



OLD HANDS – TRAPIÓ

YECLA - SPAIN





HISTORY

Since 1946, Bodegas La Purísima has selected and transformed the fruit of the best vines in order to create the Great Wines of Yecla. with a commitment to quality, innovation and tradition in winemaking, recognized by numerous international awards and

the trust of thousands of customers around the world.

Bodegas La Purísima was founded in 1946 by several farmers who joined forces in order to improve the quality of the Yecla wines. Their determination and desire to produce great wines finally led, in 1975, to their receiving the Denomination Origin title. This was a huge achievement for these farmers who, limited by the border of the



municipality, registered the Yecla Denomination of Origin nº27 in line with the prestigious French AOCs; and is indeed the only communal DO in Spain.

At the beginning of the 1990s the wine cellar produced one of Yecla's best wines, the Iglesia Vieja Crianza, a wine that opened the door to other great wines and was one of the first wines of the region to be included in the wine lists of leading restaurateurs in Murcia.

The end of the 1990s was a turning point Bodegas La Purísima renovating its facilities, remodeling its barrel room, fermentation tanks, etc. In short, the wine cellar changed to adapt to new times and to continue producing maximum quality wines.

Today Bodegas La Purísima is one of the most important bodegas in the region, contributing





60% of the total production of Yecla wines. Yet it remains loyal to the spirit of its founders: Quality and Authenticity. A history marked by the commitment of Bodegas La Purísima to quality, innovation and tradition in winemaking, is recognized by way of numerous international awards and the trust of thousands of customers in over 30 countries.

The Yecla Denomination of Origin - Cultivation with Tradition

Yecla is Located in the south of Spain, in the Region of Murcia. It's just an hours drive from the most touristic of Spanish beach resorts, Alicante, but 1500 feet above sea level. This tiny village is located up in the arid mountains of the Levante.

The new style of wines produced in this small town are now getting incredibly good reviews all over the world (see attached articles from Miami Herald and of the Magic of Murcia by Michael Apstein).

The Yecla Denomination of Origin is located on the Murcia Plateau, at an altitude of between 500 and 900 meters. These soils originated mainly from sediments of the Pliocene period.

The majority of our plots are planted using massal* selection techniques, with the farmer carrying out all the plantation work and selecting the vines from which shoots will be extracted to plant new vines. In this manner we maintain the tradition and quality of our vines.

*Massal selection is a kind of survival of the fittest for vines where cuttings from only the best vines are propagated.

This is accomplished through field selections. In France, many Burgundy houses are going back to this technique by taking cuttings from their old vines. The belief is that vines lose their identity through clonal selection.



Naturally ecological

Ecological agriculture is a way of cultivating and caring for the earth without using toxic chemical products, fertilizers, pesticides, herbicides, etc. At Bodegas La Purísima we cultivate ecological vines, based on traditional know-how, thus recovering lost aromas and flavors whilst protecting and caring for our environment.

The ecological Estio and Valcorso are two wines with all the character and flavor of the best wines of our cellar. Elaborated with grapes from ecological agriculture, both count on certification from the Murcia Region Ecological Agriculture Board, thus guaranteeing the authenticity of the ecological wines.



Pheromone based insect traps
Are used to control pests in the organic vineyards.

Traceability, monitoring and control

At Bodegas La Purísima, we have precision software, which allows us to locate and identify any of our plots, allowing us to achieve the maximum oenological potential of each one. We can also know, at any time, which plot has produced any of our wines, thus ensuring better quality and flavor.

Yecla a true terroir wine of the South of Spain

We very often hear the word “Terroir” when growers and winemakers, want to explain why their wine is so unique and characteristic of its area. With Old Hands we have a good example of a wine of “terroir”.

To explain a terroir we have to focus our attention on four main points: the climate, the soil, the grape variety and the people that make the wine. In this wine those four parameters are quite unique.

1) The Soils - The vineyards have very basic soils of an average pH of 8, with a rocky texture and with very low levels of organic compounds generally below 2%. Those conditions are very restrictive for the plant and will drastically reduce the yield. The only four or five bunch that grow per plant will be very concentrated, and grapes will reach easily full ripeness.



2) The Climate - In Yecla the climate is continental with very low rain fall, less than 300 liters/m², and with very low relative humidity. This lack of humidity naturally prevents the development of any fungus that can attack the vines, like mildew, oidium, or botrytis. These diseases are very frequent in more rainy regions, and reduce the quality of grapes. Furthermore treatment and prevention of these diseases requires the use of lots of chemical spraying. Our 3000 annual hours of sun is our best and more natural protection of our vineyards.

The climate of Yecla is deeply influenced by its altitude and the vineyards harvested for four wines come from the highest area of Yecla called “Campo arriba”. Those vines are planted at more than 2000 feet. This altitude permits us to have very cool temperatures at night, and the plants really need this above all in summer when temperatures during the day can reach 100°F, but at night temperatures will drop to 65°F.

This altitude and the coolness of the nights prevents the tartaric acid from being respired by the plant, so we obtain very ripe fruits that retain good acidity giving us fresh and fruity wines. That’s the secret of the balance of the wines of Yecla. All conditions are present to get state of the art wines. The winemaker, Daniel GIMENEZ says. “If in my next life I’m reincarnated as a vine, please plant me in the highest hill of Yecla, looking south, looking to the Mediterranean sea”

3) The grape variety: Monastrell - The Old Hands wines are so unique because of the grapes used in the blends. Indeed the main grape variety used is Monastrell (more commonly known by its French name as Mourvedre). Monastrell is a variety of Spanish origin which has been known since the 15th century, and which has been cultivated all along the eastern coast of Spain. Its origin is unknown, although it could be from Camp de Mourvedre in Sagunto (Valencia), since there are numerous ancient documents that refer to it.

There is no doubt la Monastrell is a variety which is incredibly well adapted to the climate of Yecla. It is capable of supporting long hot summers, long periods of drought, and brusque changes of weather. It can halt its activity in periods of drought and come back to life when the first September rainfall comes. Monastrell seems to have found its natural habitat in Yecla, giving the purest and most concentrated wines that can be obtained with this variety. The Old Hands reds are an outstanding demonstration of this.

4) The people - Getting nice soils, a nice climate, and an indigenous grape variety, gives you an incredible opportunity to achieve a great and unique wine of the terroir. However you need a last ingredient to success to make the miracle happen: the people.

And in Yecla the people have been vine growers from generation to generation for the last century. They know each of their fields, each of their vines and the meaning of the shape of the clouds that populate the sky of Yecla. They’ve got

the knowledge of their land that only natives can have. This knowledge, this tradition has been perpetuated by Bodegas La Purisima since its foundation.

Our vineyards

Bodegas La Purísima currently has 3325 Ha of vines, representing around 60% of the Yecla Denomination of Origin area. The dominant soil type is sandy-silty, although stony and purely sandy soils can also be found.



Faced with this variety of soils, Bodegas La Purísima has undertaken important cartography work which allows us to locate each plot in accordance with its soil type, thus allowing us to improve our selection when monitoring the maturity and organization of the harvest.

Monastrell is the variety which is best suited to our land, as it can grow in poor, arid soils, and is resistant to hot, dry summers. Other varieties such as Airen, Tempranillo, Merlot, Cabernet Sauvignon and Syrah are also cultivated.





Monastrell, an autochthonous variety of the area, is the queen of our vines. The vine of La Monastrell has been dry farmed here for many years, and the fields have been meticulously selected in order to offer the best of this variety.

At Bodegas La Purísima, we have almost 100 Ha of ungrafted Monastrell vines, authentic vines which have grown on our land without being planted, bearing witness to the vines of our predecessors and providing us with authentic wines impregnated with the essence of our land.

These ungrafted vines are used to produce our best wine, Trapio, with only the best 2 or 3 parcels of these ungrafted vines selected each year to make this exceptional wine. Trapio has been awarded the ZARCILLO D'ORO, as one of the top 50 wines of Spain and the only wine from Yecla to achieve this status.



Winemaking

At the beginning of October, using a graphic database of the plots with GPS localization we start harvesting the very old bush vines in the traditional way: by hand. The vines produce very low yields that rarely exceed one kilo per vine giving us concentrated, opulent wines.

Combining traditional harvesting methods with our system for the management of the reception and total traceability of the harvest we ensure optimum quality of the fruit.

Once the fruit arrives at the winery state of the art equipment is used to produce wines.

For elaboration of the wines this equipment includes:

MARQUEE – 1.888.MARQUEE – www.marquee.com
3150 Mercier – Suite # 543, Kansas City, MO 64108



Stainless steel hoppers with crusher-stemmer and sulphite dispenser.

Pneumatic presses.

Thermovinification equipment to achieve concentration even with our most economical wines

Elaboration area for red wines with stainless steel self-dischargers, equipped with automatic overpumping systems and real time temperature control.

Elaboration area for white wines, equipped for carrying out fermentations.

Maceration tanks for red wines of capacities from 10,000 to 100,000 kg.

Refrigeration group for temperature control during fermentation, of 1,000,000 frigories

For storage and stabilization of the wines:

Subterranean storage tanks with constant temperature throughout the year. Isothermal tanks. Centrifugal equipment. Filtering equipment. Cooling and cold stabilization equipment.

Maturing plant with controlled humidity and temperature which houses 1000 French and American oak barrels. Bottle ageing plant with capacity for 500,000 bottles.

Personal information about our winemaker Pedro Azorin



I can say that the relation that I have with the world of wine it is engraved in my DNA. I have the luck of being son, grandson, great-grandson, great-great-grandson, etc. of vine growers and proprietors of vineyards in Yecla, so I decided to follow with my family tradition and study enology.

I was studying enology 5 years in Jumilla (Murcia Region), and later I was living in Orihuela (Alicante) to finish my studies of Agronomy Engineer. I am Master in Viticulture, Enology and Marketing of Wine by The International Social Science Council. Graduated in the second level of the Wine & Spirit Education Trust (London), and I am part of the Virgin Olive Oil Tasters of the Region of Murcia (recognized by the Oily International Committee), besides of working in the Committee of Qualification of Wines in the D.O. Yecla.

My first steps in this sector were among the Monastrell vineyards, and I had an exceptional teachers like my father and grand-fathers (all of them associates to the Cooperativa of Wine in Yecla from its beginnings). They teach me how to cultivate the Monastrell, the importance of knowing very well the land and parcel where plant the vineyards, and know the micro-weather of each parcel to get the best quality grapes and also being carefully with the nature.

In the old times in my grand-father's houses there were cellars where they elaborated wine. They showed me that the way to elaborate wine has going changing with the time, however the mood of cultivate the land has remain practically without modification during all these years.

Now the parcels that we cultivate are 4 years old the youngest (planted by my father and me), until more that 60 years old the oldest which were received in heritage from my grand-fathers.

Nowadays, I am working as winemaker in BODEGAS LA PURISIMA, and this task is very grateful for me because the wine that I elaborate with my staff comes from a land and a vineyards that I know personally very well, in this way my job gives to me an extra motivation and overall a knowledge of the land, parcels, vineyards and grapes that let me to elaborate very good wines that is my own tribute to my forefathers.

Pedro Azorín.