

EST. MMXI

QUEIRÓN

VIÑEDOS FAMILIARES

QUEL · RIOJA · ESPAÑA

INNERMOST RIOJA





La Peña de Quel from the terrace of Queirón.

Queirón

We are Rioja, we are Quel

Wines for pleasure

Queirón was conceived as the wine-growing project of the Pérez Cuevas family in Quel, in the heart of the Cidacos river valley in the sub-region of Rioja Oriental. The vineyards are located between the Yerga and La Hez mountains in the heart of the Barrio de Bodegas de Quel, an emblematic enclave of the 18th century that represents the historical vocation of this tiny village in Rioja with respect to wine, culture and of course its soul.

Queirón embodies the philosophy of the Pérez Cuevas family, who has been focused on the world of wine for four generations. Queirón is the culmination of the dream of our father, Gabriel Pérez, winemaker and pioneering wine entrepreneur in this area of Rioja Oriental. This project has been over a decade in the making and has silently and secretly been brought to life by Gabriel. The project has restored historical areas and vineyards in the surrounding areas of Quel alongside the slopes that define the Sierra de Yerga mountain range. It is a terroir that bridges its relationship with viticulture to the period of the Middle Ages, as evidenced by various documents found in the Cathedral Chapter of Calahorra, dating back to 1327.

Queirón is classicism and innovation at its best, and to this end will always remain committed to making wines with soul or otherwise, wines that define the place from which they were born. It is the heritage of our family, which consists of four generations of winegrowers with the backdrop of a terroir defined by its poor and scarcely productive soils. Our vineyards are in the foothills of the Sierra Yerga mountain range and maintain the tradition of one of the most little known and unique terroirs of the DOCa Rioja.



Garnacha vines in La Bartola in Quel, one of the vineyards of Queirón in the foothills of Mount Yerga.

Our vineyards born in Quel, are located at the base of impressive, historical sites marked by geological upheavals that date back some 250 million years before our era. These unique geological shifts systematically define the landscape as well as the characteristics of the soil where the grapes for Queirón are grown. These wines were historically shaped in the caves of the Barrio de Bodegas and our family is now dedicated to renewing them with this unique project defined by its location and architecture.

Historical significance of the 21st century

The new Queirón winery is located at the southern end of the “Barrio de Bodegas” in Quel (it maintains its same historic position in the neighborhood in maintaining the original address of number nine) which also borders the family’s first winemaking cellar. The design of the winery is unique and spans four levels, each of which have been dug underground, much like many other traditional wine caves have been doing for centuries. It maintains the philosophy of gravity flow; with chutes on the top level that use the traditional method of receiving grapes and on which the steps of winemaking by gravity flow are based. This encourages all processes to be carried out with extreme care, protecting the grapes, musts and the

eventual wines from any unnecessary manipulation or mechanical pumping that may affect the quality of the wine.

The design of the Queirón winery was developed entirely from the ingenuity of Gabriel Pérez and consists of two fundamental inspirations. The first is of a technical nature, in which he has reinterpreted the concept of the gravity-flow production methods of the ancient wine caves of Quel and adapted them to fit a 21st century model. For this reason, the new winery literally sinks into the same hillside as the ancient caves and is attached directly to the old wineries of the “Barrio de Bodegas”. Each level of this new gravity-flow system allows each stage of the winemaking process to be undertaken at different levels, from the reception area and selection of the grapes in the upper part, gradually descending to the production areas, barrel aging rooms and wine storage cellars. Gabriel, together with his son Rubén, (the winery oenologist) have used architectural concepts typical this type of production in order to achieve a balance between the tradition of the area and its ancestors. The building is fully integrated with its surroundings so as not to detract from the traditional landscape of the winery, and it has been equipped with all environmental resources available both for its own construction as well as for its energy efficiency throughout the year.



Grape reception area at the winery.

**"Wine is a form of expression.
Wine is our language"**
Raquel Pérez Cuevas

Artistic inspiration

The second creative inspiration for the winery is the artistic heritage and style of Miguel Ángel Sáinz (a renowned painter and sculptor from La Rioja) with whom Gabriel maintained a deep friendship and with whom he undertook the creation of the Ontañón Winery in the nineties. The Ontañón Museum in Logroño is a monument to wine tourism in the DOCa of Rioja. Miguel Ángel Sáinz gave this important place ever more uniqueness by bringing together classical mythology with the world of viticulture and wine. The winery further pays tribute to these two worlds in housing an authentic exhibition of Miguel Ángel Sáinz works throughout. The winery masterfully merges his works of art with oenology in all senses, from the design of furniture or stained glass windows, to the drawings of barrel aging rooms as well as an underground cellar that includes an authentic labyrinth with a sacred space for Persephone, one of the many sculptures you will find in the winery.

Gabriel Pérez has always wanted to pay tribute to Miguel Ángel and his friendship with him, which was marked by his unexpected passing in 2002. Queirón is a further testament to the style of this great



Patio del Hombre at Queirón.

sculptor, born in Aldeanueva de Ebro. He is considered one of the most celebrated and complex artists from La Rioja that lived in the 20th century. The winery of Queirón worships wine and naturally further celebrates these sensations of mystery, seclusion and beauty. The winery has been designed meticulously by Gabriel Pérez. "It is my memory, the root of my family, it is surrounded by our vineyards, in the Barrio de Bodegas de Quel, conceived with the same philosophy of our ancestors, with gravity as the axis of all design while respecting the environment and with the objective of making excellent wines. The wines from Quel are made with old vines as well as with the best selection of each one."

The construction of the Queirón winery embodies the philosophy of Ontañón Family. It is a work that has been a prolonged culmination of a dream lasting for over a decade. A dream in which Gabriel Pérez has been precisely configuring each moment and each stage with special care in order to achieve a building with a personal touch, uniquely "Queleño." Unlike the traditional wineries that surround it, Queirón was designed to make the wines of "his dreams:" Prestigious, extremely high quality wines with soul.

**«Harmony is the soul of a wine.
Beauty and fragility are the concepts
that move me» Gabriel Pérez**



Gabriel Pérez at the family cellar in the historic Barrio de Bodegas in Quel.

The “Barrio de Bodegas”

The great Quel playwright Bretón de los Herreros (1796-1873) wrote a wonderful description of his magical birthplace: “Such is the wine harvest collected in a vast plain behind the winery caves, that it has been necessary to found a new town; and it is noteworthy that suffice for the cult of the Savior a medium-sized church with the appendix of a sad hermitage in the field, Bacchus had more temples there than he had in Greece.”

The “Barrio de Bodegas” in Quel that dates to the 18th century, is a jewel. There are references in historical registries such as that of the Marqués de la Ensenada (1752) or that of Pascual Madoz (1851), of more than 350 caves, or wineries, which make wine on a small hill located on the southern bank of the Cidacos river. At present, it has some 200 remaining such facilities that make up a complex and diverse network of galleries and underground excavations - all

at varying depths. All of these wineries are linear, with a very similar structure: grape collection vat is located at the entrance, next to basin intended for the extraction of wine after stomping on the grapes. There was also a press and a lateral space for the concrete tanks, which exist in two sizes: 90 and 200 cántaras (1 cántara 16 litres.) The bottom of the caves was used as storage for both barrels and bottles. With the evolution of the cultivation techniques and the transportation of the grapes, the wineries adapted the chimney like chutes to run into each cellar from the upper part of the hill where the neighborhood is located to each winery. The entirety of the production was carried out by gravity flow and this system is the one that the Pérez Cuevas family has also used in their new Queirón winery, in celebrating the Queleña identity created by generations of wine growers.

Elevation, terraces, gentle slopes

The town of Quel hugs the Cidacos river, which descends from the rocky cliffs of the Isasa volcano in a succession of mountainous slopes and terraces that gradually open up to the greater Ebro river valley. It is in this valley, just at the base of the Sierra Cantabria mountains, where the winds from the Mediterranean Sea meet those of the Atlantic and the Continental. The foothills of the Sierra de la Demanda also contribute to the soul of this valley. Together

«Everything is in the vineyards; in the fields every day I find all the answers I need»
Leticia Pérez Cuevas

this confluence creates the extremely unique and special climate of Rioja Oriental.

Thanks to the careful work that Gabriel Pérez has been carrying out for more than 25 years in the region of Quel, one of the essential legacies on which Queirón is based is its vineyards. "Queirón wine is born from healthy, high elevation vineyards, with ideal sun orientations as well as soils that are not too deep, and where value is placed on quality not quantity. We seek viticulture that is as natural as possible and in balance with the environment and we use as little manmade products as necessary. The key is in the altitude and overall health of the vineyards, and that is what we have in Quel: terroir, people, soil and climate. These are our assets."

The panorama of Queirón vineyards is stunning. It consists of more than 25 individual parcels scattered around the winery possessing enormous varietal richness, (from the centenarian Garnacha vines of 'El Arca' to the high altitude Tempranillo of 'La Pasada', and finally

«There is a lot of passion, a lot of history and a lot of concentrated effort in one bottle of wine» Rubén Pérez Cuevas



Gravelly soils are very typical in this area of Rioja Oriental.

to the Graciano of 'Los Almendros', the vineyard land is an incredible amalgam of orientations and soils: the vineyards of 'El Poeta', 'Viña María', 'Andañal', 'La Encina' or 'El Balcón' clearly define the commitment of this Riojan family to viticulture. In fact, there are essential jewels that on their own justify an oenological passion. 'El Arca' is a miniscule plot of centenarian Garnacha that was planted in 1892 and is not even one hectare in size. It offers Garnacha of a very special type, with a low yield (less than 2000kg/hectare) which expresses with absolute transparency the soil from which it comes. It is comprised of silt, sand and clay and is the first vineyard of our family classified as 'Viñedo Singular', 'Single Vineyard' by the DOPa Rioja Consejo Regulador.



The expression of El Arca's uniqueness is evident both in the age of the vineyards and in its barrel fermentation.

«Wine is for people, it arises from them and we make it for them»
María Pérez Cuevas

El Arca, a vineyard of three centuries

EL Arca consists of 0.89 hectares and is a true relic of centuries-old Garnacha, dating back to 1892. The extreme longevity of these vines demonstrates the amazing adaptation of Garnacha to this particular area of Rioja as well as to the specific identification of a variety possessing terroir. Its barely 2,000 vines coexist on an area of 7,000 m² where in addition to Garnacha, a smattering of white varieties appear as an exact demonstration of the traditional viticulture that was carried out in this area of Rioja since time immemorial. Much of the wine is made directly in the vineyard. The first batch arrives at the winery as berries that themselves express the particular personality of a vineyard as unique as it is fragile. It is a vineyard between three centuries.

Each vine expresses the absolute affinity to a terroir and also helps display how the old winegrowers knew the winds and other weather patterns to establish the main characteristics of the vineyard in terms of orientation and a framework for plantation. Queirón is involved in a research project with the University of Rioja to identify all the autochthonous varieties that accompany Garnacha. Additionally, there is a restoration project taking place with the vineyard itself through two sources: the techniques used by the old Queleño winemakers and another that arises from our relationship with the University itself.



La Pasada is one of the great treasures of Queirón, Tempranillo vines planted more than 30 years ago in the heights of Mount Yerga.

La Pasada, a vineyard between three climates

Another of Queirón's great treasures is the La Pasada estate, with its almost 40-year-old "high elevation" Tempranillo. A remote land, with an irregular and almost inaccessible layout that coexists at the top of the Sierra de Yerga with brambles, juniper berries, rosemary, gall oaks and holm oaks, in a place marked by its unique altitude (760 meters). Its clay-sandy soil is more than evident due to the addition of stones and boulders that mark the poor red soil and is ideal for wines to purely express their terroir: "We seek to intervene as little as possible in its production and to express the purity of each strain and of the land that keeps it", this is our creed.

La Pasada is a vineyard defined by its three climates: the Atlantic influence of the Sierra de Cantabria; the Continental influence of the foothills of the Sierra de la Demanda and the warm Mediterranean light that opens up towards the Ebro valley. La Pasada is an exceptional vineyard that underlines Queirón's philosophy. Furthermore,

its steep slopes facilitate a constant flow of air passing through the vineyard which helps in the prevention of disease, as well as provides huge diurnal swings in temperature during the Summer months. This allows us to achieve velvety tannins and an otherwise perfect balance in the grape ripening process.

The visionary winegrower

Gabriel Pérez was ahead of the times in planting Tempranillo in an exceptional area due to its elevation and had the vision of climbing to the highest and most wild areas of the Yerga mountains in an attempt to recover ancient vineyard areas. In fact, during this recovery work they discovered traces of old roots and vine plantations dotting this ancient landscape. Queirón possesses this treasure in large part to Gabriel's vision. A true visionary winegrower with the foresight to plant in this area when everyone else was pulling up vineyards and fleeing the villages.

Rioja Oriental

The Ebro river winds its way toward the Mediterranean Sea, where the vineyards reach increasingly higher heights on the slopes of the mountainous land. The lands of Alfaro, in the Sierra de la Hez, the magnificent landmass of Yerga, cuts out space for wineries like those of the peculiar and historic “Barrio de Bodegas” of Quel where Queirón is based. Or Aldeanueva de Ebro, with its immense varietal power; Grávalos, Tudelilla, from the estates around La Pedriza, –an authentic sea of songs– to the impressive medieval winery that appeared in the archaeological site of La Noguera. Ausejo, Alcanadre, La Ribera de Navarra, the Clavijo Castle area and many other spaces in this sub-area of Rioja that offer insight into an essential philosophy and an understanding of Rioja wine as a whole. Both in its tradition, in its evolution and in the importance it has had historically for the blends that have made Rioja universally famous.

Tradition and history

The Rioja winemaking tradition was born with the Roman presence and the Rioja Oriental area was a pioneer in the cultivation of the vine on the land now occupied by the DOCa. The amphorae found in Contrebia Leukade (Inestrillas) –dating to the 2nd century BC– show both the consumption and the trade of wine originating mostly from the regions of Campania, Etruria and Falerno in the Italian peninsula. At the end of the 1st century BC, systematic cultivation began in the current Riojan region, with large-scale viticulture in the Ebro Valley, Falces, Funes, as well as Gracurris Iulia (Calahorra), Gracurris (Alfaro) or Tritium Magallum (Tricio) as evidenced by the representation of vines, leaves and grapes on ceramic objects. In other words, viticulture was a way of life and wealth especially given its union with other crops such as olive trees and cereals.

The History of Rioja has been expressed throughout the centuries

as one of the essential vocations of a land marked by Arab rule, Reconquest, the Camino de Santiago and the great influence of the Monasteries. Both San Millán de la Cogolla and Tudején and its influence on La Noguera de Tudelilla, one of the last great discoveries that shows the harmony of these areas of the Ebro with wine and its culture. But it was not until 1970, with the historic regulation of the Regulatory Council, when the Rioja sub-zones were defined: Rioja Alta, Rioja Alavesa and Rioja Baja, which included the towns of the province of Logroño located east of the Iregua river and the Navarran towns that have always accompanied La Rioja in its wine adventure.

From cooperatives to modernity

Beginning at the end of the 1940s, winery cooperatives populated this area. From the cooperative of Quel (1947), through those of Aldeanueva, Arnedo, Ausejo and Alcanadre (1956) until the last one in Calahorra in 1959, the rise in popularity of cooperatives gave way to more vineyards being planted in Rioja Oriental. The birth of these cooperatives was not free and has much to do with the ownership structure and business leadership of the whole of the DOCa Rioja. Small producers were losing strength in the face of grape buyers from other areas of the region who, each time, imposed stricter conditions, which is why the idea arose of joining forces to form a single winery.

The history of Rioja Oriental is full of stories and dreams of many winemakers whose love of their vineyard land pushed them in a new direction. Many of them jumped from the cooperatives to create their own brands, to create new memories from an almost virgin and unknown territory.

These growers were filled with pride to know that more than half of their production was being used to complete the blends of the famous wines from Rioja Alta and Alavesa.

An image of Queirón vineyards in Quel with the imposing Peña Isasa in the background.





Geography, soil and climate

The Rioja Oriental area is bordered by the Leza River and the Sierra de Cameros (east of the Iregua River), following the banks of the Ebro River to the Alhama River and occupies the territories between Logroño and Alfaro, including the eight Navarrese municipalities on the left bank of the Ebro River. If you travel along the Ebro from east to west, you can see that from Las Conchas de Haro to Logroño the channel adopts a meandering path more or less embedded in the terrain.

Starting from Logroño, the valley widens as if seeking light. As we move away from the river, the platforms are higher and older, as is the case in the area of the Sierra de Yerga mountains, particularly where it summits in Quel.

The soil offers different characteristics to the wine and the climate in La Rioja is the most important in determining its quality. The importance of altitude with respect to climatic variations is increasingly decisive given the changes in temperature and the varying rainfall.

In Rioja Oriental the vineyards are located at varying elevations north to south. These range from the 300 meters of elevation for the plots closest to the river, to more than 700 meters of altitude for the slopes at the end of the Iberian System that forms the Sierra de la Hez and is located at the most easterly end of the mountain range of the Sierra de Yerga.

With such a mix of soils, microclimates and elevations, along with the varietal richness and the different wine-growing traditions of each town, the multiplicity of forms and styles of wine is simply astonishing. Both the ones we already know and the new projects that

have been launched in recent years, such as our Queirón winery.

From the physical point of view, a series of aspects stand out in Rioja soils, such as the structure or the way in which their physical elements (clay and humus) are arranged. The soil-climate combination of the Rioja environment offers exceptional conditions for vine cultivation so that the fruit reaches the production phase in optimal conditions.

In the Rioja Oriental area, the colours of the soil are lighter than in other areas because they have less organic matter and are therefore less fertile and productive. The reddish colour denotes the presence of clay close to the surface and the whiter colour is due to the presence of high proportions of carbonates, especially calcium carbonate. The presence of stones is another important, determining factor in vineyard soils, since the gravel content positively affects the character of the soil for vine cultivation and is more common in soils cultivated with terraced vineyards or gently sloped banks.

The area of Rioja within the greater Ebro valley presents characteristics of a climate with Continental weather patterns. These Continental weather patterns reach their maximum level of expression in Eastern Rioja. The Rioja Alta area has more Atlantic influence and the Eastern more Mediterranean. However, in the case of the Queirón vineyards, the height of the vineyards contributes to a very different expression of the wines, given that it receives Mediterranean insolation (optimal for maturation) and the freshness of the altitude, with much more extreme thermal gradients than in the lower valley areas.



Mari Luz and Gabriel with their children.

«I was going in the opposite direction around the world, but I was convinced that it was right, as it was my way...» Gabriel Pérez

The Pérez Cuevas family, winegrowers and pioneers

Queirón represents one of the long-standing traditions in uniting a family and its land in La Rioja. Originally from Quel, the Pérez Cuevas family has always been known in the region as 'Los Majos'; in fact there are still some traces of evidence in the area such as the so-called path of 'Los Majos.' Lázaro Pérez, the great-great-grandfather of the current generation, cultivated Garnacha and his daughter was dedicated to selling it. The family had a small grocery store/bar in Quel, called 'Choco', where the wine that they made themselves was sold to the public in their primitive family winery, located in the historic center of the town. It was located right next to a small wine and spirits store, which represented another one of the historical traditions in Rioja Oriental.

After finishing his studies in Bilbao, Gabriel Pérez (born in Quel in 1947), made the decision in 1980, to dedicate himself exclusively to the world of wine. The following year he made his first harvest with grapes from the 15 hectares the family owned in Quel. The rest of the grapes were purchased from growers in Quel and production did not exceed 60,000 litres. The production was carried out in a small warehouse like building, and was mostly reserved for family consumption, with the remainder being sold to wineries in other areas of Rioja. When Gabriel Pérez founded Ontañón in 1985, there were barely four commercial wineries in the whole of Rioja Oriental. The rest were municipal cooperatives around which the small wine growers of each town organized to sell their wines to large wineries in other parts of La Rioja.

With pure conviction, Gabriel Pérez founded Ontañón in Quel with his wife Mari Luz Cuevas in 1985: "I felt the wines we were making possessed the nobility and finesse to match any of the top wines

from the region. I saw how they delivered extraordinary quality and felt that they could demand any price because there was always someone who paid in order to differentiate us in the market. Due to their large and unique personality, our wines could compete with wines from any other area. Why couldn't we take the next step and sell wines directly from our cellar in Quel? "

Another key in the Ontañón story was the acquisition of a vineyard. In those years no one bet on land or in Gabriel's words - in the countryside: "I was going in the opposite direction around the world, but I was convinced that it was right, as it was my way. I first set up my own winery and then chose the raw material (grapes) carefully. When anyone sold vineyards of excellent quality and orientation, I would buy them. The villages were emptied and the young people all migrated to the cities."

After a lifetime in the wine sector in Rioja as well as in other wine growing denominations such as Ribera, Rueda and Navarra, in 2010 Gabriel Pérez took the first step towards the creation of Queirón, a winery in Quel which represented a return to its origins in every way: vineyard, winery and wine. "It's my dream," he confessed. "I began to envision the idea of Queirón around 2010. I had been to many wineries; I had built several and already had a space in Quel that brought together all of my dreams and desires. My most cherished memories and the roots of my family, surrounded by our vineyards, in the Barrio de Bodegas de Quel and in a space that was an old alcohol factory, this is Queirón. I knew it was going to be a complex and difficult job due to the conditions of the land, but I was sure that it was going to be a winery that respected the philosophy of gravity flow and reflected the traditions of the ancient winemaking caves in this barrio of Quel."

THE WINES OF QUEIRÓN

The key to viticulture in Queirón lies in the utmost respect for the environment. Both the health of the vineyard as well as the care and enhancement of the biodiversity of the ecosystem of high altitude vineyards on the slopes of the Sierra de Yerga define the personality of the winery's and its lineup. "We believe that wine gives us back the life that we have given it with our efforts," explains Leticia Pérez Cuevas, the vineyard & field manager, who is convinced that each wine reflects the spirit that each vineyard offers us: "They (the vines) are like a mirror, in which we see ourselves reflected with the vintner at the head. They give you back exactly what you put into them; they are extremely generous."

Leticia is passionately obsessed with practicing viticulture in an environment that is as rational and balanced as possible. She gives this example: "We provide the exact organic matter necessary for

"We believe that wine gives us back the life that we have given it with our efforts" Leticia Pérez Cuevas

the development of the vine and its vegetative cover. We limit the growth of the plant and we do not participate in operations that involve the use of machinery, such as tractors, that might impart CO₂ emissions. In fact, the nutritional elements that we contribute to the soil come from organic mushroom mulch from nearby composting plants. In this way, we help our neighbors to recycle this material and our soils with top-quality organic matter."

Queirón currently offers four wines. The winemaker Rubén Pérez Cuevas describes them with passion: "Each one of them reflects an experience that reflects the vineyard that we place at the center of everything. For example, 'El Arca', is a wine that expresses a specific vineyard of less than one hectare of ancient Garnacha. It is pure fragility given that each year is expressed differently alongside its very specific and very delicate terroir. We are moved by 'Mi Lugar', which is like a diary we contribute to every day, like a blog about the various Quel vineyards, all in a glass, each one of them particu-



"Each one of them reflects an experience that reflects the vineyard that we place at the center of everything" Rubén Pérez Cuevas

lar. Garnacha is planted at six hundred meters and Tempranillo at almost seven hundred meters in elevation. Each vineyard with its specific soil type, its sun exposure and its character is diverse and unique. Together they create a marvelous patchwork, that is Quel. We love this wine because it reflects the soul of our people. Another essential wine of our house is the Reserva 2011, which is a tribute to Gabriel because it is sourced from 'La Pasada' vineyard and represents the vintage in which construction on the new Queirón winery began. It has a finesse that can be called pure Rioja and that excites us because it envelops us; it is silky to the extreme. Additionally, we have launched a series we call 'Ensayos Capiales' with which we have thrown caution to the wind by making a sulfite-free Graciano. This "experiment" is as unique as the grape itself, rescued from near oblivion, Graciano is an emblematic variety in Rioja. One that has always played a secondary role in blends, but which for us is pure rock and roll for its vivacity and aromatic power."

QUEIRÓN

MI LUGAR



The allegory of Quel, our town

Mi Lugar is a wine sculpted from the soul of its terroir. An allegory of a small town in Rioja with its roots buried in ancient tradition was portrayed by the Quel poet and playwright Manuel Bretón de los Herreros (1796-1873) in a beautiful romantic poem titled "Mi Lugar".

*Quel is its name, full of the poor;
but replete with gifts (...)
Minerva there with her treasures,
Bacchus with his delights*

Mi Lugar is a tribute to the wine-growing tradition of Quel, now being restored by the creation of the new Queirón winery. It is also an exploratory journey of five tiny parcels of vineyards located at elevations higher than 600 meters, with very poor soils, low-yielding and with vines planted in the "en vaso" manner. This wine is a selection of the best grapes from these parcels. Garnacha from vineyards such as El Poeta, La Bartola and La Perdida and the Tempranillo from El Arenal and Hoyo Judío. Mi Lugar is a tribute to the essence of the Cidacos Valley, one of the most little known but most authentic places in the Rioja Oriental sub region of Rioja. It is composed of landscapes that are marked by geological convulsions that date back some 250 million years before our time and that systematically define the orographic profiles and the characteristics of the soils of these vineyards.



La Perdida, one of the five vineyards in the blend of Mi Lugar.

Winemaking

Mi Lugar is made exclusively with the best fruit from each plot, with three separate levels of selection conducted to achieve the maximum quality and personality for the wine.

The first selection is made in the vineyards themselves, the next is made once the bunches arrive at the winery and after destemming and the third is the sorting of each individual berry.

A pre-fermentation maceration is carried out for five days. The second step is the extended maceration, which is carried out gently and in a prolonged manner (more than 18 days), with temperatures between 22 and 26°C. Malolactic fermentation takes place in French oak barrels. Another of the keys to producing Mi Lugar is the 18 months of aging in very high-quality barrels, consisting of 20 percent American oak and 80 percent French oak all with differing levels of toast. All barrels are first use. The final process before bottling culminates in aging the wine another six months in large foudres, in order to further develop the quality of a wine that is born of an

exceptional vision.

Vintage 2017

A vintage that was drastically marked by the unusual frost at the end of April as well as the great drought that coexisted with the entire vegetative period of the fruit. An extremely dry year and an especially hot summer. This resulted in low production levels but offered fruit of the highest quality.

¿What is a "vino de pueblo"?

The right to use the municipality (or the title “wine of the pueblo”) in labeling wines of Rioja has been recognized for almost 20 years - since 1999.

However, the new regulation recently approved by the Rioja DOCa Council allows these geographical entities to be given more visibility. The requirements to be able to bottle with the town or Municipality on the wine label are that the grapes must come exclusively from the municipality itself, and that the production, aging and bottling are also carried out in the same locale.

QUEIRÓN ENSAYOS CAPITALES

MONOVARIETAL GRACIANO
SIN SULFITOS

Challenging the limits

The Ensayos Capitales de Queirón line involves making wines on the cutting edge of viticulture and oenology, facing challenges that foster new views of the future while borrowing from tradition and classicism. These projects are based on a different view of Rioja, one that defines a palate of sensations. The first wine of Ensayos Capitales is based on one of the minority varieties par excellence in Rioja; Graciano. It is an adventurous new endeavour for the winery, since in its production the incorporation of sulfites is eliminated in order to obtain a wine that is as wholly organic and natural as possible. It is a research project in which the most exquisite viticulture and the most advanced aspects of oenology go hand in hand.

Graciano from the height of the Sierra de Yerga

This Graciano comes from a vineyard called El Pozo located near the village of Quel, and sits at an altitude of more than 650 meters. The vineyard has very poor and sandy soils, with the presence of boulders and slopes of fifteen percent or more. A unique terroir for one of the lesser known, native grape varieties of Rioja. Graciano, named for being 'the grace of Rioja' in the great historical blends barely occupies two percent of all of the vineyards planted in the region. It is a naturally low yielding variety with good acidity

and possesses the essence of Rioja with its concentrated aromatics.

No sulfites

Sulfur dioxide has been the most widely used preservative in winemaking for decades because it acts as a powerful antioxidant that helps reduce the effects of dissolved oxygen and inhibits oxidative enzymes. The substitution of sulfur is carried out in Queirón with techniques that ensure microbial and oxidative protection that are completely respectful of the organoleptic properties of the wine.

Winemaking

The harvest is carried out completely by hand and executed later in the day in order to maximize the time the grapes have spent drying in the sun after the morning dew. Once the grapes are harvested, they are refrigerated in a controlled nitrogen atmosphere to prevent the proliferation of microorganisms. (8 to 10 degrees for 24 hours). To achieve a reductive environment, the CO₂ from other fermentations is used to create a sterile atmosphere for the Graciano in tank. It is destemmed and pressed, making way for a tumultuous fermentation. Three days after pressing, malolactic fermentation begins alongside the alcoholic fermentation. The malolactic fermentation typically finishes 24 hours before the alcoholic. The aging takes place in new French and American barrels. The wine remains in barrel for eight



Rubén Pérez, winemaker.

months without racking so as not to disturb its environment.

Vintage 2018

This vintage was characterized by being one of the longest vintages in the history of Rioja. Given that the climatic conditions were not as favorable as desired, the winemakers had to do their best to produce quality grapes. After an excellent spring, the growing year became complicated during the first half of July when the storm fronts and hail graced the region after a year with already abundant rainfall. In the second week of July, the rains stopped, and a warm, dry patch of weather began, which led to the desiccation of the mycelium and the recovery of the plant canopy mass and the clusters themselves. Ripening took place normally and the higher average weight of the berries stood out due to the good weather conditions.

Rubén Pérez Cuevas, Queirón's winemaker

Rubén Pérez Cuevas, Queirón's winemaker, explains that this is a very special wine, a wine in which "we have to push our knowledge and our experiences as viticulturists and winemakers to the limit" in order to produce. This is a wine that requires maximum precision in all tasks, from the vineyard to the meticulous work of the winery, both because of the characteristics of the Graciano as well as because of



«The health of the vineyard is crucial for this wine»

everything implied in producing a wine without sulfites." The oenologist emphasizes that health in the vineyard is crucial: "We can only make it in specific vintages where complete health is guaranteed. Furthermore, the harvest is determined by maturity and we work with various methods to develop it at its optimum moment."



QUEIRÓN

DE GABRIEL

Reserva 2011

come from a careful selection of each and represent the absolute best in quality that comes from these two emblematic vineyards. The wine is an homage to the immemorial classicism of Rioja and represents elegance, finesse and emotion. Queirón is crafted with vigilance and thoughtfulness, with attentive vinification and maturation it rests silently in the cellar of the new winery for 36 months before release.

Two high-altitude vineyards

The vines that make up the 2011 Queirón Reserva are found in two iconic vineyards in Quel owned by the Pérez Cuevas family. These two vineyards are perched on the slopes of the Yerga Mountains and the Peña Isasa, both of which reach the elevation limit for cultivation at 790 meters. La Pasada provides the Tempranillo and El Pozo provides the Graciano. These two varieties comprise the blend that gives the wine its identity and soul.

La Pasada is a vineyard located in the most rugged area of the Sierra de Yerga range, where over thirty years ago Gabriel Pérez decided to plant Tempranillo due to the vineyard's elevation as well as its positioning at the confluence of the three climates that define this part of the wine region of Rioja. These three climate influences are the Atlantic influence from the Sierra de Cantabria mountains; the Continental influence which originates from the foothills of the Sierra de la De-



Gabriel Pérez, founder.

manda and the warm Mediterranean sun influence that pours over the Ebro valley. La Pasada is a vineyard identified by three distinct climatic influences that together express the philosophy of Queirón, by its very nature.

Its steep slopes both facilitate a constant flow of air that passes through the vineyard and helps to prevent disease, as well as provides significant diurnal shifts in temperature throughout the Summer season. This allows the wines to achieve velvety tannins and an otherwise perfect balance in the grape ripening process. The soil is poor, with alternate layers of light sand, sandstone and large rocks, followed by layers of old clay and more sandstone. El Pozo, planted in 2010, is located just below La Pasada at 650 metres, between the sites of La Rad and Hoyo Judío. It contains a large number of micro plots from which only the most privileged grapes are selected. The soil here is quite poor, mainly sand, with some clay as well as riverstone, typical of Quel. The Graciano variety is one of the more rare grape varieties in Rioja, however it seems to flourish in this location.

Winemaking

The harvest lasted until the end of October and was carried out manually first thing in the morning, with the grapes being collected in small 10-kilo boxes. In the

vineyard, the first selection of the best bunches was made with the clusters being kept cold at 4°C for 24 hours before proceeding with production.

A pre-fermentation maceration lasted five days with temperatures below 5°C. Fermentation with a very long maceration lasted for more than 18 days, at a controlled temperature between 22° and 26° C. The wine was matured for 24 months in new barrels with extra fine grain. 70% French oak and 30% American oak, with different levels of toast which we believe add complexity to the wine. Subsequently, Queirón Reserva remains in the bottle for more than 36 months at the natural temperature and humidity of the winery's underground cellar.

Vintage 2011

According to the vintage rating by the Control Board of Rioja, 2011 was an «Excellent» year. It was characterised by a warm spring and summer as well as a lack of rainfall. The vines remained healthy and vigorous throughout the growing cycle which ended on a good note. The production was moderate and the weather conditions allowed for a longer than normal - optimal ripening of the grapes. The weather also allowed us to select with the utmost care - the plots of La Pasada and El Arca that contained the best fruit for the first wine of Queirón.

Gabriel's dream

The first wine from Queirón is a testimony to its founder Gabriel Pérez, as well as a tribute to the dream he has shared with his family. In 2011, the idea of creating the Queirón winery in the historic Barrio de Bodegas de Quel came to light. A genuine enclave of history and tradition that is partnered with two one-of-a-kind vineyards that are located at high elevation at the Eastern end of the Rioja growing region. The Reserva is a blend of these two treasured vineyards. It is comprised of the idyllic Tempranillo from La Pasada and the profound Graciano of El Pozo. The grapes

QUEIRÓN EL ARCA

VIÑEDO SINGULAR

An ancient journey Monovarietal of garnacha

Queirón El Arca 2017 is the first single vineyard wine from Queirón. It is a one of a kind wine that represents the essence of one of the most genuine terroirs of the ancestral viticulture area of Rioja. El Arca is a Garnacha vineyard of less than one hectare located at the northern end of the castle of Quel, from which we have data dating back to 1892. With 0.89 hectares, there are barely two thousand vines planted and a production so low that in the 2017 vintage it was a mere 1,947 bottles. This is the pure essence of a terroir that has been producing excellent wine for three centuries and that has the ability to surprise with each vintage. The soil of El Arca is its own universe. It is an amalgam of sand with silt and diverse layers of clay. Tiny but perceptible, the terrain displays the personality of being extremely poor, but this is essential to producing high-quality and unique wines, wines that are memorable to all who are able to taste.

Vintage

The harvest is done by hand to lovingly protect each bunch from anything that may affect its quality and in order to select only the best ones depending on the TPI (Total Polyphenol Index) phenolic ripeness level of the grape. Harvest begins at day-break to take advantage of the coolness of the night-time temperatures, with the bunches being placed in 15-kilo boxes, which are then taken immediately to the winery to preserve each and every one of their exceptional qualities.



One of the oldest Garnacha vines in El Arca.

Winemaking

After spending a night in the cellar at 12°C, the first duties at the winery consist of conducting a selection of each bunch on the triage table, followed by de-stemming. This triage is the gentle separation of the grapes from each bunch. The grapes are placed in American oak barrels and a gentle press is performed to release must from some, but not all of the grapes in order to achieve a semi-carbonic maceration. With this operation some of the beneficial aspects of carbonic maceration are achieved, enhancing the aromatic intensity, tannins and anthocyanins. With the grapes in the already closed barrels, the fermentation begins with spontaneous yeasts from the El Arca vineyard. After this first fermentation (which lasts between ten to twelve days), the wine is bled and then reintroduced into barrels, this time in first year French oak with different levels of toast to finish its first fermentation. When the fermentation is finished the wine is racked again, a homogenization of all the wine is carried out before reintroducing it to French oak barrels to carry out malolactic fermentation. In this aging phase, the wine rests another five to seven months on its lees. After this period, the wine is placed in concrete egg-shaped tanks for twenty months until bottling.

Vintage 2017

The 2017 year was drastically marked by the unusual frost at the end of April, as well as the great drought that coexisted

during the entire vegetative period of the grapes. The very low production level offered fruit of excellent quality.

What is a single vineyard?

The Queirón El Arca is a wine that is included in the new 'Single Vineyard' category of the DOCa Rioja Regulatory Council. It consists of a stratification of the most unique parcels of the Denomination, which have previously been recognized by the Ministry of Agriculture and are certified as examples of singular vineyards, meeting a series of demanding parameters. The singular vineyard according to the regulatory council can comprise one or more officially registered parcels and the minimum age of the vineyard must be at least 35 years.

The wine from a 'Viñedo Singular' has a double evaluation: the first after the first fermentation for qualification and the other before the market launch - the aforementioned must be deemed 'excellent' in the organoleptic analysis carried out in accordance with the Technical Instruction of Verification of the Single Vineyard and that is equivalent to a minimum of 93 points on the OIV tasting sheet used by the Council. This tasting committee has been specially formed by six technicians who work in different DOCa wineries.

Vineyard requirements include vineyard yields 20% lower than usual (maximum of 5,000 kg/ha. in reds and 6,922 in whites) and 65% in grape transformation compared to 70% standard.

EST. MMXI

QUEIRÓN

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