

# GARNACHA GGRENACHE EUROPEAN QUALITY WINES

FROM FRANCE AND SPAIN



The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.





### HISTORY OF EUROPEAN GARNACHA GRENACHE

### **SPANISH BEGINNINGS**

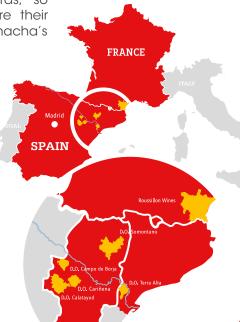
(A long, long time ago...)

Botanical evidence strongly suggests Garnacha (a.k.a. Grenache) originated in Spain's Northeastern region of what is now Aragón, where it is well adapted. Garnacha seeds and leaves have been carbon dated back to 153 BCE, and its first known written reference dates back to 1513. Wine from Grenache actually predates written records, so these high-quality wines are their own best witness to Garnacha's long European history.

### **EUROPEAN EXPANSION**

(1300s - 1400s)

During the expansion of the Crown of Aragón, through the 14th and 15th centuries, Garnacha /Grenache comes along, finding a home in Roussillon and Southern France, Sardinia, Italy and parts of Greece.



THE MODERN ERA

(1700s - 1900s)

In the 18th and 20th centuries, Garnacha expands beyond Europe, entering Africa with the French colonies and launching the wine industry of Australia, before being overtaken by Shiraz. Until the 1990s, red Grenache remained the most widely planted red grape in the world.

**OLD VINES, NEW WINES** 

(TODAY!)

As winemakers and wine lovers return to their cherished roots, Garnacha/Grenache is poised for rediscovery, especially the contemporary varietal renditions from its homeland – the Spanish Protected Designations of Origin (PDOs) of Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and PDOs & Protected Geographical Indications (PGIs) in the French region of Roussillon.

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



### GETTING TO KNOW EUROPE'S

GARNACHA GRENACHE

### **SPARKLING WINES**



### FRESH AND YOUTHFUL



Fruity and flowery notes



PDOs Cariñena, Cava and Campo de Borja



Sushi, desserts, fresh fruits

### LIGHT BODIED WHITES



### LIGHT, CRISP, MINERAL





PDOs Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and Roussillon Gls



Raw shellfish, summer salads, scallop risotto





Citrus oils, honey, flowers, currants, melon



PDOs Calatayud, Campo de Borja, Cariñena, Somontano, Terra Altá and Roussillon Gls



Fried chicken, glazed ham, fresh seafood with aioli

### **ROSE**



### **DELICIOUS, FRUITY, REFRESHING**

Strawberry, watermelon, rhubarb, roses



PDOs Calatayud, Campo de Borja, Cariñena, Somontano, Terra Altá and Roussillon Gls



Grilled tuna, chicken salad, charcuterie

### LIGHT BODIED **REDS**



### FRESH, FRUITY, BRIGHT

Strawberry, raspberry, cherry, pepper



PDOs Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and Roussillon Gls



Indian curries, burgers with smoked gouda, chorizo in red wine

### **FULL BODIED** REDS



### **FULL, ROBUST.** CONCENTRATED





Blackberry, currant, allspice, anise, tobacco



PDOs Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and Roussillon Gls

BBQ ribs, grilled sausages, lamb chops

### **FORTIFIED SWEET WINES**



### FRUITY, GENEROUS, SWEET

Dried fruits, jams, leather, coffee, cocoa



Roussillon Gls



Chocolate, Desserts, Fruits, Cigars





## GARNACHA GGRENACHE EUROPEAN QUALITY GUARANTEED!

It takes a great deal of care, extremely low yields and decades of old vines to make European's Garnacha/Grenache reach its potential. The results vary wildly from light to some of the richest, most concentrated wines on Earth. This strive for perfection has earned the variety wide acclaim from all over the world.

Wine growers from Garnacha/Grenache birthplace in Spain and France are demonstrating a renewed focus on the variety. As part of the European Union (EU) Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs), the wines from Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta and Roussillon carry a guarantee of their provenance and quality, with their regional names, characteristics and products protected by EU Geographical Indications (GIs). By ensuring ongoing quality by relevant checks, controls and traceability systems that differentiate the products and raise their profiles, each appellation produces wines that share common traits but are unique to their region.

If you see PDO or PGI labels on any food or drinks, you can rest assured that you will be rewarded with excellent quality and European standards (safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of European agricultural and food products, particularly in terms of their quality, taste, diversity or traditions; among others).

### FOLLOW US @WINESOFGARNACHA

FIND OUT MORE AT: GARNACHAGRENACHE.COM





The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any use that may be made of the information it contains.



