

Ulls de Mel, Wine Makers' Comments

Sales & Conservation Arguments

1- **Not expensive:** this is the most important. Normally, natural wines are considered low in quality / price ratio. Our wines are not expensive because the most important to understand is that they are produced in Josep Masachs' cellar where they share the same infrastructure, technology and production line which is used for other wines/cavas from the cellar.

2- **Grapes quality:** You can only produce a natural wine (without using any conservative) fresh, complex, with body and a long ageing capacity in the bottle if you have good quality grapes.

3- **Local yeasts:** we use only yeasts that come from the same vineyard. We Pick up some grapes two days before harvest, and after crush them manually, we leave them in the middle of the vineyard inside a cube. After a couple of days, fermentation takes place, due to local yeast. This is what we bring to the cellar and use to ferment the whole tank. This is why the wines have different personality and character than conventional ones. "enological wines" used to be more standards and present same kind of flavors, losing personality and character. We wanted to go back to origin and allow wines to express the terroir where they have grown.

4- **Terroir:** The main complexity of this wine is thanks to the minerality obtained from the soil. Also, the varieties used as per the terrain where they grow: very old and selected vines only coming from one single vineyard and promoting the local indigenous grapes such as Xarel.lo for the white, and Ull de Llebre (red).

5- **90-10: Wines are coming from 2 different vintages**, so 10% used in both, red and white, comes from oak ageing wine. This can offer high complexity and character to the wines as well as requested tannins to avoid fast oxidations.

6- **CO2:** One of the main keys for the elaboration of our natural wines is that they are never in contact with oxygen, neither during the vinification process nor during bottling as pipes or tanks are Co2 saturated. So, this allows the wine to show always fresh and to have clean notes for many time.

7- **Acidity:** It is remarkable to explain that during the harvesting our optimal collection time of the grape is not when the sugar concentration is higher but due to the acidity curve. Due to the Mediterranean climate, the vines are metabolized by the acids in order to produce more sugars. But we decide to harvest just when the acidity starts to fall down. We don't care about alcohol degree but we mainly care about acidity curve. That is why the wines are high in concentration still the alcohol degree is low (12,5% either for white and red). So, harvesting takes place at end of August and we can obtain such good quality and concentration due to the low yield of the vines (5 to 6 kg maximum per vine where average in the region is around 12 Kg).

8- **Harvest:** Fresh wines. We always do harvest when we see that acidity is going down. To keep wines high in acidity and low pH we harvest very soon, at the end of august, beginning of September. Thanks to that we can keep this freshness as well as having well-structured grapes due to the low production per hectare.

So, the main selling argument can be resumed as follows: Natural wine as a matter of proving its high quality. Complex, well structured, rich, great acidity and fresh!

CONSERVATION ARGUMENTS:

1-. PH: The wine PH is a very important aspect to prevent most of the main alterations that a wine may have: oxidations, micro biologicals... Our wines has a PH around 3, which is a natural barrier against any bacteria or yeast that may damage the juice. This is far more effective as a conservative than any Sulphur addition.

2-. Concentration: A wine with a higher acidity (as Ulls de Mel is proved to have) can only be balanced if the concentration is high which means, at the same time, that the grape quality is great! Under this circumstances we can confirm that, in optimal conditions, the wine can conserve itself.

So, we understand that the wines (we always talk about our Ulls de Mel, maybe not for other “natural wines”) may not need any additional conservation treatment during the shipment than the current used with our cavas, for example. Of course, it may help to avoid its shipment or to use a refrigerated container (reefer) during July / August months, but we repeat that ours do not need to be treated different than other “sulfit added wines”. Also, live duration of our wines will be the same as other high quality wines. Exactly the same that happens to low quality wines: not because they use or not use Sulphur the wines will last longer in the bottle. The main issue is always its quality...