

GOLD MEDAL WINE CLUB

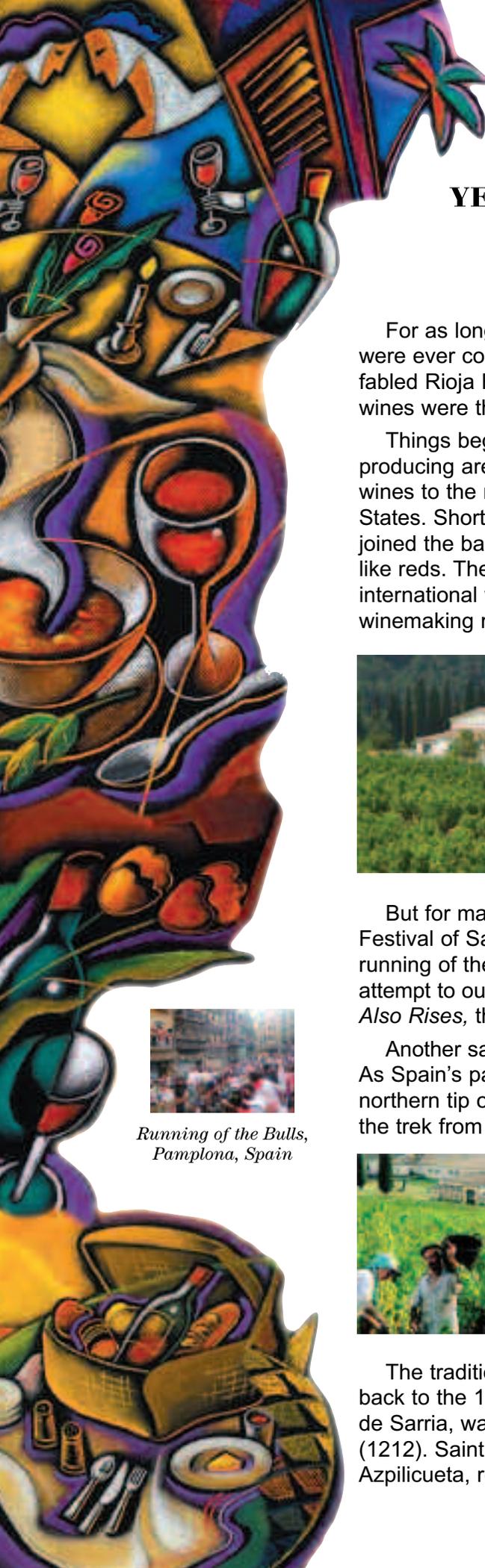
TASTE THE ADVENTURE



SPAIN



*International Series*



# SALUTE TO BODEGA DE SARRIA WINERY'S 800 YEARS OF HISTORY — 50 YEAR OLD VINES, AND TODAY'S ULTRA-PREMIUM WORLD-CLASS WINES.

For as long as most wine enthusiasts can recall, the only wines from Spain that were ever counted among the finest in the world originated in Northern Spain's fabled Rioja Region. What's more, these lovely, classically oriented, (mostly) red wines were the only Spanish wines actually imported into the United States.

Things began to change some fifteen to twenty years ago when other wine producing areas like Ribera del Duero, Cigales, and Priorat began exporting their wines to the rest of Europe and international destinations including the United States. Shortly thereafter, another long time wine producing region called Navarra joined the bandwagon and began turning heads with some interesting Bordeaux-like reds. The ongoing success of these wines and their acceptance by the international wine press has propelled the region to equal status with other top winemaking regions.



But for many years, the Navarra Region was more noted for the famous Festival of San Fermin, held in the city of Pamplona, which featured the annual running of the bulls and resultant gouging of the locals and visitors who chose to attempt to outrun the poor animals. Immortalized by Ernest Hemingway in *The Sun Also Rises*, the festival is still celebrated each July for Pamplona's patron saint.



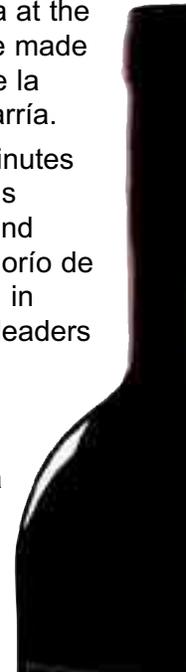
*Running of the Bulls,  
Pamplona, Spain*

Another saint, the apostle St. James, also plays an important role in the region. As Spain's patron saint, he is believed buried in Santiago de Compostella at the northern tip of the Iberian Peninsula. Since the fifth century, pilgrims have made the trek from France to Spain (mostly on foot) through the town of Puente la Reina, the hometown of this selection's Bodega de Sarría.



The Bodega la Sarría itself is located a scant 30 minutes south of Pamplona and comprises a little over 100 plus hectares (slightly more than 250 acres) of vineyards and winery within larger acreage commonly known as Señorío de Sarría. The entire area is a charming location steeped in historical tradition and generally regarded among the leaders in viticulture in the Navarra Region.

The traditional aspects of Señorío de Sarría can be traced all the way back to the 13th Century, when one Garcia Espinel, then Lord of Señorío de Sarría, was recorded as fighting in a battle known as Navas de Tolosa (1212). Saint Francisco Javier, brother to then Señorío landlord Juan de Azpilicueta, recorded additional historical particulars in the 16th Century.





An ancient letter refers to the fact that the holy man's expenses as a student in Paris were discharged by the agricultural efforts of his sibling.

Fast-forward to the current epoch and the now historically famous Señorío de Sarriá of about 2500 acres was purchased by a well-known local businessman named Felix Huarte in 1953. Huarte envisioned a successful vineyard operation and immediately built a modern winery on the premises.

Señor Huarte was deeply influenced by Bordeaux wines and broke with tradition by planting several Bordeaux varietals including Cabernet Sauvignon and Merlot on his property. These wines were generally well accepted and even exported to Europe during his lifetime.

After Huarte he died in 1971, the Bodega de Sarriá eventually became the property of the Caja de Ahorros, a local bank that was keenly interested in the wine business.

But by the decade of the 1990s, the Bodega de Sarriá had fallen into relative obscurity.

On January 17th, 2000 a new bank entity was formed that breathed new life into the storied Bodega de Sarriá.



**Photos left to right, top to bottom:**  
*Bodega de Sarriá Winery, south of Pamplona.*  
*Running of the bulls, Pamplona.*  
*Hand-harvesting in baskets preserves grapes' integrity.*

*50 year old vines in 200 year old terraced vineyard.*

*Ripe cluster of Cabernet ready for hand-harvesting.*

*Century old cellar room with French oak barrels.*

A new and energetic management team was appointed and a new wine-maker, Jesus Lezaun was appointed to restore the bodega to its former statue. New equipment and barrels were ordered and implemented and a goal was immediately set to restore its reputation. The fact that many of the existing

vines were over 50 years old made Lezaun's job a bit easier.

Lezaun also reverted to the former wine philosophy of founder Felix Huarte and began producing outstanding Bordeaux style wines that soon captured numerous international awards and met with instant critical acclaim.

The story of the modern day Bodega de Sarriá is filled with wonderful historical fact and a meaningful dash of present day business acumen that has certainly added to both its status and success. Many wineries would be delighted to trace its existence back almost 800 years like the Bodega de Sarriá.



It is a delight to bring this International Series selection from Spain to you for your enjoyment.

## wine regions of Spain

Wine has been a part of Spain's history dating back to the Phoenicians (750 BC). In the Navarra region vineyards were present during the days of the Roman occupation, 3rd century BC - 5th century AD, and most likely were cultivated even before, during the Phoenician period. The Romans made wine a part of their culture wherever they traveled, and Spain was no exception. Ancient sites of Roman wineries still exist in and around the country today. In almost every region in Spain you can find vineyards and wineries. The featured Spanish International Series wines are from Navarra.



## Spanish wine terminology

- Anejado** - Aged
- Anejo** - Describes old, aged DOC wines
- Blanco** - White
- Barrica** - Cask or Barrel
- Bodega** - Cellars or Winery
- Botella** - Bottle
- Cava** - Sparkling wines (champagne)
- Cepa** - Vine or name of grape
- Clarete** - Light red wine
- Cooperativa** - Cooperative winery
- Cosecha** - Vintage year
- Denominación de Origen** - Guarantee of wine's origin (Navarra region)
- DOC - Denominación de origen controlada** - Federally regulated controlled region
- Etiqueta** - Label
- Finca** - Farmhouse or Estate
- Rosado** - Rose
- Seco** - Dry
- Tardío** - Wine from sun-dried grapes
- Tinto** - Red wine
- Uva** - Grape
- Vina** - Vineyard
- Vendimia** - Vintage year
- Vino de mesa** - Table wine
- Vino Espumante** - Sparkling Wine

## quality levels of Spanish wines

- Vino de mesa** - table wine
- Vino Joven** - young wine; very little aging, usually from a qualified DOC region.
- Crianza** - ultra-premium wine; aged a minimum of 2 years with 6 months or more in oak cask.
- Reserva Especial** - upper-level wine; aged 3 years or more, minimum of 1 year in oak cask and 2 years in the bottle.
- Gran Reserva** - top-of-the-line wine; aged 5 years or more, minimum of 2 years in oak cask and 3 years in bottle.

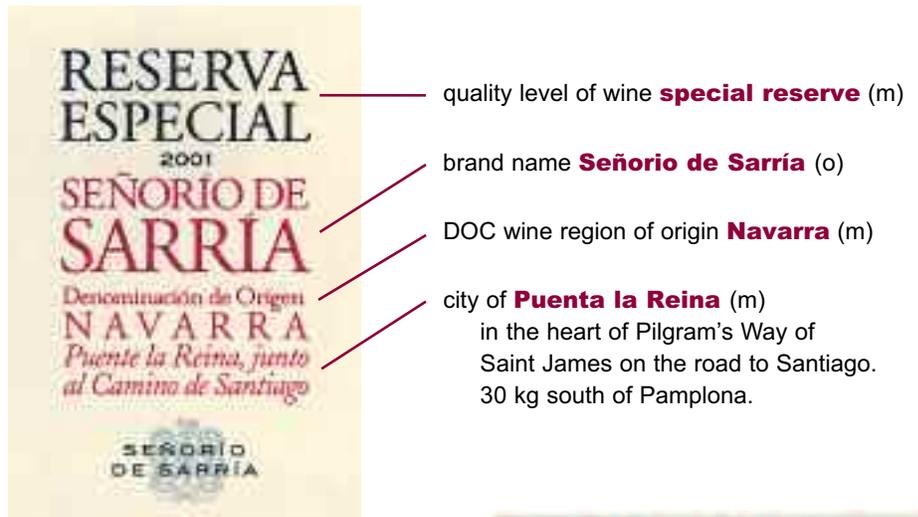


Bodega de Sarría Mission circa 1910.

## reading a Spanish wine label

### Spain's mandatory and optional wine label requirements:

(m) = mandatory information on label; (o) = optional information



quality level **special reserve** (m)

brand name **Señorio de Sarría** (o)

DOC wine region of origin **Navarra** (m)

city of **Puerta la Reina** (m)  
in the heart of Pilgram's Way of Saint James on the road to Santiago. 30 kg south of Pamplona.

quality level **special reserve** (m)

winemaker's comments (o)

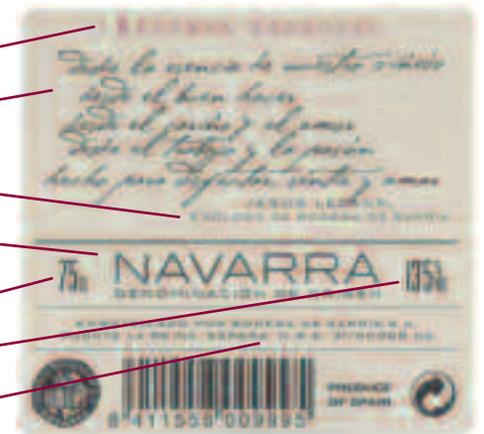
enologist **winemaker Jesus Lezuan** (o)

DOC wine region **Navarra** (m)

bottle volume 75cl (**750 ML**) (m)

alcohol content **13.5%** (m)

address of **Bodega de Sarría** (m)



## the flag of Spain



An urban legend holds that the colors of the flag came from the bullfight arena — with the red representing the bullfighter's blood and the yellow the sand of the arena. Historically, the colors were the from King Ferdinand's own coat of arms. The coat of arms on the flag includes the royal seal framed by the Pillars of Hercules, which represent Gibraltar and Ceuta on either side of the eastern end of the Strait of Gibraltar. In the center of the shield appears the emblem of the reigning Spanish royal Family, House of Bourbon, which is a blue oval with a red-edged border containing three fleur de lies. At the bottom of the shield is a pomegranate that represents Grenada. Wrapped around the pillars there is a red scroll with the motto "Plus Ultra" which translates to "there is more beyond".



*Salud!*



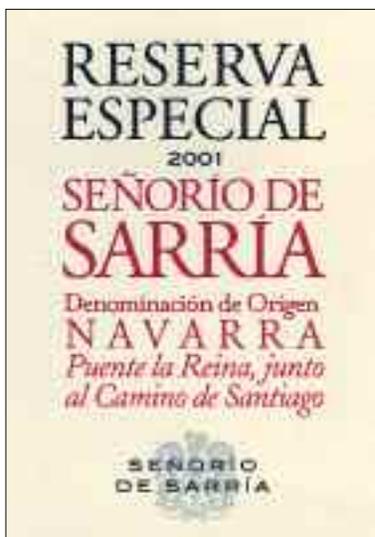
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## International Series featured wines of Spain

### Reserva Especial (rey-ZEHR-vah EH-spe-si-al)

Spanish wine term referring to quality wine from a good vintage that has satisfied specific aging requirements. To be labeled "reserva" red wines must have a minimum of 3 years of aging with at least 1 year in oak barrels.



### 2001 Señoría de Sarría Navarra Reserva Especial

Aged for 24 months in oak, and another year in the bottle, this Reserva Especial is an intense deep red that is ready to enjoy now. This classic Navarran blend received an impressive **91 Points** from the *Wine Spectator* magazine — "Rich and plush, this voluptuous red delivers blackberry, chocolate and cinnamon notes, with ripe currants and a dark chocolate finish. Quite oaky, but well-integrated and still fresh. Drink now until 2011." At the very prestigious *Challenge International du Vin* in France this delicious wine won the only **Gold Medal** given to a Spanish wine. In Belgium, it earned a second **Gold Medal** at the *Monde International Wine Competition*. 60% Cabernet Sauvignon, 20% Mazuelo, 20% Tempranillo. Pair with red meats, wild game, and the strongest of imported cheeses.

- Drink now or up to 2011

#### REORDER

- half case (6) \$198 / \$33.00 btl. **Save 34%**
- full case (12) \$348 / \$29.00 btl. **Save 42%**

### Gran Reserva (grahn rey-ZEHR-vah)

Spanish wine term used for aged, top-quality wines from very good vintages. To use this term on the label, red wines must age for a minimum of 5 years with 2 of those years in oak barrels.



### 1997 Señoría de Sarría Navarra Gran Reserva

By Spanish law, Gran Reservas must be aged 5 years or more, with a minimum of 2 years in oak and 3 years in bottle. And only exceptional vintages of Gran Reservas are offered into the marketplace. In 1997, only a small amount of hand-selected fruit from a several estate vineyards met all of the required standards to qualify this superbly aged Navarra wine as a *Gran Reserva*. It is a beautiful wine showing a lustrous deep ruby red color with an amber iridescence. The nose opens freely with an intense aroma of truffle and vanilla spices layered over oak notes. The complex flavors completely fill the mouth with well balanced layers of fruit, chocolate, vanilla, tannins and oak with a long full finish. 60% Merlot, 20% Cabernet, 10% Graciano, 10% Mazuelo.

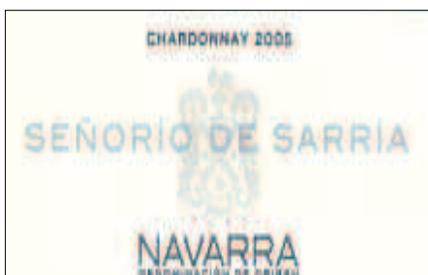
- Drink now or up to 2012

#### REORDER

- half case (6) \$114 / \$19.00 btl. **Save 24%**
- full case (12) \$204 / \$17.00 btl. **Save 32%**

### Chardonnay (CHAR-doh-nay)

Pastel yellow in color, presenting a freshness with an intense fruit-filled bouquet. Crisp, clean and pleasantly dry on the palate.



### 2005 Señoría de Sarría Navarra Chardonnay

Spain's Navarra region, located near the French border, has ideal soil and climate for producing wonderful, fresh and fruity Chardonnays. There is everything to like about this very quaffable Señoría de Sarría Navarra Chardonnay wine. A **Silver Medal** winner at both the *Monde International Wine Competition* in Belgium and at the *Challenge International du Vin* in France—both very tough, competitive European tasting venues. What that means is, this an excellent Chardonnay, particularly for the price. A concentrated, fruit-forward bouquet of fresh apples, citrus, and pineapples, followed by a hint of a blooming hibiscus flower. A veritable fruit basket of flavors follow and fill the mouth. Well-balanced, soft, rich and refreshing on the palate. Pair this with the Paella a la Valenciana, green salads or mild cheese. 100% Chardonnay.

- Drink now or up to 2008

#### REORDER

- half case (6) \$78 / \$13.00 btl. **Save 19%**
- full case (12) \$144 / \$12.00 btl. **Save 25%**

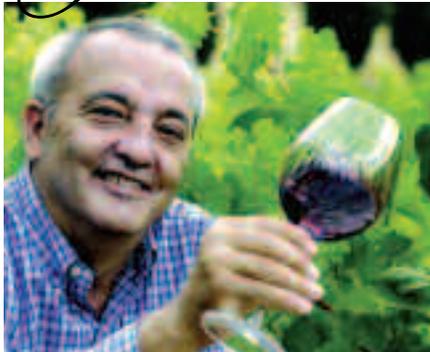
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# JESUS LEZAUN: INTERNATIONALLY RECOGNIZED WINEMAKER



At 56, Jesus Lezaun considers himself a most fortunate man. He is currently the winemaker and production manager for the Bodega de Sarría, arguably the most noted and upcoming winery in

the Spanish winemaking region of Navarra.

Lezaun is a third generation winemaker, his grandfather having served as winemaker and general manager of a large Navarra winery and his father later acting in the capacity of winemaker for the region's top wine cooperative.

Since he was a little boy, Jesus Lezaun recalls having worked in his family's small wine shop in Pamplona, near the streets where the famous running of the bulls took place annually. His entry into the wine business was quite natural, he believes, given his family's longtime preoccupation with grapes and wine.

"When I was eighteen," he stated recently through a translator, "I first went to the University of Navarra and received my degree in Organic Chemistry, but I was really interested in wines and winemaking. I was able to get into Spain's top school for winemakers, Terragona Rovira i Virgili and was then able to secure my degree in winemaking."

With his degree in hand, Jesus Lezaun launched a thirty-plus year career in the wine business that has seen him involved in a number of activities and causes that have promoted and advanced the evolution of the Spanish wine industry.

In 1982, he was one of the organizers and pushers of the Navarra Vineyards Reform Plan, the legislation that basically reshaped the future of winemaking and viticulture in his native Navarra Region. Among the changes incurred was the inclusion of a number of new varietals on the region's approved list along with a series of adjustments involving permissible equip-

ment and vineyard techniques that brought Navarra into the modern grape industry.

"The changes were truly needed," recalled Lezaun. "It brought us into the progressive era and permitted us to be competitive with other regions and countries."

When he took over the reins at the Bodega de Sarría in 2001, Jesus Lezaun found a quaint and historical winery that was near complete disrepair. He immediately replaced the winery's aging (literally, average age from 15-20 years old) barrel inventory with new French Oak. He also determined that the cellars and working areas be thoroughly cleaned and dehumidified. He installed a new ventilation system that afforded him the opportunity to make the kind of top quality wines he really wanted.

The following year, three of his wines, a Cabernet Sauvignon, Merlot and Rose, each won a gold medal at the prestigious international Bordeaux wine judging and the Bodega de Sarria and Jesus Lezaun were off and running. Since then, the winery has amassed a large number of international accolades and has become one of the most respected wineries, not only in Navarra, but also in all of Spain.

Lezaun was also able to experience a stint in Australia where he worked at the proclaimed Mitchelton Winery in Central Victoria where, in his words, "I was able to learn how to make wines on a very large scale. The Australians were not bounded by too many rules as some of us are here in Europe. In Australia, there is the freedom to do what you want with your grapes."

Jesus Lezaun has always been guided by his simple philosophy that wine must, by its very nature, be a product that gives the consumer as much pleasure as possible. While favoring the Bordeaux varietals (Cabernet Sauvignon and Merlot), his winemaking approach is more New World than his winemaking technique.

"The wines I make today are not consumed by oak," Lezaun related. "I always attempt to place much more emphasis on fruit and structure. I have tried to employ that attitude at the Bodega de Sarría and it certainly seems to be working."

*The International Series features superb boutique wines of the world imported exclusively for members of the Gold Medal Wine Club. These special wines are not available anywhere else in the United States.*

## International Series

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