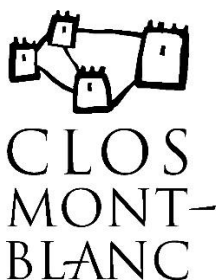


Clos Montblanc INICI, a new wine just as wines were made 300 years ago.



Clos Montblanc INICI will be officially presented for the first time in Asia at Prowine Singapore 2024, as the ICONIC wine of our winery, complementing and enhancing the wide organic range of still wines and cavas that we produce.

FOR IMMEDIATE RELEASE: [April 23rd, 2024]. As you consider...

[Daniel Santacreu]

[Clos Montblanc winery]

[+34 620084943]

[dsantacreu@closmontblanc.com]

Clos Montblanc INICI

Introducing a new wine just as wines were made 300 years ago in Catalonia (Spain).

Montblanc (Tarragona), Spain: Clos Montblanc today announced the launch in Asia of new red wine called Clos Montblanc INICI (*INICI means “beginning” in our local language*).

Clos Montblanc winery, located in Barberà de la Conca, a stone's throw from two emblematic sites in Catalan history: the fortified city of Montblanc and the monastery of Poblet. A land full of history and tradition where Cistercian monks settled over a thousand years ago, intent on discovering the road to perfection. A spirit still present in the soul of this land's inhabitants and reflected in the way its people work.

The origin of our winery began 300 years ago in an 18th century farmhouse at 750 meters above sea level surrounded by pines and nature, where the ancestors of the current owner family lived. In those times the means of transportation were animals and families lived off the countryside and livestock, far from civilization and the cities. They produced their own olive oil, their meat, vegetables, and their own wines. The wine was produced 100% by hand. The grapes were organic in nature, and they were picked by hand and fermented in stone wells without temperature control and spontaneous fermentation. The filters were vine branches, and the wine was aged in oak barrels.

In our winery, after 300 years, we have recovered the facilities of that farmhouse to make this wine again in the same way as it was made then. The result is an organic wine, made with cabernet sauvignon and red grenache, aged for 2 years in oak in the same house to be bottled and numbered one by one. This fabulous wine is our icon and our family origin, and we want to share it with everyone.

It is a clean & bright wine with a dark purple color. Complex aroma (black fruits & spices), voluminous and round on the palate, with good structure and persistent finish. In short, a wine with Mediterranean in character. Its production does not exceed 3000 bottles.

*“It is essential to know what you have and what you want to transform it into.”, says **Josep Vadri, Winemaker at Clos Montblanc.** “Theory is important, but this is a job you learn by doing. Constant contact with the vine is the key point to get the best raw material to turn it into a good wine.”*

Features and benefits of Clos Montblanc INICI include.

- **Benefit or feature #1** Let yourself be transported back in time with an excellent ancestral wine.
- **Benefit or feature #2** Enjoy a valuable organic red wine, harvested manually, which ferments in an 18th century stone well at the top of the mountain surrounded by Mediterranean pines, which ferments spontaneously without temperature control and is aged in new French barrels of different origins.
- **Benefit or feature #3** Discover the exclusive Mediterranean flavor in a spectacular limited and numbered edition red wine.

Clos Montblanc INICI will be available starting right after its presentation at Prowine Singapore 2024. For more information on this wine visit www.closmontblanc.com

About Clos Montblanc winery: Clos Montblanc is a family project that has 300 year of wine making tradition & dedication to the vineyards. The winery is located by Montblanc village. Our vineyards are located in 3 geographic locations nearby with different terroir. These conditions allow us to achieve wines with a unique character. We grow 12 different organic grape varieties. We make a wide range of still white, red, rosé wines and cavas.





The 17th century family farmhouse, the beginning of the Clos Montblanc wine tradition.



Today's photograph of the 17th century family farm, the beginning of the Clos Montblanc wine tradition.



Wine making inside the 18th century Clos Montblanc farmhouse.

