IHE EMPIRE OF GARNACHA





THE EMPIRE OF GARNACHA

CONTROL BOARD OF THE CAMPO DE BORJA D.O. C/ Subida de San Andrés, 6. 50570, Ainzón (Zaragoza) Spain Tel.: (+34) 976 852 122 / Fax: (+34) 976 868 806

www.docampodeborja.com



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THE EMPIRE OF GARNACHA

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THE EMPIRE OF GARNACHA

GENERAL INFORMATION



ORGANIZATION REPRESENTATIVES

· President of the generation of origin:

Eduardo Ibáñez Aranda

· Secretary:

José Ignacio Gracia

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The history of the wines from the Campo de Borja D.O. is indisputably linked to that of a region with great winemaking tradition since ancient times.

The first reference to vines appearing in the documentation studied in the archives of the Monastery of Veruela are some donations of vineyards in Magallón in 1203, which allows us to infer that vineyards had already existed since much earlier.

Undoubtedly, the abbots and monks of the Monastery of Veruela were instrumental for the maintenance of tradition and development of wine growing.

The historical tradition of the wineries is equally long. We should highlight the cellars of the monastery itself as well as the many private wineries existing in all the municipalities in the area, located in mountains or hills close to the villages or even under the houses, a tradition still preserved today.

Cooperatives were born in the 50s due to the difficulties of individual winemakers to market the wine from the area. Six winemaking cooperatives were set up which today include most of the production within the Designation of Origin.

History continued until the statutes that regulate the "Campo de Borja" Designation of Origin were passed in 1978.



INFORMATION PACK



GEOGRAPHIC Location



"Campo de Borja" is located in the northwest of the province of Zaragoza, 60 km. from the capital city. It is a transition area between the Iberian System mountain range and the Ebro Valley. It includes Somontano del Moncayo – the Moncayo foothills - and stretches along the Valley of the River Huecha and the so-called Llanos de Plasencia – Plasencia Plains.

It consists of the entire territories of 16 municipalities: Agón, Ainzón, Alberite de San Juan, Albeta, Ambel, Bisimbre, Borja, Bulbuente, El Buste, Bureta, Fuendejalón, Magallón, Maleján, Pozuelo de Aragón, Tabuenca and Vera de Moncayo, as well as part of the municipalities of Frescano and Mallén.





CLIMATE AND SOIL

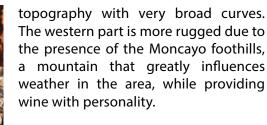


Campo de Borja is a region with very continental climate, with an Atlantic influence during the winter, whose most noteworthy characteristic is "Cierzo", a cold and dry northwest wind, and a Mediterranean influence during the summer. This peculiar climate provides it with unique characteristics which make it different from other wine producing areas.

There are marked daily and seasonal temperature contrasts, with extreme temperatures. Rainfall is low, reaching an average of 350 mm in the lowlands and up to 450 mm in higher areas. It belongs

to Somontano Iberico – the Iberian foothills – of which it is a sub-region structured around the Huecha Valley.

The relief consists of a series of plateaus at altitudes between 350 and 700 m above sea level, gentle, rolling



One of the features that most influences the knowledge of the area and contributes to the proper cultivation of vines is the study of soils. The soils that predominate in the Designation of origin are brown limestone and terraced floors, with medium stoneniness, good drainage, average levels of organic matter and rich in nutrients. There are

also ferrous clay soils on the slopes closer to Moncayo, where stoniness is greater.

The soils are perfectly suitable for the cultivation of vineyards with quality productions.







The "Campo de Borja" D.O. currently has 6,416.14 hectares of registered vineyards. The vineyards are both trellised and bush-trained, thus adapting to new production techniques and ensuring proper development and fruit ripening.

The approved **VARIETIES** are:

- **Red:** Garnacha Tinta, Tempranillo, Mazuela, Garnacha Tintorera, Cabernet Sauvignon, Merlot and Syrah.
- White: Macabeo, Garnacha Blanca, Muscat of Alexandria, Muscat Blanc à Petit Grains, Chardonnay, Sauvignon Blanc and Verdejo.

Production of white wine is obviously insignificant, under 6.35%, the most important being young reds, rosés, Crianza and Reserva reds.

PRODUCTION BY VARIETY, 2018 VINTAGE

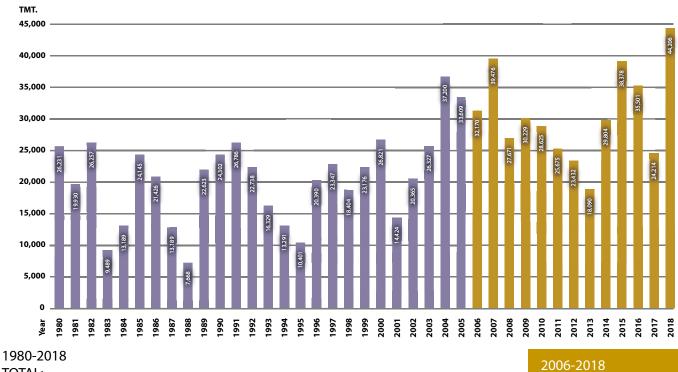
| VARIETY | PROD. KG | % | AREA. HA. | % |
|--------------------|------------|------|-----------|------|
| GARNACHA | 21,686,494 | 49.1 | 3,424.59 | 53.4 |
| MAZUELA | 127,970 | 0.3 | 20.51 | 0.3 |
| TEMPRANILLO | 5,725,639 | 13.0 | 791.57 | 12.3 |
| CABERNET | 4,673,270 | 10.6 | 586.17 | 9.1 |
| MERLOT | 3,107,049 | 7.0 | 394.24 | 6.1 |
| SYRAH | 6,054,275 | 13.7 | 842.65 | 13.1 |
| GARNACHA TINTORERA | 192,780 | 0.4 | 20.83 | 0.3 |
| MACABEO | 919,335 | 2.1 | 132.32 | 2.1 |
| GARNACHA BLANCA | 27,840 | 0.1 | 5.44 | 0.1 |
| MUSCAT | 297,567 | 0.7 | 39.72 | 0.6 |
| SAUVIGNON BLANC | 37,090 | 0.1 | 3.72 | 0.1 |
| VERDEJO | 115,873 | 0.3 | 11.73 | 0.2 |
| CHARDONNAY | 1,241,423 | 2.8 | 142.67 | 2.2 |
| TOTAL | 44,206,605 | 100 | 6,416.14 | 100 |







PRODUCTION MT.



TOTAL: 939,528 TMT. Average: 24.09 TMT.

2006-2018 Average: 30.57 TMT.







The wines from the "Campo de Borja" D.O. must be marketed in 750 ml bottles and their origin and quality are guaranteed by means of a label that is awarded by the Control Board to those wines meeting established controls: the back label.

The increase in marketing strengthens the positioning of the wines from this Designation of Origin on the market. At home, wines from Campo de Borja may currently be found in all provinces of Spain.



Nº OF BOTTLES 22,000,000 20.638.976 20.698.659 19,692,759 Ø 19.365.467 20,000,000 0 18,763,080 20.138.056 18,207,663 16.870.099 18 116 72 18,000,000 18,137,354 16,000,000 16,801,074 15,190,743 16,648,316 15,738,324 14,000,000 12,000,000 10,200,000 10,000,000 8,420,930 9,750,105 7,637,988 8,000,000 9 5 816 989 7,189,625 6,037,000 6,000,000 e 6,177,000 6,054,000 4,000,000 2,941,590 Ø 3,455,649 890,500 2,000,000 2 229 890 2,002,232 0 2010 2015 2016 2018 2008 2009 2012 2013 993 994 2017 66 3661 996 1997 3661 666 I 2000 2001 2002 2003 2002 2005 2006 2007 2011 2012 66 YEAR

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20,447,283 20,138,056 20,698,659

2004







| 15,000,000 14,447,28 14,000,000 13,296,000 13,000,000 12,376,266 12,000,000 12,376,266 11,000,000 12,462,000 11,000,000 10,914,730 10,000,000 10,914,730 10,000,000 10,914,730 10,000,000 10,914,730 10,000,000 8,813,461 10,000,875 10,680,418 8,000,000 8,393,334 6,000,000 5,362,558 5,000,000 3,797,760 3,497,006 4,131,954 3,062,266 2,000,000 2,361,428 3,62,266 2,000,000 12,295,928 3,000,000 2,361,428 3,62,266 2,000,000 12,295,928 | 14,903,639 |
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| | -++- |
| AEAR 1993 1993 1993 1993 1993 1999 1999 199 | 2017 2018 |

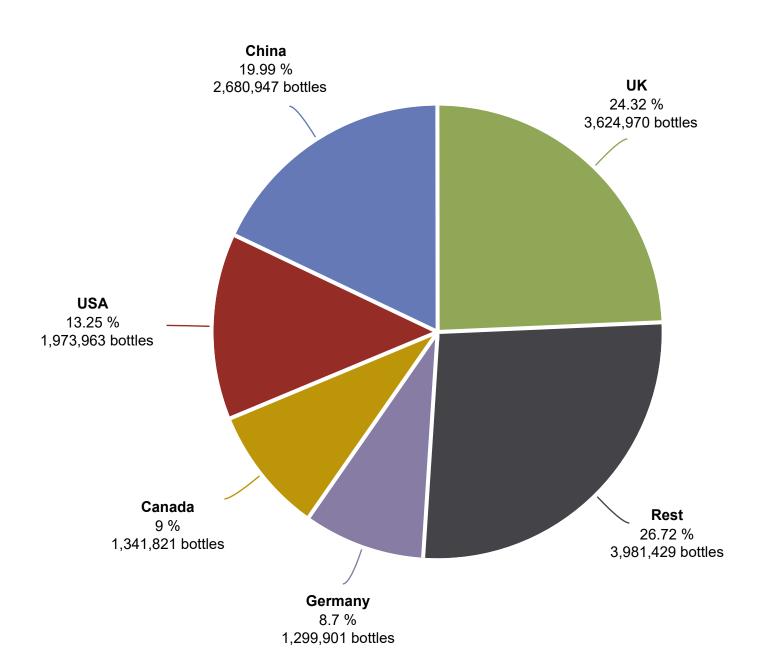
| 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
|-----------|-----------|-----------|----------|------------|-------------|------------|------------|-------------|-----------|------------|------------|------------|
| 296,934 | 396,787 | 497,800 | 612,029 | 1,078,958 | 2,361,428 | 2,959,428 | 3,062,266 | 3,797,760 | 3,672,821 | 3,497,006 | 4,131,954 | 4,779,380 |
| 2004 | 2005 | 2006 | 2007 | 200 |)8 20 | 009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| 5,362,558 | 8,393,334 | 8,393,334 | 10,006,8 | 375 12,462 | 2,000 12,32 | 76,266 10, | 914,730 13 | 3,296,000 1 | 2,939,467 | 12,430,093 | 10,231,901 | 10,680,418 |
| 2016 | 2017 | 2018 | | | | | | | | | | |
| | | | | | | | | | | | | |

14,447,283 14,096,639 14,903,034





Foreign markets account for about 72% of sales. The main destination countries of our exports are: **United Kingdom, China, USA, Canada and Germany.**







CHARACTERISTICS OF THE WINES



Young Whites, Rosés, young Reds as well as Crianza, Reserva, and Gran Reserva wines and liqueur wines are all produced at the Designation of Origin.

The white wines are made from the Macabeo, Chardonnay and Muscat varieties. These wines are light on the palate, have a delicate aroma, and are fresh and pleasant.

The Rosés, made from Garnacha, are very fruity wines, with quality floral and fruity aromas and are one great potential for our area.

The young Red wines, made from Garnacha varietals

as well as in combination with other varieties such as Tempranillo, Merlot, Syrah and Cabernet, are wines with outstanding fruit and floral aromas of great quality. They are fleshy, intense and flavorful on the palate. They are wines with a personality featuring modern traits and nuances.

The Crianza, Reserva and Gran Reserva wines from Campo de Borja are balanced, round and velvety, after completing the aging process in oak wood and in the bottle.

Mistela, Muscat wines as well as Cava wines are also produced.







MAIN TOURIST FEATURES OF THE REGION



The "Campo de Borja" Designation of Origin is an area intimately linked to its physical environment. Its vineyards stretch on fertile soils on the terraces of the River Huecha and the Llanos de Plasencia – Plasencia Plains, in an especially privileged natural environment: the Somontano del Moncayo – the Moncayo foothills. The beauty of this land, the strength and personality of the landscape is clearly transmitted to the wines, providing them with the region's typical features.

These are wines full of history and tradition thanks to the richness of MONCAYO Natural Park and its finest artistic element: The MONASTERY OF VERUELA.

Other interesting features aspects in the area are:

GARNACHA ROUTE: The best way to get to know the art, culture, history, landscape, gastronomy and fine wines of Campo de Borja.

Visit the website: www.larutadelagarnacha.es

ANCIENT RUINS: Remains of Bursau historical village, Borja. Remains of Turiaso, a Roman settlement in Tarazona.

CASTLES: Trasmoz (where Bécquer found inspiration for his legends).

GOTHIC ART: Monastery of Veruela (Cistercian), where Gustavo Adolfo Becquer wrote "Letters from my cell". Tarazona Cathedral.

MUDEJAR ART: Towers in Tabuenca and Fuendejalón; churches in Alberite, Bulbuente and Ambel, the towers of the Collegiate Church in Borja; convents of the Dominicans in Magallón.

RENAISSANCE: Sanctuary of Misericordia, town halls in Tabuenca, Bulbuente and Borja, the Palace of the Counts of Bureta, the Palace of the Abbots in Veruela de Bulbuente, the Palace

of the Order of San Juan in Ambel, the House of Shells in Borja, the church in Magallón, the plateresque altarpiece in Talamantes.

BAROQUE: Churches in Bureta, Ainzón and several churches and convents in Borja.

MARKET SQUARE in Borja.

LANDSCAPES: Dehesa del Moncayo Natural Park, Sanctuary of Misericordia.

CRAFTS: Ceramics from Magallón.

GASTRONOMY: Seasonal salads, cocido soup, bread crumbs with fried egg, artichokes, asparagus, white beans and borage, 'silly' eggs, salmorejo-style eggs, rabbit and snails, roast lamb, shepherd-style lamb, chilindron chicken, pears and peaches in wine, torrijas and shortbread.

FESTIVALS: Veruela music festivals (summer).

GRAPE HARVEST FESTIVAL: September 15.

INFORMATION PACK



CAMPO DE BORJA D.O. WINE MUSEUM

Campo de Borja Designation of Origin's Wine Museum is located in the Cistercian Monastery of Veruela at the foothill of Moncayo. It opened in September 1994 and was one of the pioneers in Spain and the first of its kind in Aragon. It initially had a small twofloor building totalling 250 square metres. The lower floor was a cistern built by the monks of the Cistercian Order in 1200.

A newly-constructed building has been added, which is divided into three floors and connected to the old one, resulting in a total floor space of 1,600 m². plus a landscaped outdoor area. Campo de Borja Wine Museum was born to serve the Designation of Origin, by raising awareness of it among the thousands of visitors who tour the Lands of Moncayo and transmitting its resources as a first-line wine tourism tool, the starting point to get to know our wines and wineries, as well as our immediate environment, especially highlighting Moncayo Natural Park, the Monastery of Veruela, the monumental cities of Borja and Tarazona as well as its countless picturesque towns.





The tour of the Wine Museum begins at the **Wineries Hall**, displaying information regarding the 17 organizations covered by this designation of origin.

You then go into the **Auditorium**, which was part of the former museum, where a video is shown to introduce the Lands of Moncayo and their wine tourism resources.

Next, you can watch the audiovisual "**Vine means life**", which shows, by means of computer graphics, how one seed turns into a vine with fruit. The History area stretches along the next 200 metres. It is divided into traditional eras (Antiquity, Middle Ages, Modern and Contemporary) and shows major historical and artistic manifestations of wine growing and wine making, with an emphasis in the winemaking culture of Campo de Borja along history, from the knowledge of it that the Celtiberians had, through the importance of the Monastery of Veruela for the expansion of vineyards in the area, to the creation of small hill wineries, twentieth century cooperatives and the recognition as a Designation of Origin in 1980.

After obtaining historical information, a ramp leads down to the next room, under a large picture of Moncayo, eternally watching these lands and shaping our climate and therefore some of the characteristics of the vineyards of Campo de Borja. The **wine growing** area begins by studying vines and the grape varieties which can be grown in Campo de Borja, highlighting our native variety, Garnacha, which accounts for about 70% of the total production of this D.O. In the **Four Seasons Area** we can see four videos of tasks carried out in the vineyards throughout the year, with a special emphasis on the grapevine "weeping" phenomenon or vegetative awakening of the vines, flowering, ripening and harvesting.

The following plasma screens show the harvest process, both in traditional and mechanized ways.

In order to illustrate the **Hauling stage**, a model of the Borjita Train, also known as "Escachamatas" has been made. It carries grapes and wine from Borja to Cortes de Navarra, and from there continues towards northern Spain.

Once the grapes have reached the winery, they are virtually trodden by means of a projection resembling a winepress on the floor, so that visitors turn grapes into wine as they go through this area.

This complex process is explained in a humorous way through cartoon characters in a mini movie theater called "**Vino el vino**" ("**Here comes the Wine**"), where Don Tanino – Mr Tannin, Doña Estudis and Don Tartrato – Mr Tartrate, teach "Garnachica" – "Little Garnacha", the kids' mascot of the museum, the main secrets to turn the grapes into wine.





3 tasks carried out in the winery in order to obtain young wines and crianza and reserva wines are explained more traditionally, through texts and images.

Once the wine has been made, we reach the stage in which we acquire knowledge of its characteristics, for which we have the presence of a Cistercian monk of the Middle Ages and a winemaker of the twenty-first century, the main characters of the Virtual Theatre. The first tells interesting facts about the consumption of wine in a medieval monastery, under the Rule of St. Benedict and the second speaks mainly about wine and health, with the support of publications in prestigious journals.

Once the wine has been prepared and introduced, **the Workshop of the Senses** will test each person's sensitivity to learn the subtleties of wine through their sensory perceptions. This area follows the order of a professional wine tasting event.

At the **Colour Hall** scenes are projected on two large screens on the manifestations of the colours of nature and also transferred to knowledge of the colour of wine in order to identify it. By using some colour filters located in the ceiling of the room, you can watch the whole room subtly dye into the different colours mentioned in the audio. It is the turn of **smell** in the next room, where 16 spice containers allow you to play to identify some of the aromas that are present in wine, so that visitors can put their olfactory abilities to test.

The **taste and feel** of wine have been blended together into a small space where you are allowed to touch four different textures that can be perceived when tasting wine. The stages of wine tasting are also briefly explained and some clues are given about how to pair wine and food, since wine is understood as food and an essential part of the Mediterranean diet.

The **Shop** is not to be missed before leaving the museum. There you can buy all the wines produced by the 17 wineries of the Campo de Borja D.O., as well as other food products, textiles stationery and wine service items. This room also used to belong to the old museum and is one of the oldest and most beautiful ones in the Monastery: a cistern or water tank built in 1200.

As you leave the Museum after visiting the shop, the door leads to a garden area of the Monastery of Veruela, where you can see a small traditional Garnacha vineyard. The eighty-year-old vines were transplanted from the town of Fuendejalón to this garden, covered with red soil from Tabuenca.







OPENING HOURS

October to March: 10:30 to 18:30 not closed for lunch. April to September: 10:30 to 20:30 not closed for lunch. Closed: Tuesdays (except holidays), December 25 and January 1.

Free and guided tours. Guided tours by appointment. Other activities organized are: wine tasting, tasting mini-courses, educational workshops, wine tour (please inquire about rates).

ADDRESS

CAMPO DE BORJA D.O. WINE MUSEUM

50592 MONASTERIO DE VERUELA (Zaragoza) - Spain Tel: (+34) 976 19 88 25 / (+34) 976 85 21 22 WEB: www.docampodeborja.com E-Mail: museovino@docampodeborja.com



THIS ESTABLISHMENT IS PART OF THE ROUTE OF GARNACHA

www.larutadelagarnacha.es







VINTAGE Ratings

| YEAR | RATING |
|------|-----------|
| 1973 | EXCELLENT |
| 1974 | AVERAGE |
| 1975 | EXCELLENT |
| 1976 | VERY GOOD |
| 1977 | GOOD |
| 1978 | VERY GOOD |
| 1979 | EXCELLENT |
| 1980 | GOOD |
| 1981 | EXCELLENT |
| 1982 | VERY GOOD |
| 1983 | AVERAGE |
| 1984 | GOOD |
| 1985 | VERY GOOD |
| 1986 | GOOD |

| YEAR | RATING |
|------|-----------|
| 1987 | GOOD |
| 1988 | GOOD |
| 1989 | VERY GOOD |
| 1990 | GOOD |
| 1991 | VERY GOOD |
| 1992 | VERY GOOD |
| 1993 | GOOD |
| 1994 | GOOD |
| 1995 | GOOD |
| 1996 | GOOD |
| 1997 | GOOD |
| 1998 | GOOD |
| 1999 | GOOD |
| 2000 | EXCELLENT |
| 2001 | VERY GOOD |
| 2002 | GOOD |
| 2003 | GOOD |

| YEAR | RATING |
|------|-----------|
| 2004 | GOOD |
| 2005 | EXCELLENT |
| 2006 | GOOD |
| 2007 | VERY GOOD |
| 2008 | GOOD |
| 2009 | VERY GOOD |
| 2010 | VERY GOOD |
| 2011 | GOOD |
| 2012 | VERY GOOD |
| 2013 | GOOD |
| 2014 | GOOD |
| 2015 | GOOD |
| 2016 | GOOD |
| 2017 | GOOD |
| 2018 | GOOD |







LIST OF WINERIES REGISTERED With the campo de Borja D.O.

BODEGAS AINZÓN

Afueras s/n

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