

## **BUIL & GINÉ WINE CO.** **(Priorat, Monsant, Rueda and Toro D.O.'s, Spain)**

Joan Giné was the founder of Buil & Giné. He and his grandson, Xavi, who has since taken over the winery, started making their first wine, Giné Giné, in 1996. Buil & Giné is based in Gratallops, the core of the D.O.Q Priorat where they own 200 acres of beautiful llicorella soil and terraced vineyards. Their oldest vineyards were planted in 1908. Their vineyards are 45% Red Garnacha, 30% Cariñena, 10% white varietals (White Garnacha, Macabeu, Viognier, and PX), and 15% other red varietals, like Cabernet Sauvignon, Merlot, and Syrah. Joan Giné pioneered and founded the wine cooperative with the goal of preserving the terroir and culture of the region.

Joan Giné believed in “Traditional Viticulture, which is growing vines organically. Following his believe all work is done 100% organically. Buil & Giné started the organic certification process for their vineyards in 2014 and will have all properties certified by 2021.

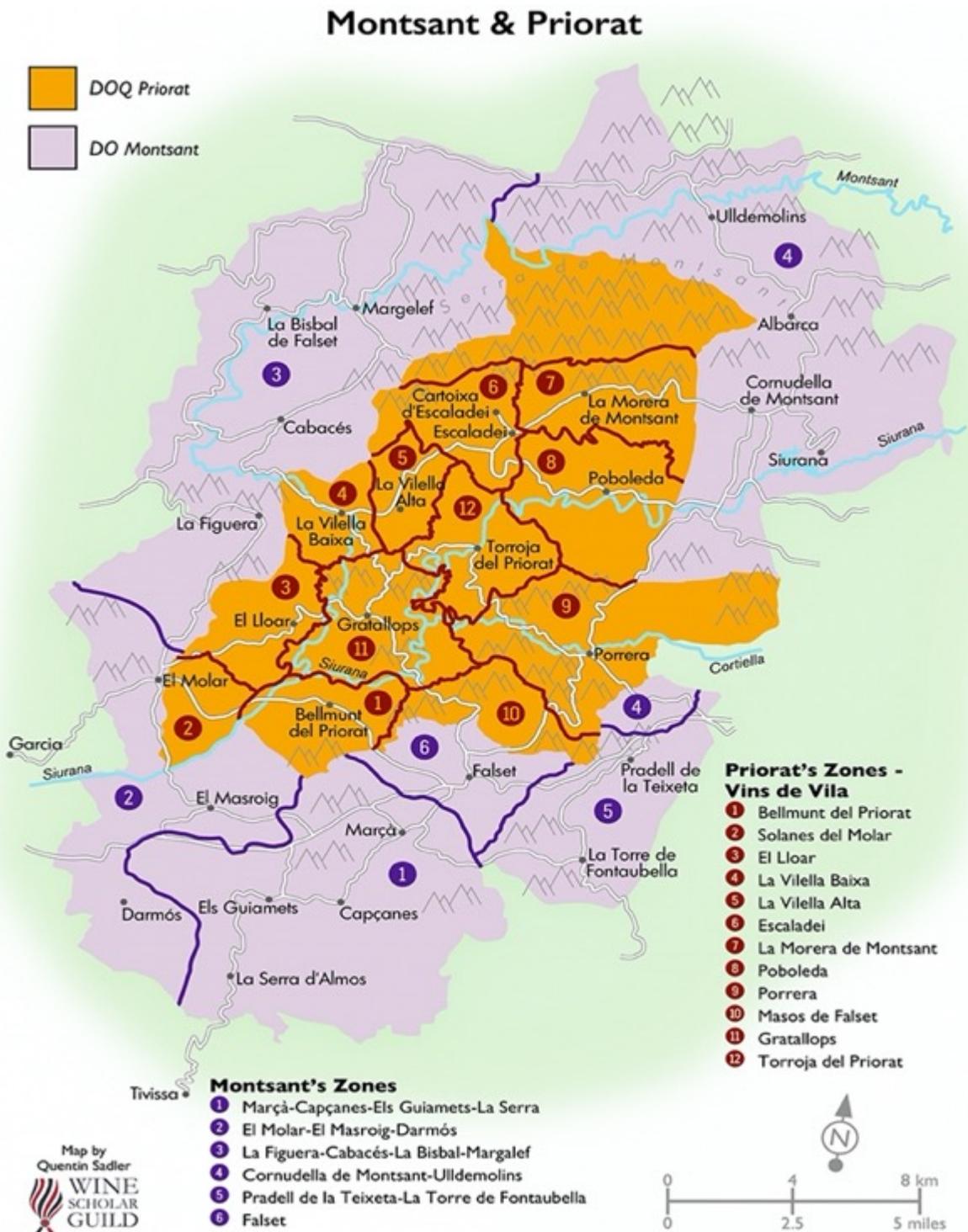
They wanted to utilize the winery and vineyards as an opportunity to share their way of life, a life centered around wine. The wine displays the character of the local grapes, the minerality of the soil, and is extremely enjoyable.

More than 15 years ago, they were able to purchase a vineyard in Toro (Pago del Oro), and in Rueda, each producing one single vineyard wine for each of those DO's.



“Passion for fruit, appreciation of wood, and respect for the soil. **Harmony and balance.**” Buil & Giné

# Map of Priorat D.O.Q. Buil & Giné is located in Gratallops



## PLERET 2012/13 (red)



- **Region/ Sub-Region:** Spain, D.O.Q. Priorat, Vila de Gratallops.
- **Grapes:** 85% Garnacha and Carignan; and 15% Cabernet Sauvignon, Merlot and Syrah.
- **Soil:** Llicorella (Slate).
- **Vinification:** Varietals fermented separately. Temperature controlled, long maceration.
- **Aging:** Wine kept in French oak barrels for 10 – 14 months. Followed by ‘coupage’ and bottling. Wines are then bottle aged for the remaining of the time.
- **Nose:** Notes of minerals on the nose. Predominance of ripe forest fruits and slightly roasted overtones.
- **Taste:** Elegant and balanced, with a ripe fruit entrance, followed by a fresh flavor with an unctuous, long finish, and slight wood overtones.
- **Color:** Intense scarlet with clear and bright ruby red trimmings.
- **Gastronomy:** Pair with any grilled meat, rich fatty fish dishes, Iberico ham. Exquisite pairings with sweet-and-sour contrasts, caramelized onion, soya, compotes, and chocolate sauces.
- **Suggestion:** Open and decant 30 minutes before serving.

**A pleret** is a Catalan expression that means “**slowly, calmly, and step by step**”. This is the best way to enjoy this wine. Buil & Giné’s proposal is that once this wine is opened, it allows people to discover and enjoy a “pleret”, a vast range of sensations and aromas. This is a true experience that conveys the essence of the Priorat and its valuable ancient vineyards.

### CRITICS AND REVIEWS:

**International Wine Report, Oct '22 gave 94 points, Pleret 2012** - “A fruit forward blend of Garnacha, Carignan, Cabernet Sauvignon, Merlot and Syrah offering interesting layers. Aromas of boysenberry, forest bark and green moss, raspberry, toasted fennel seed, vanilla, and menthol. On the palate we find integrated primary flavors of tobacco leaf, bright red fruits, elegant grandfatherly tannin, and dark forest. Structurally big yet smooth on the palate. Enjoy now or see how it changes in 10 years.”