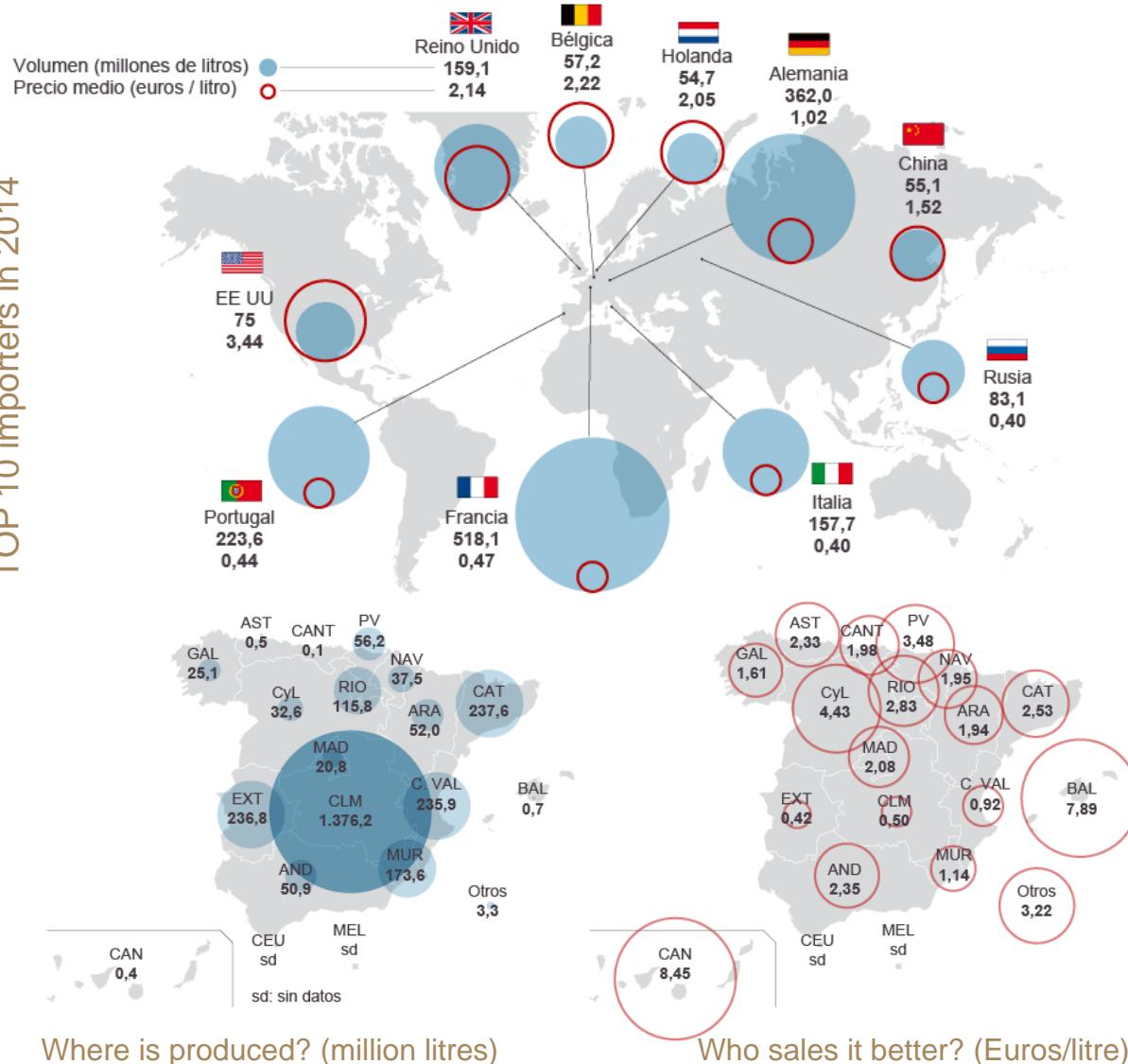
SOURCE: "Datos de las Denominaciones de Origen Protegidas de Vinos (DOPs) - Campaña 2012-2013 - Ministerio de Agricultura, Alimentación y Medio Ambiente"

* 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

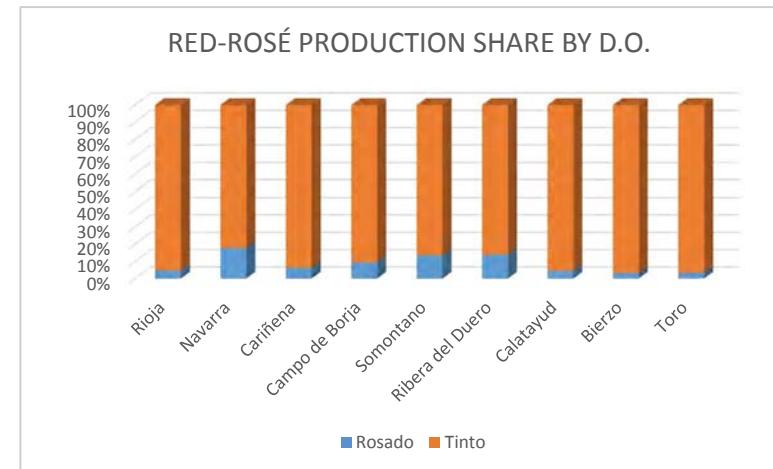
WHO'S BUYING SPANISH WINE? TOP 10 importers in 2014



WINES EXPORTS BY COMMUNITY
Wine, must and vinager in 2014

CONTEXT

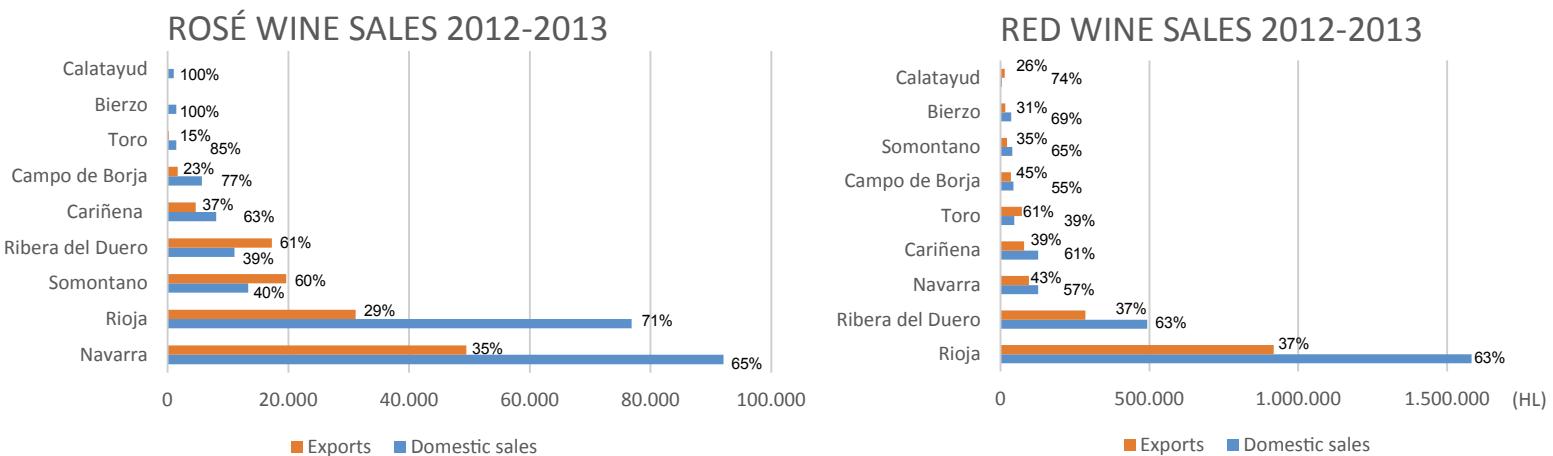
Navarra wine in the world



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.



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)

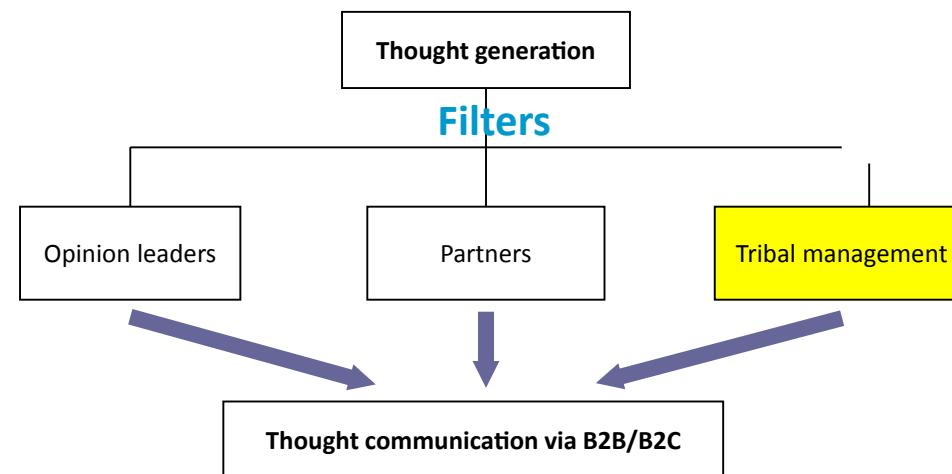
CURRENT SITUATION

LABEL DIFFERENTIATION 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'





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 Barman, October 2nd, 2012

CONSUMER

MEN BETWEEN 30 AND 65 YEARS OLD



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)



MIXOLOGY & CRAFTED WINE & SPIRITS

(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)



INDEPENDENT LOCAL FASHION + DEMONSTRATIVE ADQUISITIONS

(Local artisans)

SHIFTING IDENTITIES

(Like to combine different roles within their daily routines)

ECO-TREND SETTERS

(Early adopters of bio trends because is fancy)



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)



S-PARTNERING

Hot spots of partnering

WHERE TO BE IN GERMANY

BERLIN: SCHÖNEBERG
COLOGNE: ALSTADT
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 STRIP
L.A.: WEST HOLLYWOOD



IN SPAIN

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



TOP GAY-FRIENDLY CITIES

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 VINE-YARD** (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



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& TRIPS



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WINE



S-PARTNERING

Hot spots of partnering

POTENTIAL ALLIANCES

MADRID
LEGENDARY GAY NIGHTLIFE,
BIGGEST GAY PRIDE OF EUROPE

LE NOMADE SUPERCLUB (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 VILLAGE TERRAZA DE VERANO

BARCELONA
ONE OF THE MOST POPULAR GAY DESTINATIONS 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 POSSIBLY 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)



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HOTELS



WINE

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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





PLAN DE MARKETING ESTRATÉGICO

AXIAL VINOS 2015

Cristell Nonay

ANEXO

'TREND RADAR'

WINE TREND RADAR

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