

MATSU

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MATSU IS THE ESSENCE OF A SUSTAINABLE VITICULTURE PROJECT



Three modern, sophisticated wines, respecting the natural processes during their elaboration by intervening as little as possible both in the vineyard and in the cellar. The proof that, by combining the power of the native varietal with mouth-filling smoothness, it is possible to produce an intense but elegant wine.

Matsu (Toro, Zamora) is the first adventure of the Vintae Wine Company away from La Rioja. A region to which Vintae became committed after ascertaining the immense quality of its vineyards and the type of artisan viticulture that had always been conducted there, working the vineyard by hand and always allowing nature to complete its own cycles.

Hence, Matsu represents a journey through time, through three generations dedicated to life on the land. Youth, maturity and old age. Three wines originating in the D.O. Toro that have needed more than one hundred years to be able to be elaborated with the grape from centenary vineyards (many pre-

phylloxera), the wisdom inherited from generations of winemakers who continue to grow the vines naturally and the most ancestral techniques based on the principles of biodynamic agriculture.

MATSU, WHICH IN JAPANESE MEANS TO WAIT, PAYS TRIBUTE TO ALL THE WINE GROWERS WHO, FOR CENTURIES, HAVE DEVOTED THEIR EFFORTS, RESPECT AND SACRIFICE TO WORKING THE VINEYARDS.

D.O. TORO

The Toro Denomination of Origin is a historic wine area, with two characteristics that attracted Vintae's attention for the creation of Matsu.

On the one hand, the philosophy of non-intervention in the vineyard. The climatic conditions, with very little moisture and the sandy soils, mean that the need to apply chemical treatments to avoid diseases is not so great as in other places. Perhaps this has contributed to that tradition of respecting the stages and letting nature play its role, with a firm commitment to organic wines and biodynamic agriculture.

On the other hand, in the D.O. Toro there are old vineyards with extraordinary quality. Some of these vineyards are even pre-phyloxera. The phyloxera disease entered Spain at the end of the 19th century, however, in the area of Toro it did not have such a virulent effect since its sandy soils, in many cases, prevented phyloxera from destroying the vineyards.

From among the vineyards of extraordinary quality, the Vintae technical team has selected authentic centenary, or almost centennial, jewels from which it is possible to obtain an exceptional grape. They are vineyards of the Tinta de Toro variety, between 80 and 100 years old with each vine producing small amounts, located

in very poor land and cultivated according to the tradition of the area of not interfering with natural processes and following the stages nature indicates, using, in many cases, techniques close to biodynamic viticulture.

Toro wines have always been characterized by the enormous power and personality of Tinta de Toro, a variety from which Raúl Acha, a winemaker from Vintae, also aimed to extract an elegance and smoothness that would allow these wines to be enjoyed by a larger section of the public. The challenge was to produce Toro wines that conserved the traditional force of the area, combining it with the smoothness and elegance that adapts to the tastes of today's consumer.

MATSU LABELS ARE A TRIBUTE TO THE MEN WHO HAVE BEEN WORKING IN THE VINEYARD FOR GENERATIONS



THE COLLECTION

Like its wines, the image of Matsu has been stripped of all contrivances in order to connect with the land and the people who tend it day by day.

‘El Pícaro’, ‘El Recio’ and ‘El Viejo’ represent several generations of winemakers and wine growers, each with a relationship with the land in accordance with their age and their life cycle.

The personality of each one embodies the characteristics of the wine to which it gives its name. Thus, ‘El Pícaro’ is strong and brave, sassy and unrestrained. ‘El Recio’ combines the power of youth and the experience of maturity, to express serenity, perseverance and strength. ‘El Viejo’ is fullness and wisdom and knowledge from having worked the land.

These three wines and their three protagonists epitomize the essence of Matsu, the tribute to generations of men who have dedicated their lives to the vineyard.



AN ENDANGERED LIFESTYLE

Almost all the families that have lived in this region for several generations have a vineyard plot of varying dimensions that they have inherited from their ancestors. Therefore, although the majority are dedicated to other professions far from the vineyard, it helps them as a complement to the family economy.

When anyone is asked if they would be willing to sell his vineyard, the answer is always the same. No. For them, this vineyard that belonged to their grandparents' grandparents is like another member of the family. They are all joined by an emotional connection that prevents them from detaching themselves from their vines to dedicate the land to other more profitable types of agriculture, such as beet growing. The problem arises when asked if they would

like their children to follow in their footsteps, because everyone would prefer they furthered their

MATSU IS A COMMITMENT TO REVITALIZING ONE OF THE RURAL AREAS OF CASTILLA Y LEÓN MOST AFFECTED BY DEPOPULATION.

education in a big city and obtain a profession that allows them to lead a much more comfortable life.

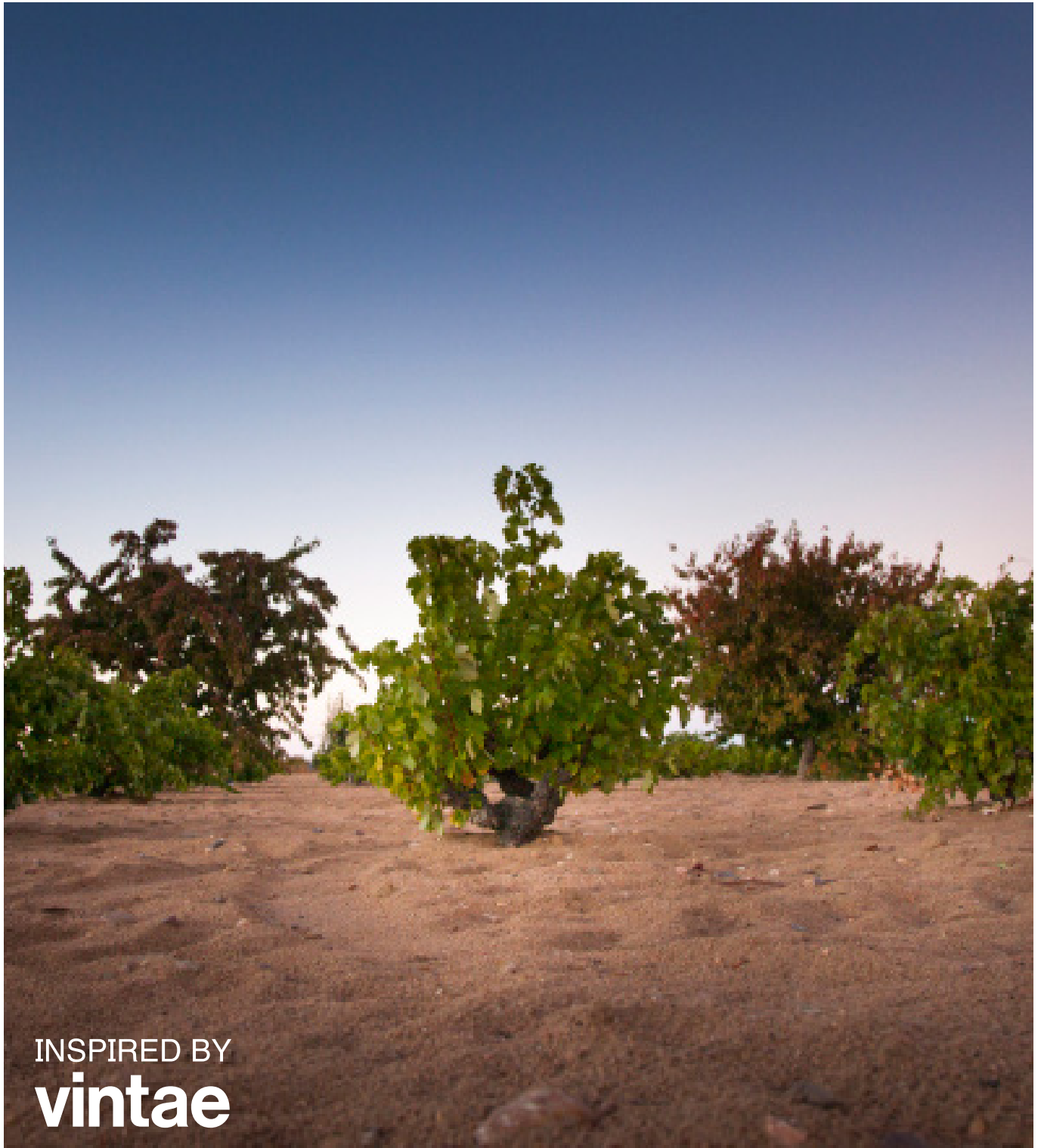
Matsu's work in this regard is clear: continue their commitment with this region by bringing the wines from the collection to more and more places every day, helping put Toro on the map. To do so, it collaborates year after year with a large network of small wine growers

to promote the economy of the area and prevent a large number of centenary vineyards from being abandoned or uprooted.

A VINTAE PROJECT

Matsu is the D.O. Toro project by the Rioja-based company Vintae. After launching their first projects in Rioja, the Arambarri brothers, founders of the company, decided to explore other wine areas in Spain. In 2005 they discovered the full potential of this region of Zamora which, for some strange reason, all the great wineries have always overlooked.

In addition to its wineries in Rioja and Toro, Vintae produces wine in 12 other denominations in Spain with such renowned brands as Bardos in Ribera del Duero, Aroa in Navarra, Libalis in Valles de Sadacia, the Proyecto Garnachas or the Atlantis white collection.



INSPIRED BY
vintae

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