



GARNACHA GRENACHE EUROPEAN QUALITY WINES

FROM FRANCE AND SPAIN

PRESS DOSSIER 2023



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SPAIN AND FRANCE JOIN FORCES WITH THE EUROPEAN COMMISSION TO UNVEIL THE GARNACHA/GRENACHE GRAPE'S TRUE POTENTIAL IN THE USA.

During a three-year European Union co-funded marketing campaign to raise awareness of European quality Garnacha/Grenache wines in United States of America, Garnacha Origen Association and Conseil Interprofessionnel des Vins du Roussillon join forces to promote the European wine grape Garnacha, also known by its French nom de vin Grenache, one of the world's oldest¹ and most widely planted wine grapes (being currently the seventh most planted grape variety in the world and the fifth most planted red grape).

This variety is luscious, fruity, and very diverse, it is perfectly suited to Europe's Mediterranean climate and terroirs, where it can reveal its most intense and enamoring expressions. The European grape is a versatile variety capable of producing quality wines in an array of styles and flavor profiles. Depending on where the vines are grown, the fruit can be used for red, white, and rosé wines; still and sparkling styles; and even natural or fortified sweet wines. As these vines are extremely sensitive to variations in soils, climate, and elevation, the wines can vary dramatically from one appellation to another. Within the category of red alone, one appellation may produce medium-bodied wines that are brimming with red fruit, while a nearby region might yield full-bodied, black-fruited, and tobacco-laden wines.

While most people know Garnacha/Grenache for playing a role in GSM (Grenache, Syrah, and Mourvèdre) blends, a new generation of winemakers in Europe, and particularly in its birthplace of Eastern Spain and French Roussillon, is crafting innovative wines in which the grape plays the starring role. Contemporary European producers are demonstrating that older vines, limited yields, and the right terroir can produce premium-quality single-varietal wines. This guide provides an overview and history of European Garnacha/Grenache, as well as a look at some of the EU geographical indications—protected geographical indication (PGI) and protected designation of origin (PDO)—that have been producing high-quality wines from this grape for generations.

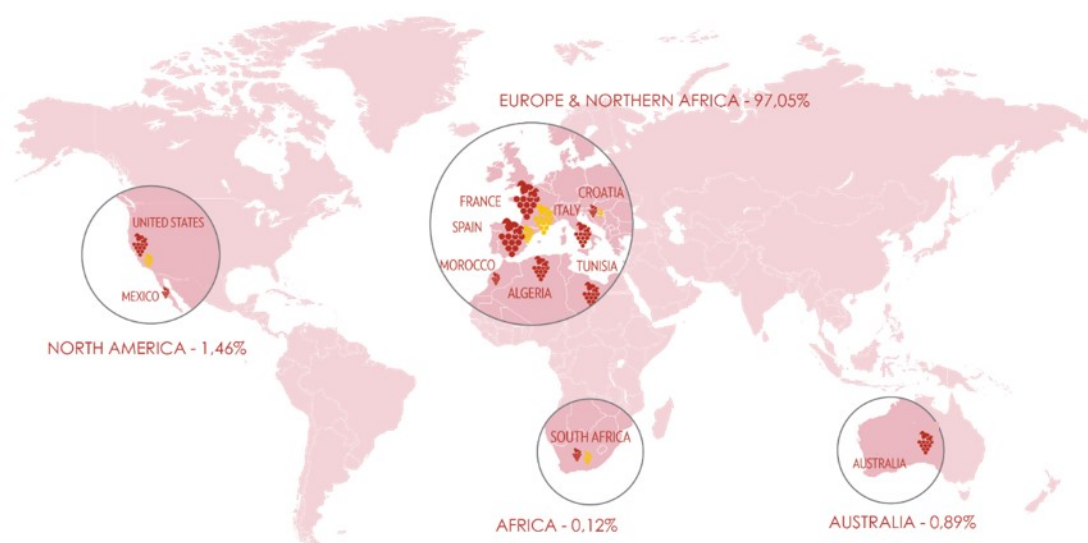
¹ Carbon dating of leaves and seeds found at archeological sites shows that it was planted as early as 153 BC, making it one of the oldest known grape varieties.



ORIGIN AND HISTORY

While Garnacha/Grenache is now one of the most widely planted grapes in the world, its origin goes back to Europe in the region of what is now North-eastern Spain and Southern France. Thriving in the hot, dry Mediterranean climate, the varietal soon spread, first to Catalonia and then to other places where the Crown of Aragón expanded throughout the 12th-17th centuries (Southern France, Corsica, Sardinia, southern Italy, Sicily, Croatia and even Greece). In the 18th and 19th centuries, Garnacha/Grenache continued its expansion and spread to non-European regions, including Australia, North Africa, and California.

The winemakers in the varietal's birthplace (PDOs of Calatayud, Campo de Borja, Cariñena, Somontano, Terra Alta – Spain, and PDOs & PGIs of Roussillon – France) have embraced the grape for its high-quality, characterful varietal wines over the past 20 years. Unfortunately, it's impossible to find vines that date back to the grape's origin, due to the devastating phylloxera pest that hit Europe's vineyards in the 1800s, but many of Spain and France's Garnacha/Grenache vines are 45 to 120 years old. This is because Garnacha/Grenache, being a supremely hardy grape, is able to harness the power of time to produce its finest fruit, unlike other varieties that would simply cease grape production.



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EUROPEAN QUALITY GARNACHA/GRENACHE GUARANTEED!

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

Nearly 93 percent of the world's Grenache vines are planted in Europe. France and Spain have the highest concentrations—54.9 percent and 41 percent, respectively—including many old-vine plantings.

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 Geographical Indications (PDOs & PGIs) carry a guarantee of their provenance and quality, with their regional names, characteristics and products protected by EU Geographical Indications. 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, as well as the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions; among others).

As the birthplace regions of Garnacha, five Spanish PDOs—Calatayud, Campo de Borja, Cariñena, Somontano, and Terra Alta—and the PDOs and PGIs of Roussillon share a devotion to the grape, despite a diversity of soils and styles. The majority of these vineyards are planted to the variety, and they are home to one of the largest concentrations of quality wines made from Garnacha in Europe. What follows is a closer look at the wines produced in each of these important regions.



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GARNACHA PDOs IN SPAIN

The five PDO regions in Northeastern Spain are considered the native area of the Garnacha grape: **Calatayud, Campo de Borja, Cariñena, Somontano, and Terra Alta**.

- **PDO Calatayud**, one of the newest PDOs, was established in 1989. It is one of Spain's most arid regions, but elevations ranging from 1,000 to 3,600 feet and high diurnal temperature variation help promote flavor development in limestone and slate soils. Both red and white Garnacha grapes are grown here to make red, white, and rosé wine. Reds are typically full bodied and rich, with black fruit and mineral characteristics shining through, particularly in wines made under the designation Superior Calatayud, which requires that red wines be made from a minimum of 85 percent red Garnacha from low-yield vines that are at least 50 years old.
- **PDO Campo de Borja's** continental climate offers ideal growing conditions for Garnacha: cold winters, hot summers with little rain, and strong winds to discourage pests and diseases. Like Calatayud, its neighbor to the south, it has many high-elevation sites and diverse soils. Red and white grapes are grown here, but still red wine is by far the most popular style. Wines from the lower-elevation sites are often powerful and aromatic, while those from higher-elevation sites are more subtle and elegant.
- One of the first places in Spain in which grapes were grown, **PDO Cariñena** is the largest of the country's Garnacha-producing regions and is now undergoing a revolution in quality. The region experiences a significant diurnal temperature shift in the summer, which contributes to wines that exhibit power and a high concentration of intense cherry, floral, and herbal flavors. Brownish limestone over and under rocky subsoil is the most common soil type. Many winemakers use carbonic maceration to balance structure while coaxing out fruit flavors, and moderate oak aging, as well as no oak aging, are also becoming more popular. Red and white grapes are used to make red, white, and rosé wines, and this is one of Spain's few regions that produces sparkling Garnacha.
- **PDO Somontano's** name—which means “at the foot of the mountain”—comes from its location at the transition point between the Ebro River Valley and the Pyrenees Mountains. This small region is a relatively lush area that experiences moderately higher winter rainfall than its neighbors, but it shares the hot days, cool nights, and poor soils—mostly pebbles, sandstone, and clay—that make Garnacha so successful here. The region is known for its fruity, floral, and herbaceous white wines, which can range in style from light, crisp, and mineral-forward to full-bodied, rich, and round, but both white and red grapes are grown. The reds have a modern profile of cherry fruit, vanilla, chocolate, and spices.
- **PDO Terra Alta** has some significant differences from the other PDOs. Its climate is Mediterranean, though it leans more continental in the winter, but abundant sunshine and strong winds are prevalent. Although red grapes are more common, this region grows whiter Garnacha than any other—up to 30 percent of the world's total production. Limestone and clay soils on Terra Alta's plateau and valley floor produce white wines with citrus, peach, and chalky notes. Peluda grapes are also grown here, along with the red Garnacha variety, which yields raspberry, mineral-scented wines.

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GRENACHE GI_s IN FRANCE

The South-eastern French region of Roussillon is a large one, with 14 PDOs and 2 PGIs that grow all four variants of the Grenache grape.

- The Appellation d'Origine Contrôlée (AOP) **Côtes du Roussillon** is common on wine labels. Here, white, red, and gray grapes are used to make delicate, elegant, citrusy, floral whites; floral and red-fruited rosés; and fruity, spicy reds. Within **Côtes du Roussillon**, which represents many different terroirs, the northern, sloped vineyards and the foothills of the Canigou mountain are classified as **Côtes du Roussillon Villages**, which may only be used for red wines. This appellation comprises 51 communes, including several that may append the commune's name to the AOP : **Côtes du Roussillon Villages Latour de France** (mainly grey Cambrian Schist), **Côtes du Roussillon Villages Lesquerde** (sand from Gneiss & Granit), **Côtes du Roussillon Villages Caramany** (Granit), **Côtes du Roussillon Villages Tautavel** (Limestone & chalky soils), **Côtes du Roussillon Villages les Aspres** (fine elements & pebbles of quartz, marble...).
- The **PDO Maury Sec** is also a very renowned appellation based on red dry wines made from black schist and mainly with black Grenache.
- The **PDO Collioure** is home to steep terraces of grey Cambrian schist that overlook the Mediterranean Sea—it's a unique area that makes high-quality dry red, white, and rosé wines. Red, white, and grey Grenache varieties are allowed, and any wine must contain at least two different grapes.
- The **PDO of Maury, Banyuls, Banyuls Grand Cru and Rivesaltes** are Roussillon's historic appellations for Vins Doux Naturels. They are all made mainly with white, red and grey Grenache.
 - **Maury AOP** is grown in rocky black schist, heat-retaining soils. The range of fortified sweet wines is vast, from fruit-driven whites and strong, black-fruited reds (Grenat) to dried fruit-tinged, spicy Ambré or Tuilé and with vintage, Hors d'Age or long-aged Rancio wines.
 - **Banyuls & Banyuls Grand Cru** are located along the southern coast of Roussillon, bordering Spain, where white, red, and grey grapes are grown on steep, grey Cambrian schist terraces facing the sea. Banyuls appellation is renowned for its variety of styles of which red versions are common among white, amber, rosé, tawny, with vintage, Hors d'Age or Rancio wines. Banyuls Grand Cru is a designation used only for tawny wine, made with specifics laws of which an ageing minimum in wood for at least 30 months before release.
 - **Rivesaltes** is a relatively large area that stretches from the Mediterranean Sea to the Pyrenees Mountains. It produces red (Grenat), Rosé, Ambré and Tuilé wines, with vintage, Hors d'Age or Rancio styles, on a wide range of soils and at various elevations. One of the most well-respected wines from the area is Rivesaltes Ambré, with a wide range of styles from the light fruity amber to the dark golden-brown amber very rich.
- The **Indication Géographique Protégées (PGIs) Côtes Catalanes**, which covers a large swath of land, and **Côte Vermeille**, located along the southern Mediterranean coast, make sometimes easy-drinking red, white, and rosé wines, but also some special

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mono-varietal beautiful expression. Those labelled Rancio will take on an amber color ranging to walnut as they age and will develop notes of nuts and dried fruit.

IN THE EUROPEAN GEOGRAPHICAL INDICATIONS AND DIVERSE TERROIRS, GARNACHA/GRENACHE PROVES THAT OLD VINES DELIVER EXTREME QUALITY.

Garnacha/Grenache – whether red, white, rosé, sparkling or fortified – presents several advantages and challenges. While it is not a difficult grape to grow, Garnacha/Grenache is highly sensitive to variations in terroir and requires specific conditions and care to produce its best wines. In some places the varietal has historically been blended with other grapes so it can add its ripe, aromatic, and fruity aromas to other grapes with more tannins or color. Finding the perfect balance is a real art that European winemakers have succeeded in mastering.

No matter the region, Garnacha is very sensitive to the terroir where it's cultivated; the grapes offer strikingly different characteristics depending on where they're grown. Grenache proponents have dubbed the variety the world's most eco-friendly grape because it's well adapted to extremely dry weather conditions and therefore can be grown using environmentally friendly vineyard practices. Because it ripens late, the grape needs hot, dry conditions like those provided by the windy continental-Mediterranean climate of its European home. The sturdy wood of the vines allows the variety to withstand strong winds, such as the *cierzo* and *garbinada* in Spain and the *tramontane* in France, which help keep the grape clusters free of rot and disease.

The variety also tends to be disease resistant and drought resistant, thriving in areas with little access to water. Its long, deep roots readily seek water, especially in warm, dry, well-drained soils with low fertility. Vines produce excellent fruit in a range of soils, particularly slate, clay, pebbles, granite, and limestone.

Old vines, which are abundant in the vineyards of North-eastern Spain and Roussillon in France, produce even more terroir-specific, concentrated wines due to their lower yields and well-established, deep roots. Increasingly, vintners are turning to these old vines, particularly in high-elevation sites with cooler conditions that preserve acidity, to make elegant, complex, and age-worthy wines. These are a few of the characteristics of old Garnacha/Grenache vines, illustrating why it produces such excellent old vine wine:

- **Lower yields concentrate flavor.** Old vines produce less but concentrated fruit, which is actually a good thing. Because there are fewer berries, the vine can allocate more resources to each one, boosting Garnacha/Grenache's rich flavors.
- **Smaller berries provide more color and structure.** As a thin-skinned variety, Garnacha/Grenache can be pale and low in tannin, throwing the wine's structure off-balance. Old vines produce smaller berries, deepening the wine's color and increasing tannins in order to create a more harmonious wine.
- **Strong roots increase quality and consistency.** Garnacha/Grenache thrives in hot, dry regions, but excessive heat and lack of water can threaten even the hardiest of

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varieties. Strong, deep roots of old vines allow European Garnacha/Grenache to produce high-quality wines even in difficult vintages.

- **Deep roots increase terroir-specific minerality.** Europe's Garnacha/Grenache wines have naturally abundant fruit flavours, but they also have great potential to translate terroir. As roots grow over time, they are able to imbue the wines with minerality and sense of place.
- **Sustainability.** In the vineyard, Garnacha/Grenache OLD VINES are drought-resistant, adaptable, self-sufficient, and self-sustaining. Simply put – they make the best of a bad situation (poor soils and a dry/hot climate). Europe's Garnacha/Grenache's strong roots delve deep into the soil searching for humidity and nutrients; known as a “water-stress” variety, it is not that dependent on rainwater or irrigation like so many other grapes. As recognized at the World Climate Change and Wine Conference held in Marbella (Spain) in 2011, Garnacha/Grenache is arguably the most eco-friendly grape in the world, and it's ready for climate change.

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EUROPEAN GARNACHA/GRENACHE OFFERS DIVERSITY AND OFFERS PERFECT PAIRINGS.

Regardless of the season, occasion or palate preference, Garnacha/Grenache is always the right choice. That's because Garnacha/Grenache offers more diversity and versatility than any other grape variety, showcasing its many styles in European vineyards.

Garnacha has more to offer than other grapes because it isn't just one variety—it's several varieties in one. There are red/black, white, grey and peluda variants with different clones of Grenache, each of which lends a unique aroma and flavor profile to the wines of PDO Calatayud, PDO Campo de Borja, PDO Cariñena, PDO Somontano, PDO Terra Alta, and Roussillon's Geographical Indications (PDOs & PGIs). Place matters, too—Garnacha grapes are expressive of their origins, particularly when grown in the soils of their European birthplace, meaning that Grenache wines can range from generously fruity to intensely mineral.

European winemakers therefore have a rich array of high-quality fruit from which to create a full spectrum of wines, from fine sparkling and fresh white to fruity rosé and to bold red. Contemporary winemakers in Europe are even working to expand Grenache's range by producing more balanced wines, meaning that the resulting wines can range from delicate to robust. Grenache also produces some of the world's finest fortified sweet wines in white, red, rosé or oxidative styles, sometime with Rancio expression, which are equally as delicious as summer aperitifs or paired with sweet and savory dishes.

The majority of grapes are red (a.k.a. tinta or noir) Garnacha, which are used to produce a range of wines, including reds, whites and rosés in still, sparkling, and sweet styles. Generally, the reds will have medium body, low to medium acidity, and high alcohol, from fruity to spicy hints. However, the variety has spun off several mutations during its millennia in vineyards. White Grenache typically makes wines with medium intensity, medium to high acidity, and high levels of alcohol, with a combination of floral, herbaceous, and fruity notes. Grey Grenache, a less common variant, is used to produce mineral-driven whites and pale rosé wines with copper hues that are light bodied with citrus notes. Peluda, or "hairy," Grenache—so-called because of its hairy leaves—produces more concentrated body than black Grenache, lower-alcohol wines with red fruit aromas.

Experience the diversity and range of Garnacha wines by pairing an entire meal with Garnacha alone—from *hors d'oeuvres* to dessert, Garnacha fits in perfectly.

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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

Apple, peach, lemon, quince, saline



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



Raw shellfish, summer salads, scallop risotto

FULL BODIED WHITES



PLUMP, RICH, ROUNDED

Citrus oils, honey, flowers, currants, melon



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



Fried chicken, glazed ham, fresh seafood with aioli

FORTIFIED SWEET WINES



FRUITY, GENEROUS, SWEET

Dried fruits, jams, leather, coffee, cocoa



Roussillon GIs



Chocolate, Desserts, Fruits, Cigars

ROSE



DELICIOUS, FRUITY, REFRESHING

Strawberry, watermelon, rhubarb, roses



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



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 GIs



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 GIs



BBQ ribs, grilled sausages, lamb chops

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About Asociación Garnacha Origen from Spain

The Association for the Promotion of Garnacha Wine (Garnacha Origen) brings together five Spanish Protected Designations of Origin (Somontano, Terra Alta, Cariñena, Calatayud and Campo de Borja) and their stakeholders, including individual producers, agricultural research institutes such as CITA (Aragon Center for Agrifood Research and Technology), and other public organizations such as AREX (Aragon Foreign Trade and Investment Agency). All the wines promoted by Garnacha Origen are single-varietal Garnacha (>85% of their content, according to European regulations) and have PDO certification. With some 5,500 viticulturists and 144 wineries, the five PDOs that primarily cultivate Garnacha cultivate 34,945 hectares.

About Wines of Roussillon from France

Shaped like an amphitheater and nestled in the south of France, between Spain, the Mediterranean Sea, the Pyrenees, and the Corbières mountains, Roussillon is known for its diversity of wines and terroirs. The unique geology and microclimates of the region allow each of the 25 authorized grape varieties to reach their maximum expression in these soils. The region encompasses a community of 2,200 winegrowing families, 25 cooperatives, and 350 private wineries. With its unique mosaic of microterroirs, Roussillon offers a diverse range of red, white, and rosé wines (14 PDOs and 3 PGIs), including dry still wines and Vins Doux Naturels (fortified sweet wines). www.winesofroussillon.com

For more information, contact:

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