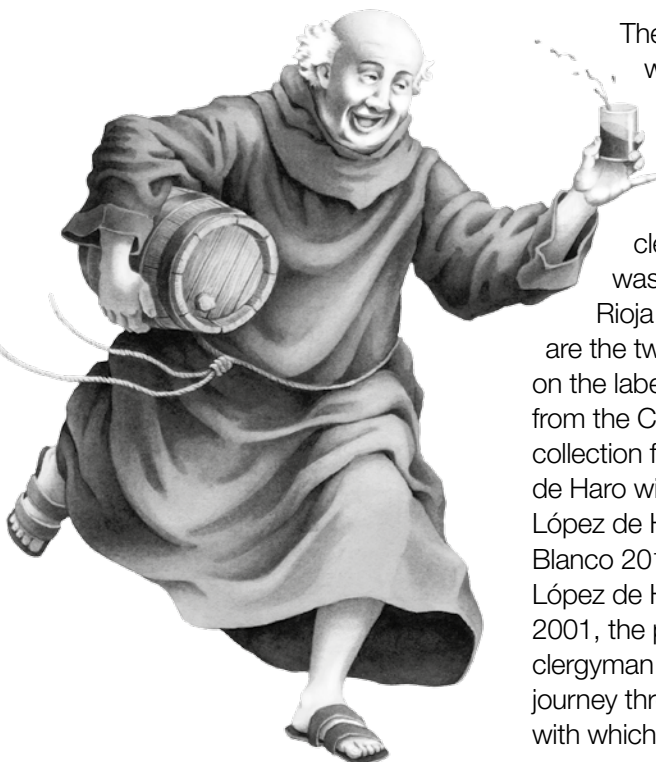


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## **BODEGA HACIENDA LÓPEZ DE HARO PAYS HOMAGE TO THE PIONEERS OF RIOJA WITH A COLLECTION OF “GRAN RESERVAS” FROM THEIR MOST EXCEPTIONAL VINTAGES**

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**Classica Hacienda López de Haro is the tribute the winery is paying to the pioneers of Rioja, characters who contributed to the designation of origin occupying a place of relevance worldwide today. The collection began with two wines that reinterpret those fine wines that made La Rioja famous in the world. The collection intends to grow year after year with the Red, White and Rosé “Grandes Reservas”, elaborated using those vintages during which the vineyard provide exceptional fruit destined to become great wines.**



The French photographer who came to Rioja in the mid-nineteenth century to photograph the route of the newly opened railway and the clergyman, who in 1790 was the first to elaborate in Rioja “Bordeaux-style wine” are the two characters illustrated on the labels for the first two wines from the Classica Grandes Añadas collection from the Hacienda López de Haro winery. Classica Hacienda López de Haro Gran Reserva Blanco 2012 and Classica Hacienda López de Haro Grand Reserva Tinto 2001, the photographer and the clergyman are the first stop on a journey through the history of Rioja with which the winery pays tribute to

those visionaries, some unknown, who believed in the potential of this land when nobody else did and how thanks to them, it is now one of the most important wine regions in the world.

With Classica Hacienda López de Haro, the wines that the winemaker and technical director, Raúl Acha, and the Arambarri family, founder of the winery, have been reserved since the creation of the winery will see the light. Great wines elaborated during those years in which the conditions are perfect in the vineyard, providing exceptional potential for aging and storing. Classica Hacienda Lopez de Haro reinterprets those fine wines, the “grandes reservas” with long aging

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and an enormous capacity to store that put Rioja for the first time in the most demanding tables of Spain, Europe and the world during the Riojan 'belle époque', more than a century ago.

The wine racks for these special wines have waited in some cases for almost two decades, rounding off in the cellar until the optimum moment. Despite its longevity, the profile of these 'grandes reservas' respects the essence and philosophy of the winery to create contemporary classics, with aging over long periods in new and used oak that give prominence equally to the fruit aromas and those of the oak. The result is "Grandes Reservas" that stand out for their elegance and for having evolved positively in complexity, approaching its point of maximum expression, although in these wines only patience and time will say what that point is.

### **THE PIONEERS OF RIOJA**

In the spring of 2019, the winery launched the first two references, a Gran Reserva Blanco from 2012 and a Gran Reserva Tinto from 2001, the year of the first vintage of Hacienda López de Haro. The labels of these first two wines from the collection feature two characters who made their contribution to the greatness of the denomination between the late eighteenth and mid-nineteenth centuries.

On the label of Classica Hacienda Lopez de Haro Gran Reserva Blanco 2012, Jean Laurent takes a "selfie" with his bellows camera, in recognition of the contemporary character of these classics. Laurent, the photographer, arrived in Haro in 1863 on the newly installed railway. He was born in Burgundy, but it was the Queen of Spain, Isabel II, who commissioned him to photograph the region on the occasion of the inauguration of the first railroad

route, which would link Bilbao with Tudela. Here he portrayed great personalities such as Espartero or Sagasta, and also immortalized scenes depicting local customs in Logroño, Cenicero or Briones. In Haro, Jean (or Juan, as he liked to be called) took the first picture of Haro, although the city would still take another decade to welcome the French 'negociants' who would help it become one of the wine capitals.

In the image of Classica Hacienda López de Haro Gran Reserva Tinto 2001, a plump clergyman with a barrel under his arm stands out. It is none other than Manuel Quintano, born in Labastida, and who went on to become the Dean of the Cathedral of Burgos, but according to the story, he was more interested in the vineyards than in ecclesiastical affairs. Convinced that something had to be done to improve the quality of Rioja Alavesa





wine, this man of the cloth served as an industrial spy in Bordeaux during the grape harvest of 1785 and 1786. From there the Bordeaux method was brought and the wines began to make a name for themselves. However, his neighbors were not convinced of these methods and forbade him to use them, but the clergyman took the case to court and was allowed to continue working just as he had learned in France. Although the arrival of the war and Napoleon put paid to his plans and the method did not become widespread until the middle of the next century, Quintano is considered the pioneer of Riojan fine wines.

These two characters will be joined by other greats in the history of Rioja as soon as the treasures hidden in the cellars of Bodega Hacienda López de Haro see the light.

### **EXCEPTIONAL VINEYARDS IN UNIQUE VINTAGES**

Raúl Acha, the technical director and enologist of Bodega Hacienda Lopez de Haro, says that “a great wine is made in the vineyard.”



That is why the choice of these wines for aging comes from the special characteristics of a particular vintage, which provided grapes of exceptional quality in which Acha saw that potential to become a ‘Classica’. Not necessarily does that vintage coincide with vintages qualified as “exceptional” by the Regulatory Council of Rioja. Thanks to the great variety of micro climates of each zone does not always equate to the generalized rating of a vintage.



As for all the wines in the winery, the grapes in this collection come from two very specific areas of Rioja: the Sonsierra, which is considered the “golden mile” of the Tempranillo variety, where the winery is located; and the Alto Najerilla, a region that stands out for its altitude and its great heritage of old vineyards. Raúl Acha and the Arambarri family, founders of Hacienda López de Haro, come from this latter area.

In both regions the winery cultivates old vineyards, with an average of



70 years of age for the red varieties and 65 for the white varieties, some of them were planted on the “old planting frame” or “square” system just after the phylloxera blight, on which some vines of the old varieties still remain. In the area of Sonsierra, the climate is cool and the vines are rooted on limestone south-facing soils. In the Alto Najerilla the climate is still colder, the soils are clay-ferrous terraces and the vineyards, on the slopes of the Sierra de la Demanda, are oriented to the North.

### **THE WINES**

The wines of Classica Hacienda López de Haro share the winery's philosophy of creating contemporary classics. Its classicism can be recognized by its elegance, a smooth, velvety palate and finesse. The most contemporary characteristic is marked by the fruit and the balance with the notes of the barrel.

This combination is achieved with long aging periods but conducted in both new and used barrels, in

percentages of 50-50 for red and 30-70 for white. In these wines only European barrels are used, coming from a selection of forests in France and Eastern Europe.

### **HACIENDA LÓPEZ DE HARO WINERY, RESPECT FOR TRADITION**

Before the whole aging process, Hacienda López de Haro also takes maximum care of the production process. Technical advances and sustainability, at the service of artisan elaboration, always with the maximum respect for the tradition.

The elaboration tanks of Hacienda López de Haro have very wide mouths to imitate wine making in open lakes. Spontaneous fermentations are always carried out, where the grape yeasts themselves complete all the fermentation naturally.

### **THE VINTAE WINE COMPANY CELLAR**

Bodega Hacienda López de Haro is part of the Vintae Wine Company, which was founded in 1999 by José

Miguel Arambarri, entrepreneur from La Rioja and lover of the world of wine. Soon his sons, Richi and José Miguel, came onboard, turning the business into a young and dynamic wine company. Today, their explorer spirit has led them to elaborate 15 denominations of origin in Spain, always setting their sights on authentic and risky projects. Matsu, Bardos, Atlantis, Aroa or Proyecto Garnachas, are just some examples.

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