

MURIEL



**REAL
COMPAÑÍA
DE VINOS**



QUINTESSENTIAL WINES
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Muriel Wines Overview

- Muriel was founded in 1982, when Julian Murua Entrena revived his father, Jose Murua's winery, which dates back to 1926 in the heart of the Rioja Alavesa.
- The cellars are in the quaint, historic village of Elciego, which is renowned for being surrounded by some of the best "terroir" in Rioja.
- The name "Muriel" comes from the combination of the family name, Murua, and the name of the town itself, Elciego.
- Today, Julian and his son Javier run the winery with the mission to meld the long-held winemaking traditions of the region with new technologies and techniques in order to make wines that express the "best qualities" of the grapes coming from these fertile Riojan vineyards.
- Like most of red wines in the region, all red Muriel wines are 100% Tempranillo, the signature grape of the region.
- Due to the unique micro-climate of the region, there is a triple influence from Mediterranean, Continental and Atlantic climates, which helps the vines produce very aromatic and elegant wines that boast tremendous aging potential.



Rioja: An Overview

- Located in northern Spain, on both sides of the River Ebro, the Rioja wine region is divided into three sub-regions: Rioja Alta, Rioja Alavesa and Rioja Baja.
- Although Rioja is close to several coastal areas, it does not have maritime climate, as it is protected by several small mountain ranges.
- As Rioja Alavesa and Alta are farther north, they experience a cooler climate than Rioja Baja, and the resulting fruit produces some of the finest wine in Rioja, exhibiting balance and concentrated fruit.
- Rioja is home to three soil types: clay/limestone and sandstone, iron-rich clay and loamy soil with alluvial silt from the River Ebro. The clay/limestone/sandstone blend is found mostly in Rioja Alavesa and Alta, where the best vineyards are planted.
- Rioja is the only region in Spain to carry the designation *Denominación de Origen Calificada* (DOC), which it received in 1988.



Rioja: Classifications

Rioja wines are placed into three classifications which, by law, dictate the minimum aging times. Frequently, Rioja wines are aged much longer.



Crianza

- Red wines must be aged for at least two years; one year must be in oak barrels
- White wines must be aged for six months in oak barrels

Reserva

- Red wines must be aged for at least three years; one year must be in oak barrels
- White wines must be aged for at least one year; six months must be in oak barrels

Gran Reserva

- Red wines must be aged for at least five years; two years must be in oak barrels, while the remaining three must be in bottle
- White wines must be aged for at least four years; six months must be in oak barrels

Muriel Wines Educational Presentation

Rioja Grape Varietals - White

Viura



- Viura is the most important and common white grape varietal in Rioja and must make up at least 51% of a white Rioja wine
- The varietal is very productive, and it makes beautifully floral, fruity wines
- Its acidity and structure make it ideal for young or aged white wines

Malvasia de Rioja



- Produces distinctly reddish-yellow clusters
- Produces intensely aromatic and full-bodied wines with structure
- Adds body and aromatics to wines when used to blend

Garnacha Blanca



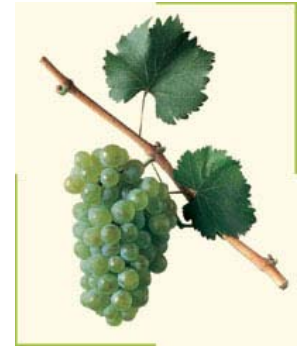
- Of all allowed white grape varietals in Rioja, Garnacha Blanca is the least common
- May have resulted from a mutation to red Garnacha
- Adds body, aromatics and pleasant acidity to wines when used as a blending grape

Sauvignon Blanc



- Originally from France, Sauvignon Blanc was approved for use in Rioja wines in 2007, along with the other non-native varieties.
- Up to 49% of a white Rioja may contain non-native grapes: Sauvignon Blanc, Chardonnay or Verdejo
- Sauvignon Blanc produces crisp, aromatic wines with vibrant acidity

Verdejo



- While not native to Rioja, Verdejo is a Spanish varietal from Rueda.
- Verdejo adds body and mouthfeel to the blend
- Aromatics of herbs and fruits are characteristic of Verdejo wines, along with crisp acidity



Muriel Wines Educational Presentation

Rioja Grape Varietals - Red

Tempranillo



- Tempranillo is native to Rioja and 75% of the region is planted to this varietal
- This versatile varietal provides balance and flavor to Rioja wines, along with the backbone that allows them to age so elegantly
- Tempranillo ripens early, and its name comes from the Spanish “temprano”, meaning “early”

Garnacha Tinta



- Native to Spain, Garnacha Tinta is very widely grown around the world
- The varietal complements Tempranillo well in blends, adding body and aromatics
- Garnacha Tinta tends to produce wines with great extraction and color, and it makes excellent rosés

Graciano



- Indigenous to Rioja, Graciano is not common outside the region
- The varietal works well with Tempranillo to support Rioja wines' trademark ageability
- In addition to ageability, Graciano contributes color and unique aromatics to the blend

Mazuelo



- This variety has likely been grown in Rioja for several centuries, but today, it represents only 3% of the region's plantings
- Mazuelo contributes tannins, acidity and color to the Rioja blend when used
- In France, Mazuelo is known as Carignan

Maturana Tinta



- This minor varietal is not grown anywhere in the world outside of Rioja
- The varietal contributes distinctive purple color, acidity and spicy aromatics to blends
- Other characteristics include late bud-break and early ripening



Muriel Wines Educational Presentation

Muriel Overview



Wine	Priority	Cold Box Priority	SRP	Minimum Retail	PK SZ	UPC	Competitive Set	90+ Score/Publication
Reserva	1		19.99	14.99	12 750ML	89117800107-0	Marques de Riscal Rioja Bodegas Lan Rioja Reserva Marques de Murreita Rioja Reserva	92 - James Suckling (2011)
Gran Reserva	3		29.99	24.99	12 750ML	89117800108-7	Ramon Bilbao Rioja Gran Reserva Bodegas Muga Rioja Marques de Caceres Gran Reserva	90 - Wine Spectator (2005) 93 - James Suckling (2005)
Crianza	2		15.99	10.99	12 750ML	89117800106-3	El Coto Crianza Cune Rioja Anciano Rioja	90 - James Suckling (2014)
Rioja Blanco	4	X	\$11.99	\$8.99	12 750ML	89117800101-8	Basa Rueda Blanco Lopez de Heredia Blanco	N/A
Rioja Rosado	4	X	\$11.99	\$8.99	12 750ML	89117800102-5	Bodegas Muga Rosado Ostatu Rioja Alavesa Rose Cune Tempranillo Rosado	N/A



Viña Eguia Overview

- The Viña Eguia winery and vineyards were established in 1973 in Elciego and purchased by Muriel in 2012.
- Elciego, a historic village in the Rioja Alavesa region, borders the Spanish Basque region, and the language spoken there often includes Basque words such as “Eguia” which means “truth”.
- The brand is symbolized by an open hand on the open-book-shaped label, evoking the image of swearing to tell the truth.



Viña Eguía Overview



Wine	Priority	Cold Box Priority	SRP	Minimum Retail	PK SZ	UPC	Competitive Set	Ratings
Tempranillo	1		13.99	11.99	12 750ML	89117800136-0	Cune Rioja Marques de Riscal Rioja El Coto Crianza	91 – James Suckling
Reserva	1		18.99	13.99	12 750ML	89117800137-7	Marques de Riscal Rioja Bodegas Lan Rioja Reserva Hacienda Lopez de Haro Rioja Reserva	90 – James Suckling (2012)
Rosado	3	X	11.99	9.99	12 750ML	89117800135-3	Bodegas Muga Rosado Ostatu Rioja Alavesa Rose Cune Tempranillo Rose	
Blanco	4	X	11.99	9.99	12 750ML	89117800139-1	Santiago Ruiz White Basa Rueda Blanco Vina Godeval White	



Conde de los Andes Overview

- In 1896, a winery was established on the site of what became Conde de los Andes, but the amazing underground cellars go back much further, to the 16th Century, when they were first excavated as wine caves for a wealthy family. It was expanded in the 17th Century. These “Calados de los Gallegos” as the larger, newer galleries are called, were built under the hills of Ollauri by Galician quarrymen. Today, their work is considered both an early example of geological knowledge and a masterpiece of traditional architecture.
- By the 1950’s, the cellars and the wines housed in them were so well-known that wine aficionados visited from around the globe, including celebrities like Ernest Hemmingway. The Conde de los Andes brand was created in the early 1960’s to distinguish those wines with grapes coming solely from the vineyards in and around the winery.
- The Murua family bought the famed Conde de los Andes winery and legendary cellars in 2014. They had a dream of rescuing one of the most historical names and places in the Rioja wine industry from the ravages of time and neglect. They have spent the years since then conducting an ambitious recovery: renovating the cellar and winery buildings, cataloging the 400,000 bottles in the cellar (with wines dating back to 1892) and tasting through all the historical vintages.



Conde de los Andes Overview



Wine	Priority	Cold Box Priority	SRP	Minimum Retail	PK SZ	UPC	Competitive Set
Conde de los Andes Tempranillo	1		49.99	\$54.99	12 750ML	N/A	Cune Rioja Marques de Riscal Rioja El Coto Crianza



Real Compañía Overview

- The Real Compañía winery is owned and managed by the Murua family, whose history in the wine business dates back to 1926. Julian and his son Javier, manage the family business.
- The Murua family runs its winery with the mission to meld long-held Spanish winemaking traditions with new technologies, sourcing premium grapes from select vineyards and regions in order to make wines that express the “best qualities” of grapes grown throughout Spain.
- The grapes come from 30 to 70 year old vines and are grown in red calcareous and stony soils. The climate is mainly continental, with cold winters and hot summers. During the summer months, there is great contrast between the day and night temperatures, which help the grapes reach optimum ripeness.



Real Compañía Overview



Wine	Priority	Cold Box Priority	SRP	Minimum Retail	PK SZ	UPC	Competitive Set
Oak-Aged Tempranillo	1		11.99	\$9.99	12 750ML	N/A	Cune Rioja Marques de Riscal Rioja El Coto Crianza
Tempranillo	1		9.99	7.99	12 750ML	89117800191-9	El Jamon Tempranillo Torres Sangre de Toro Paso a Paso Tempranillo
Garnacha	2		9.99	7.99	12 750ML	89117800197-1	Las Rocas Garnacha Honoro Vero Garnacha Campo Viejo Garnacha
Blanco	2	X	9.99	7.99	12 750ML	89117800190-2	Milflores Viura Faustino VII White Enanzo Viura
Rosado	3	X	9.99	7.99	12 750ML	89117800198-8	Relax Pink Marques de Caceres Rose Oronta Garnacha Rose
Verdejo	4		9.99	7.99	12 750ML	89117800196-4	Relax Pink Marques de Caceres Rose Oronta Garnacha Rose



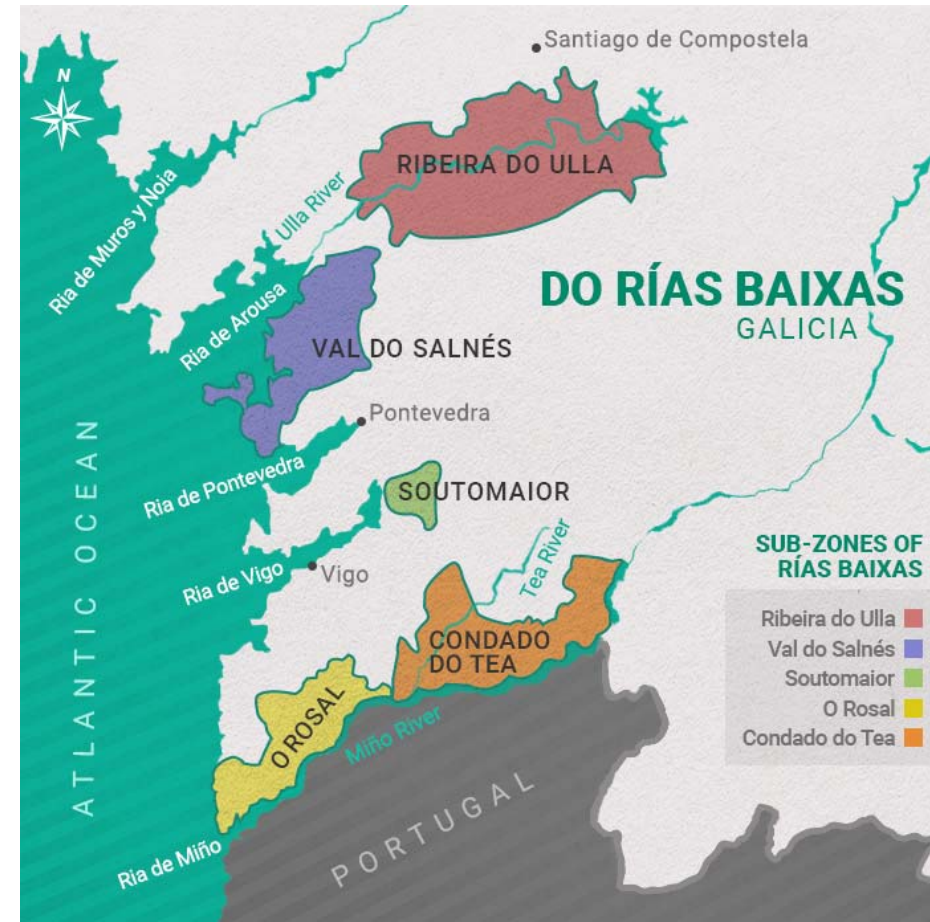
Pazo Cilleiro Overview

- In the 11th century, a group of French monks travelled from Cluny in Burgundy and resettled in the majestic Rias Baixas, Spain. They planted and began cultivating grapes around the monastery where they lived.
- One of the monks is appointed as the official winemaker and is called “cilleiro”, or cellar master.
- 1,000 years later, wine continues to be made in this area from selected small vineyards around the winery in Salnés Valley – the heart of the Rías Baixas appellation in Galicia, Spain.
- The hard granite soil is rich in quartz, but poor in organic components and has a sandy texture. The vines are 20-25 years old, grown mostly in the traditional pergola (“parra”) system. All processes from vineyard to winery are focused on expressing the maximum quality of the Albariño grape.



Rias Baixas: An Overview

- Rias Baixas is a Denomination of Origin (DO) located in the Galicia region of Northwestern Spain, established formally in 1988. This beautiful region is often called “Green Spain”, in reference to its verdant landscape.
- Rias Baixas is renowned for Albariño, an indigenous grape that beautifully expresses the terroir of the region. These are crisp, aromatic wines with balanced acidity, filled with peach, melon, pineapple and honeysuckle notes, with mineral overtones from the hard granite soil.
- More than 99% of wine produced in Rias Baixas is white, while 96% of all vineyard plantings in the region are of Albariño.
- Rias Baixas’ close proximity to the Atlantic Ocean provides it with a cool, maritime climate, with ample rainfall and enough sunshine to properly ripen Albariño grapes.
- Due to the heavy rainfall in the region, the vines are planted widely spaced and trained on stone pergolas with a wire trellis. These trellises are called “parras”. This helps prevent mildew and promotes even ripening.



Pazo Cilleiro Overview



Wine	Priority	Cold Box Priority	SRP	Minimum Retail	PK SZ	UPC	Competitive Set	90+ Score/Publication
Rias Baixas Albarino	1	X	\$19.99	14.99	12 750ML	8 53725006013	Bodegas Filaboa Martin Codax Pazo Senorans Albarino	92 - Wine and Spirits (2015)

