



WHERE
SPAIN

WHAT
RED

WHEN
LOVERS &
TAPAS

VINA OLABARRI RESERVA RIOJA

Rioja rodeo roper with real silver spurs
wows the locals.



WINEMAKER Fernando Salgado
and Luis Olabarri

REGION Rioja Alta

GRAPE VARIETY Tempranillo,
Mazuelo (around 10%)

SOIL Calcareous clay

AGE OF VINES Planted 1950-60

PRODUCTION 150,000 bottles

VITI/VINI

Old vines, meticulous harvest and careful grape selection. Organic practices in the vineyard- no 'cides' whatsoever, though not certified. Manual harvest. No additives and the juice naturally goes through the primary fermentation and MLF is in stainless steel. The wine is transferred to 225L, 2-3 year-old American and French oak barrels (5-/50)- for 2 years of maturation. It lightly fined with egg whites, unfiltered 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) and their spectacular yearly wine festival. Every year on June 29th, locals gather at 7AM dressed in white shirts and red scarves to first attend mass and then take part in the Batalla de Vino (Battle of Wine). Jugs, containers and even water guns filled with wine are weapons to douse each other with, and at



CONCEPTUAL DOPPELGANGER

Not all pigs are created equally. Not all pigs are fed equally. Not all pigs are raised equally. These pigs are encouraged to wallow in the best dirt, eat the finest acorns and fodder and oink with gusto whenever the mood hits. These pigs are going to someday have the honor of being thinly sliced for the most discerning ham lovers. These pigs are dedicating their lives to Jamon Iberico de Bellota. Do not pity them - they are cherished and indulged, until they are ceremoniously harvested for utterly wonderful ham. It's all about nature and nurture, just like Reserva.

the end everyone is soaked head to toe in wine and pink-purple shirts. Clearly, even from a partying perspective this town knows how to do things right, but this small area, also known as the "wine capital" produces some of the most renowned and celebrated Riojas. Vina Olabarri is located in this important area and for years as the smallest winery, they supplied their high quality fruit to the big players in the region. 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.

