





FACTS

Once the **most widely planted red grape in the world** (until the 1990s)

Garnacha (a.k.a. Grenache), is nowadays the 7th most planted grape variety (5th for reds)

One of the oldest varietals (153 BCE) and "arguably the most Eco-Friendly Grape in the World"

92,8% of the globe's Garnacha/Grenache (195,896 worldwide hectares) are planted in Europe

Spain and France keep the highest concentration of Garnacha/Grenache and old vines in the world

Garnacha/Grenache is on the rise and offers tremendous value for the US market





MARKET SHARE EVOLUTION IN THE US MARKET

47,2% increase in value in the U.S. (Nielsen 2012-2021)







PRICE EVOLUTION IN THE US MARKET (USD/I)

US Consumers are willing to pay a little more for Garnacha/Grenache wines.

522,1% cum. increase (Nielsen 2012-2021), yet Garnacha/Grenache offers tremendous value (12.80 USD/I).









ORIGIN



One of the oldest varietals

153 BCE

Originated in **Northeastern Spain** and expanded under the Crown of Aragon





HISTORY



Garnacha/Grenache most likely **originated** in Spain In the region that is now known as Aragon, according to **ampelographic evidence**.

Because Garnacha/Grenache needs hot and dry conditions it was the ideal grape for the Mediterranean climate and it spread to the south and east, first to Catalonia and then to places outside of Spain that were under Aragonian rule.

As a result, Garnacha/Grenache has a long **history** in southern France, Corsica, Sardinia, southern Italy, Sicily and even Greece, in addition to its European native land.









DIVERSITY OF CLONES



Garnacha tinta Grenache noir



Garnacha roja/gris Grenache gris



Garnacha blanca Grenache blanc



Garnacha peluda Lledoner pelut

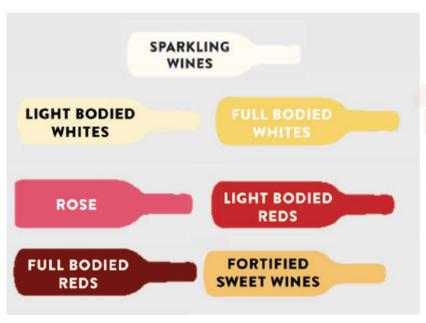


Garnacha tintorera Alicante Henri Bouschet





DIVERSITY OF STYLES



Garnacha/Grenache, whether still, sparkling, red, white, rose or sweet (Natural or Fortified Sweet wines) is still highly sensitive to growing conditions. Depending on soil, climate and elevation, it can produce wines in a wide range of styles.

Contemporary producers are demonstrating that older vines, limited yields and the right terroir can produce Garnacha/Grenache that stands on its own.

Older, less productive wines, especially at higher elevations with cooler climates, produce wines more concentrated, elegant and complex and benefit from bottle aging.

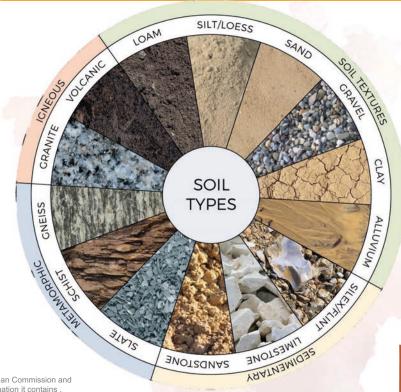




TERROIR-LED

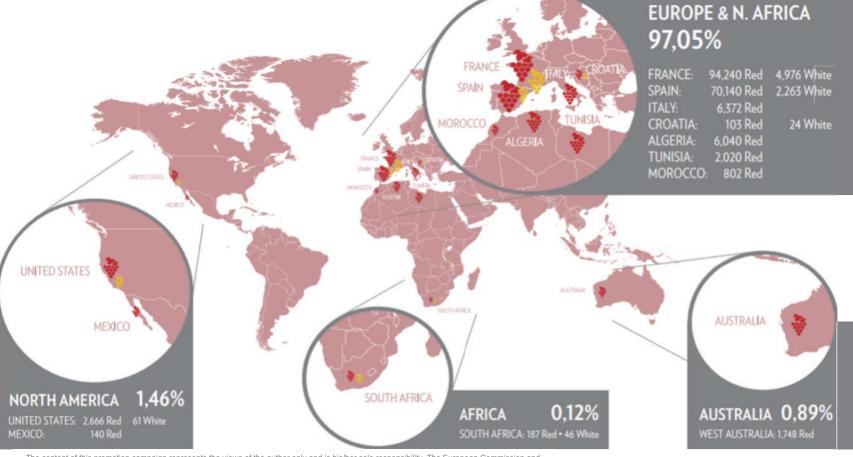
Diversity of (poor) soils:

Mainly **slates**, **clay** and **pebbles**, **granite sandy** and **limestone** soils.









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38,0%

ELEMENTS

Soils: While Garnacha/Grenache can produce excellent wines on a variety of soils - there are very good wines made from Garnacha/Grenache on slate, clay and pebbles, granite, sand and limestone - **poorer** soils give the best results. But no matter the mineral composition, it is critical that the soils are **elevated** and with excellent drainage so that the roots will dig deep.

Water: Garnacha/Grenache is highly **drought-resistant** and produces more concentrated wines when water is limited.

Vines: Garnacha/Grenache's sturdy wood makes it able to withstand the **strong winds** of the **Mediterranean** valleys (the Cierzo and Garbinada in Spain and the Tramuntana in France) which help keep the clusters dry and healthy.Garnacha/Grenache's tight grape clusters make it prone to Botrytis bunch rot and downy mildew in humid or rainy locations, another reason why a **dry** climate is best.

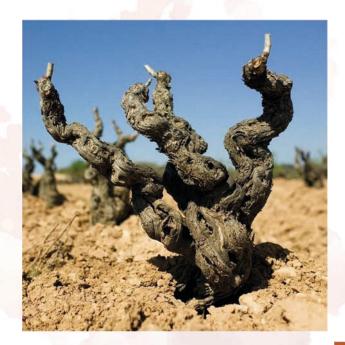




OLD VINES

Europe holds a **treasure** trove of old Garnacha/Grenache vines.

In today's quest, world-class **quality** old vines are cherished. Not only do their **low yields** produce more **concentrated** flavor, their well established, **deep root** systems deliver better expressions of **terroir** - especially in mineral-like characters - and better **resist** increasingly hot weather conditions.







SUSTAINABILITY

"Arguably the most Eco-Friendly Grape in the World"

World Climate Change and Wine Conference with Kofi Annan (Marbella, 2011)

- ALTITUDE
- HEALTHY STRONG WINDS
- DROUGHT RESISTANT
- DISEASE PRESSURE RESISTANT
- ECO-FRIENDLY VINEYARD PRACTICES
- OLD VINES AND NATURAL LOW YIELDS







WHICH IS THE OLDEST VINE YOU HAVE EVER TASTED?





ORIGIN

Winemakers in the varietals' birthplace (PDOs of Catalayud, Campo de Borja, Cariñena, Somontano, Terra Alta and PDOs & PGIs of Roussillon France) have taken a new approach to producing Garnacha/Grenache playing a starring role by:

- Respecting very low natural yields
- Taking advantage of the old vines and their suitability to the unique terroir
- Combining modern techniques and old traditions
- Producing wines of exceptional character and concentration

These **geographical indications** share a **common devotion to Garnacha/Grenache**; a majority of their vineyards are planted to the variety and they represent one of the **largest concentrations** of quality Garnacha/Grenache wines in Europe.

Their wines express the **diversity** of soils and styles found in this region.



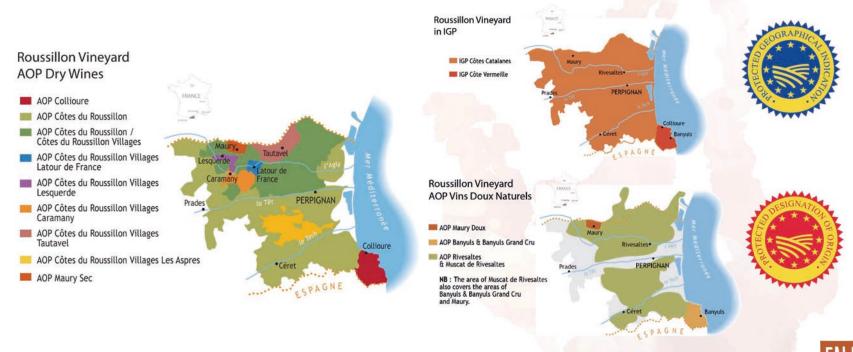








FRANCE'S ROUSSILLON AOP & IGP





EUROPEAN QUALITY SCHEMES

These products have a provenance and quality guaranteed by the EU; the Geographical Indications (GI), including: Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI).

If you see these labels on any food or drinks, you can rest assured that you will be rewarded with excellent quality and European agricultural production methods standard:

- Safety
- Traceability
- Authenticity
- Labeling
- Nutrition and health

- Sustainability
- Quality
- Taste
- Diversity
- Traditions









SPARKLING WINES

YOUTHFUL

Flowery

LIGHT CRISP MINERAL Apple, Peach

Quince Saline

LIGHT BODIED

WHITES

FULL BODIED WHITES

PLUMP RICH

ROUNDED

Citrus, Oils Honey, Flowers DELICIOUS FRUITY REFRESHING Strawberry Watermelon

Rhubarb, Roses

ROSE

LIGHT BODIED REDS

FRESH FRUITY
BRIGHT
Strawberry
Raspberry
Cherry, Pepper

FULL BODIED REDS

FULL ROBUST RICH Blackberry, Currant Allspice, Anise Tobacco

FORTIFIED SWEET WINES

GENEROUS SWEET Dried fruits Jams, Leather Coffee, Cocoa

FRUITY

SPARKLING WINES

Sushi Raw shellfish
Desserts Summer Salads
Fresh Fruit Scallop Risotto

LIGHT BODIED FULL BODI WHITES

Fried Chicken Glazed Ham Fresh Seafood

ROSE

Grilled Tuna
Chicken
Salad
Charcuterie

LIGHT BODIED REDS

Indian Curries
Burgers with Smoked
Gouda
Chorizo in Red Wine

FULL BODIED REDS

BBQ Ribs Grilled Sausages Lamb Chops

FORTIFIED SWEET WINES

Chocolate Desserts Fruits Cigars





Thank you!

For more information visit www.GarnachaGrenache.com

European Garnacha/Grenache Quality Wines

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