



MEDIA CONTACT

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Garnacha Day is September 15!

Celebrate with Garnacha from Cariñena, the Region to Watch

Request Samples to Mark the Occasion

NEW YORK, NY (August XX, 2017) — On September 15, wine lovers from around the world will sip and celebrate Garnacha Day. Using the hashtag #GarnachaDay, people will share the experience on Twitter, Facebook, and Instagram, and Cariñena, Spain — named a Region to Watch by *Wine Enthusiast* — is the ideal area to focus on for the festivities. A benchmark for this popular variety, Garnacha from Cariñena features a character and style that stand out. Not only is Aragón the birthplace of Garnacha and historic Cariñena, but with its balanced and fruity-flavor profile (think strawberry, raspberry, black cherry characteristics) and an affordable price tag, food-friendly Garnacha from Cariñena offers extraordinary value and bold flavors. Here are four fast facts about Garnacha from Cariñena to guide your Garnacha Day tasting:

Four Fast Facts About Garnacha from the Cariñena Region:

- 1. It's a region regally revered and recognized for its viticultural value:** In 1415, by royal proclamation, King Ferdinand I of Aragon declares a preference for Cariñena wines "above all others." In 1932, Cariñena is the second wine region in Spain named an official "Denomination of Origin."
- 2. Old Vine Garnacha is the definitive characteristic of Garnacha from Cariñena:** The older the grape vines, the higher the quality. Cariñena is home to more old vine Garnacha than anywhere else in Spain. Half-a-century old vines are common in Cariñena, with plantings ranging in age from 30 to over 100 years. Higher altitude plantings of Garnacha lend further complexity to the wines.
- 3. It's a region on the rise in consumer interest and demand:** Outpacing the Spanish category with its appealing fruit-forward character and affordability, Garnacha-based wines from Cariñena are projected to show a 3% increase in exports in 2017.
- 4. The wines speak for themselves – just sip and see:** We're pleased to offer a trio of Garnacha wines from Cariñena in honor of #GarnachaDay. Request a sampling of our current releases:
 - The fruit-forward and contemporary, **Particular Old Vine Garnacha 2014 from Bodegas San Valero**
 - The rich, classic style, **Corona de Aragon Old Vine Garnacha 2014 from Grandes Vinos y Viñedos**
 - The enticing, experimental, **Paniza Garnacha Rose 2015**

We are ready to ship select wines in time for September 15 so you can join the conversation about Garnacha Day, @VinosCariñena and beyond. Want to learn even more about Garnacha from Cariñena? Visit www.nextgreatgrape.com for additional information. To request a sample contact Stefanie Schwalb, Stefanie@gregorywhitepr.com or call 718-403-9473. Note: Supplies are limited!

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