

# SANGUINE SUEÑO VINEYARDS

ASHLEY YORK, JAMES ERBY, MAXEE REID, SEAN DAVIS

WINE MAKING ISN'T JUST OUR CAREER, IT'S OUR ENTIRE LIFE  
AND OUR DEEP ROOTED PASSION.



## ABOUT MALBEC

**Malbec grapes are known for their very deep color, their ample tannins and their bold acidity. Flavors vary among many dark fruits and tastes including blackberries, oak and chocolate. The Malbec grape was originated in the Bordeaux region of France and was used at one time as a grape to blend other, more popular grapes with. Malbec is a kind of black sheep in the red wine family because it is simply not as well known and in the Bordeaux region, it almost always produces very powerful tannins, which can be too strong for some. Argentina has become a springing board for a softer, more fruity version of Malbec wines. In this more arid climate, Malbec has soared and Argentina now leads the world in Malbec production.**

**Argentina is the perfect place for Malbec to grow and thrive. The food of Argentina is spicy and full of flavor, just like the Malbec wines.**

# SANGUINE SUENO VINEYARDS

Sanguine Sueno Vineyards are located in the Mendoza Valley of Argentina. Our families have been making wine for 65 years and can't imagine our lives any differently. The current owners are Ashley York, James Erby, Maxee Reid, and Sean Davis. Our grandparents opened this vineyard with the help of their parents and now that we have graduated college, we have come home to take over and give the vineyards a new outlook on life. We are located on a 180 acre vineyard that is divided into 65 acres of plots, 30 acres of winemaking facilities and landscaping, 20 acres for the restaurant, gift shop and other tourism facilities, and 5 acres of hay and pasture area for the horses.

## Sanguine Employees:

Ashley York is the Director of Public Relations and a CoCEO. Maxee Reid is the Director of Hospitality and Tourism and also Oversees the restaurant operations and is also the CoCEO. James Erby is the CFO and the president of quality control. Sean Davis is the COO and is the landscaping and appearance coordinator and is also the mechanic for the solar powered train.

In addition to the Co-Owners, there are 5 servers, 6 cooks, 2 bussers and 2 hostesses working at the restaurant.

Local workers from Argentina are hired for the harvest every season. 30 employees work to assist in vinification, all are close freinds to the family and have been employed by Sanguine Sueno for at least 10 years.

We have 4 tour guides who began as either gift shop receptionists, servers or wine makers.

We have 2 groundskeepers who assist Mr.Davis in the daily work. There are 2 horse stable workers who care for the horses and accompany guests and tour guides on the midnight horse tours.

We also have one surveillance tower in each corner and 20 roaming guards to prevent theft and animal invasion.

# CLIMATE

Sanguine Sueno Vineyards are located in Tupungato which is in the western part of the Mendoza Valley.

Tupungato is 3300 feet above sea level. The altitude brings clarity of light, water and air and moderates the high temperatures associated with lower altitudes.

In the winter, the temperature can fall below 32 degrees Fahrenheit. Frost is very rare here but this would have a negative effect on the grapes. Hail is another potential danger for our vineyard but we are very lucky because it is very infrequent.

Winters are very cold but very dry. Tupungato averages 320 days of sunlight every year and most of the rain occurs in the summers, when the grapes need it the most.

Our growing season is from October bud break until mid-February when we begin harvesting.

For irrigation, the government allows us to use water from the melted snow caps to irrigate our vineyard. We also have a drip irrigation system attached to the reservoir to irrigate the vineyard as needed.

**Sanguine Sueno in winter**



# SOIL

**At the foot of the Andes Mountains is one of the highest altitude wine making regions in the world. The soil is very rocky and permeable so it does not retain it's own moisture. This allows for a precisely controlled handling of water during the vegetative cycle.**

**Even though the soil is mostly sand over clay, Tupungato has an advantage in the way it stays irrigated. The Desaguadero, Mendoza, Tunnyan, Djamante and Atuel Rivers provide ample water supplies from the melted ice caps high in the Andes. Also, nearly 17,000 boreholes are scattered throughout the valley to provide the equivalent of an additional two rivers' worth of water flow. A system of irrigation channels, canals and reservoirs (some dating back to the 16th century) help sustain viticulture in this semi-arid desert region.**



## SANGUINE SUENO PHILOSOPHY

**We consider our winemaking philosophy to be a combination of "artist" and "brand". Our standards are of the highest quality and we consider our malbecs to be the best of the best. It is for this reason that we have a slight "brand" philosophy. We are very particular about our wines and want them to be the very best quality and work to reassure that our consumers are never disappointed in their purchase. However, we also hand pick all of our grapes and sort through them personally to ensure that each bottle is the best it can be. Every bottle may taste slightly different; however, we promise it will be the Malbec experience of a lifetime!**

# HARVESTING TECHNIQUES

With our focus on the high quality of our wine, we will use the “hand picking” harvesting technique, as opposed to mechanized harvesting, to insure only the best grapes are selected for our wines. The selected grapes will be put into three different containers on the train. The three containers represent the three different wines we produce. Only the perfect grapes will go into our anniversary basket. The especial basket will be filled with the pristine grapes, they are just not quite perfect. Since we are using hand picking harvesters, our budget basket will still be filled with grapes far above the average budget grape. Once we have the carts full of grapes, the train will chug along to the wine making facilities.



# VINIFICATION, FERMENTATION, AND MATURATION

From the train, we will go through the vinification, fermentation, and maturation/treatment processes. After the harvesters hand pick our grapes, we de-stem or de-stalk the grapes for crushing. Our grapes are not crushed by machines, we have skilled grape crushers using the traditional feet crushing method which is believed to produce a higher quality product. After the crushing, we will use a sulfite calculator to determine if any additional sulfite will be needed based on the pH, and adjust the acid and sugar as needed. Once we get the perfect balance of acid and sugar, we begin the fermentation process, where the grape juice is transformed into an alcoholic beverage. Our primary fermentation will be done in an open wooden vat with a worker attending to “punch down the cap”, which will last around one week. The secondary fermentation will be done in airtight, oak wine barrels also lasting 5-10 days. This final ripening slightly increases the alcohol content and further improves the wine's flavor and aroma. The maceration process in which the tannins and grape skins are leached into the must, will be taking place throughout the wine's fermentation and heat treatment. Maceration helps bring out hidden flavors in the wine, enhances the body, and also strengthens the color. Next we will take the wine to our basket press which is used to extract juice from the crushed grapes. We will use diatomaceous earth filtration in order to clarify our wine. The wine will be aged from 2 to 10 years in French Oak barrels, depending on the type of wine. The oak barrels will be 228 Liters each. The barrels will be aged for three years with a rich toasting, except for our Anniversary which is aged for 12 years. Our wine cellar will remain between 56 and 58 degrees Fahrenheit. Racking will be done once per month throughout the aging process. To stabilize the wine, we will be using the refrigeration method. The wine will be taken to a storage freezer that is set on 32 degrees Fahrenheit, where it will remain for three to four days. This will stop the yeasts from multiplying and get the wine in bottling condition. We will use cork stoppers for our anniversary and especial wines and plastic stoppers for our budget wine.

# SANGUINE SUENO WINES

Our wine brings out the ferocity in a Malbec. We want to illustrate the kick of the Malbec grape variety very literally. Our wine is not for the faint of heart, but is for the one who has nothing but wine in his heart. We wish to bring the “holy cow” factor to your mouth. Our wines zing across your palate like a race car. The complexity of all our wines will amaze you.

## **Sanguine Sueno**

**Color:** Mahogany, scarlet

**Nose:** Plum, slight oak

**Body:** Full bodied at 14.8%

**Taste:** Plum, blackberry, jammy, and very oaky

**Finish:** Strong tannins, strong acidity, oaky

## **Sanguine Especial**

**Color:** Violet

**Nose:** Blackberry, raspberry

**Body:** Full bodied at 14.2%

**Taste:** Grapefruit, plum, blackberry, fantastic balance

**Finish:** Long, lush, lingering herbs

## **Sanguine Reserva Anniversary**

**Color:** Midnight plum

**Nose:** Plum, black cherry, hint of chocolate

**Body:** Full bodied at 13.8%

**Taste:** Peaches on the edges, perfect balance of tartness and acidity, grapefruit, pomegranate and a touch of heaven in the end

**Finish:** Extremely smooth, cinnamon spice, perfect harmony of tannins and blackberry.

# SANGUINE SUEÑO

\$16



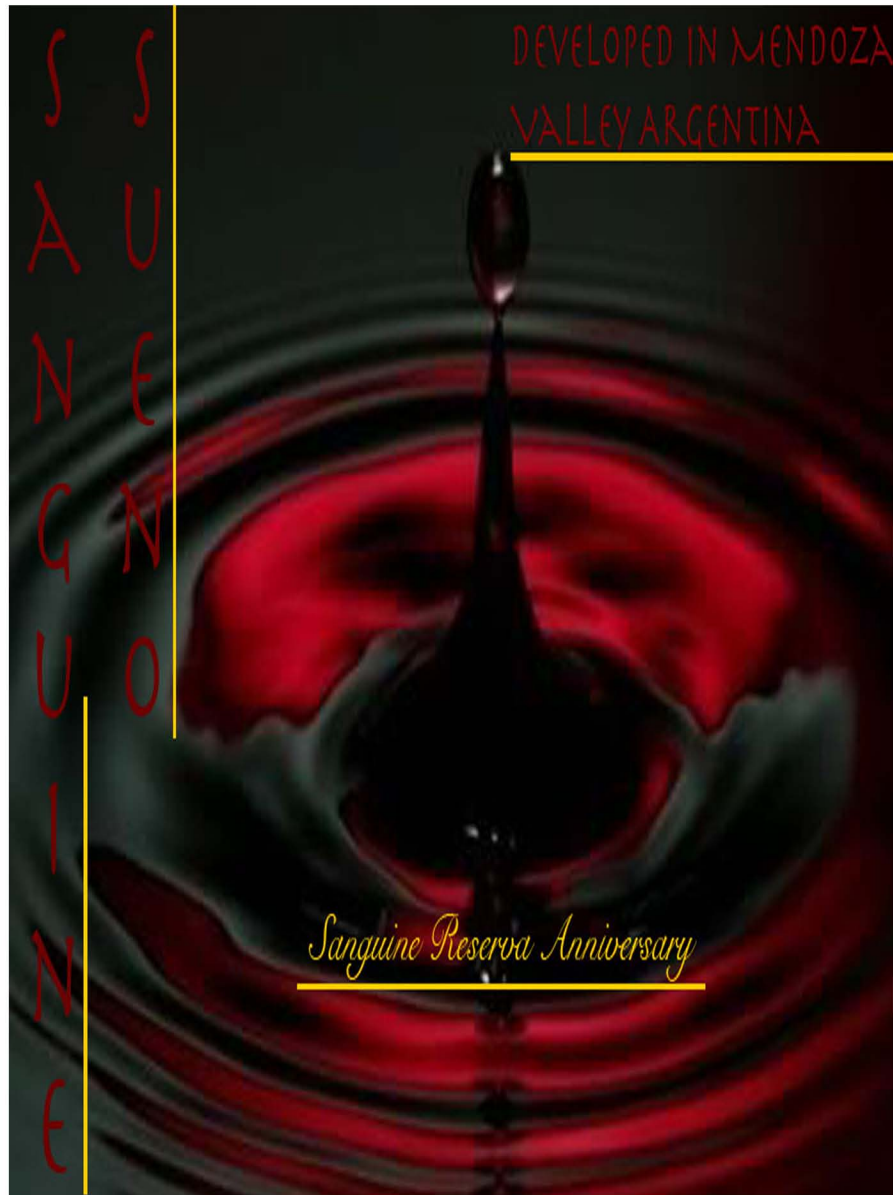
# SANGUINE ESPECIAL

\$42



# SANGUINE RESERVA ANNIVERSARY

\$64



# VINEYARD TOURS

We have created the perfect day-long vineyard tour for couples and groups. To visit the vineyard and participate fully in our tour, you must be at least 18 years of age.

Each group must have at least two members with a \$65 per person charge. Group discounts are given for groups of 5 or more.

The tour includes: picnic lunch, complete tour of the vineyards on comfortable train, and a tasting of all three wines.

The train will go through all production, harvesting and storage areas. Each guest will experience our wines at different stages of life as they move through the tour.

The train ride ends at 5:30 p.m. in front of the restaurant and gift shop lawn.

In order to sustain our beautiful environment, the train will be solar powered and we have a windmill to power the rest of our vineyards lights and appliances. We believe in keeping our grapes away from pollution of ANY kind.

The gift shop will offer all of our wines at a small discount and our 4-star restaurant will open at 6 p.m.

Our gift shop and restaurant courtyard. It is the perfect place to take in the beautiful view of Mendoza Valley.



# SUNSET HORSEBACK RIDES

We will also offer midnight horse rides on Saturday and Sunday evenings from 5 until 10 p.m. Horse-riding only lasts until 7 p.m. but the restaurant has a special event room for our VIPs that will allow maximum relaxation and submersion in the culture of our vineyard.

We guarantee you will never want to leave.



Our horses have approximately 22 acres to run free including a 2 acre hay field.

# SANGUINE SUENO COMIDA

Our fantastic 4 star restaurant opened on our vineyard 15 years ago. We pride ourselves on having the finest food pairings for Malbec wines anywhere in the world. Every dish on our menu is meticulously refined to complement our wines specifically. As with any 4 star restaurant, reservations are recommended and we book up months in advance. In the winter time, Sanguine Sueno Comida is a favorite gathering place of Tupungato natives. We are the finest eatery for at least 300 square miles and we aren't afraid to show it off. All of our chefs are highly experienced sommeliers and are supervised by the Great Maxee Reid. In order to receive the full Sanguine Sueno experience, a visit to our restaurant is absolutely necessary.



## *Appetizers*

Artisan Platter: A platter of assorted cheeses, including Asiago, Parmesan, Gouda, and Swiss. Also, an assortment of meats including pancetta salami, and roasted ham.

Roasted Eggplant: Pieces of small roasted Italian eggplant drizzled with lemon vinaigrette and served with a side of pesto and mozzarella.

Mexi-Dip: A cheese dip filled with chili, habanera chilies, onion, and beef.

Wings: An assortment of chicken wings smothered in a chipotle barbeque sauce.

French Onion Soup: An onion soup made with sweet yellow onions, and top with a baguette with melted gruyère cheese.

## *Entrees*

Monkfish: Grilled Monkfish with cumin and lime served on a bed of rice and served with seasonal vegetables

Lamb Chops: Roasted lamb chops on a bed of couscous with a side salad of arugula and pears

Chicken Cacciatore: Chicken cacciatore over pappardelle noodles with fresh red pepper

Pheasant: Roasted pheasant over whipped potatoes with a side of steamed asparagus

NY Strip: A tender New York Strip cooked to order, with fresh cut potato chips and topped with chimichurri sauce.

## *Desserts*

Gelato Trio: A trio of gelato including-caramel, chocolate, and toffee.

Orange Flan: A traditional flan topped with pumpkin brittle and served with a sweet mandarin oranges.

# PRICE POINTS AND MARKETING

**Sanguine Sueno \$16**  
**Sanguine Especial \$42**  
**Sanguine Reserva Anniversary \$64**

**Although we are located in Argentina, our main target audience is upper class Americans and Europeans. We will air commercials in these areas depicting the tourism experience we offer. We stand above other vineyards because of the extreme desire to visit us and see where the magic happens. We have a unique philosophy that combines the best of all worlds and we also promote a healthy environment, which is a growing trend.**

**Celebrities and politicians frequently visit Sanguine Sueno and because of this, we now offer extra security for such occasions so that VIPs can feel safe and thoroughly relax while visiting our vineyards.**

**We have hosted the annual South American Businessperson Association holiday party for 8 years and are scheduled to do so again.**

**People want to drink Sanguine Sueno wine because of the ethereal flavors but even more people visit our gorgeous vineyard for the experience of a lifetime. The solar powered train is always a big attraction and the tasting features of our tour attract wine drinkers from all over the world.**

**Our restaurant is another major reason that people travel for days to get to our vineyard. The flavors you will experience between our wines and our Cocina's food will have you coming back every year.**

**Once you arrive, you will never want to leave. We guarantee it.**