



## PRESS RELEASE

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### A 'secret' Malbec to celebrate its namesake day

17<sup>th</sup> April 2015 is Malbec World Day, the fourth annual international celebration of this silky smooth and spicy juicy-fruity varietal with its distinctly South American heritage. It's a global party and everyone is invited, so celebrate Malbec Day the South American way with a mighty Malbec from master Malbec wine producer Viu Manent.

Although an Argentinean initiative, it is in fact a global celebration, so step across the border into Chile, where Viu Manent imbue their Malbec with a hint of oak and more than a modicum of mystery. **Malbec Secret de Viu Manent 2013** is at least 85% Malbec, but in keeping with Viu Manent's "Secret" range of wines, it contains a 15% blend of other varieties which are not revealed on the label. The identity of which is a closely guarded secret.

In creating the "Secret" range, Viu Manent aim to produce wines in which the primary varietals express themselves through art and terroir in a way that is enhanced by the secret blend. The overall style of the range is fresh and fruity. The labels on the bottles were commissioned from Chilean artist Catalina Abbott to interpret the idea of that which is hidden.

The secret of a good Malbec is in the drainage, and the grapes for this wine come from Viu Manent's El Olivar vineyard in the Colchagua Valley where the soil is made up of 30% of rocks. The rocky characteristics of the soil also lead to accelerated ripening and subsequently harvesting takes place approximately two weeks earlier than normal. The ocean breezes lower the evening and night time temperature to produce fruity fresh wines with less alcohol than some Argentine Malbecs.

Malbec Secret de Viu Manent 2013 is Deep and intense violet in color. The intense nose presents aromas of red and black fruits such as blackberries and blueberries with subtle notes of spices that lend complexity to the blend. It is fruity on the palate with very good volume, medium structure, and silky tannins that lead to a long and mineral finish. Malbec Secret de Viu Manent 2013 is ready to drink now, but will also cellar for up to 6 years.

Chief Winemaker Patricio Celedon says, "This is a modern style of wine, and unlike our other wines, we harvest earlier to obtain a style that is fresher and more intense. The quality of this wine shows that the vineyards have now reached their natural balance and it shows in this Malbec which is deeply coloured and intense with great structure and elegance. We hope you enjoy it as much as we did in making it for you"

Beef is the 'big eat' of Chile and Argentina (you won't find a better steak anywhere else in the world) and Secret de Viu Manent 2013 is an obvious match for steak, but this meaty Malbec will also complement grilled meat, smoky barbecued ribs and spiced meat dishes, stews, game and everybody's favourite spaghetti bolognese. Serve at 16°-18°C.

Viu Manent has been producing Malbec wines for 20 years, and in 1993 was declared the first Chilean winery to make a 100% Malbec wine with grapes grown from Vines that were over 100 years old. Viu Manent is a family owned winery founded in 1935 by Catalan immigrant Miguel Viu García and his two sons, Agustín and Miguel Viu Manent. In 1966, Miguel Viu Manent acquired the old Hacienda San Carlos de Cunaco vineyards and winery in the heart of the Colchagua Valley winegrowing region and the winery has been in the hands of the Viu family ever since. Today it is run by third generation José Miguel Viu Bottini.

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