

**WHERE**  
SPAIN

**WHAT**  
RED

**WHEN**  
RIGHT NOW  
PLEASE!

## VINA OLABARRI GRAN RESERVA RIOJA

This wine puts the Ha! In Rioja. (try not to sound too haughty when doing this)



**WINEMAKER** Fernando Salgado and Luis Olabarri

**REGION** Rioja Alta

**GRAPE VARIETY** Tempranillo, Mazuelo, Graciano

**SOIL** Calcareous clay

**AGE OF VINES** Planted 1950-60

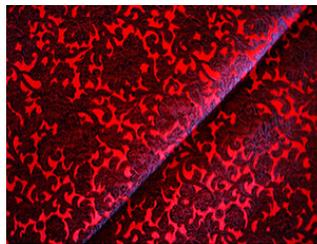
**PRODUCTION** 35,000 bottles

### VITI/VINI

Old vines, meticulous harvest and careful grape selection are responsible for making the Olabarri high quality Gran Reservas. Manual harvest usually takes place in October depending on the ripeness of the grapes. No additives and the juice naturally goes through the primary fermentation in stainless steel. The wine is transferred to 20,000L oak tanks for MLF. The wine is then aged in French and American oak barrels with a light toast for 36 months. It is lightly fined with egg whites, unfiltered and then aged another 60 months in bottle prior to release.

### PRODUCER

Haro is a small town located in the northern province of La Rioja primarily known for its world class wines (Lopez de Heredia, Muga and Bodegas C.V.N.E. to name a few).



### CONCEPTUAL DOPPELGÄNGER

Red silk brocade is both smooth and textured, usually from metallic thread running complex repeating pattern through the fabric. Visually, it is an instant signifier of expense and time in its creation. Once glance and the depth of quality is apparent. Get closer and it truly starts to show its gilded pedigree. Certainly it is not to everyone's taste, but even if it's not your thing, you'd prove yourself a fool for not appreciating what it is - decadence for the eyes to behold. Your other senses will get the same warm reception from Viña Olabarri's offering.

Vina Olabarri is located in this important area and for years as the smallest winery, they supplied their high quality fruit to their very famous neighbors (referenced earlier). In 1985, the 100 year old Anguciana winery was purchased by Pablo Olabarri and his intent was to use the quality fruit to produce estate bottled wine. Upon his death in 1990, his son Luis Olabarri took over the family estate and continues to oversee operations today. Current winemaker, Fernando Salgado's techniques are rooted in tradition passed down from the 100 year old estate. He supplements this wisdom with the best modern winemaking technology has to offer including a recently built modern winemaking facility. The current focus at the Olabarri estate is to make traditional age-worthy wines reflective of this special area in the "heart" of Rioja. Staying off the mainstream radar has made this top quality wine a real value and therefore a real discovery.

