



# RAR

DOCa PRIORAT

## *Rarefied, idiosyncratic and very personal Priorat*

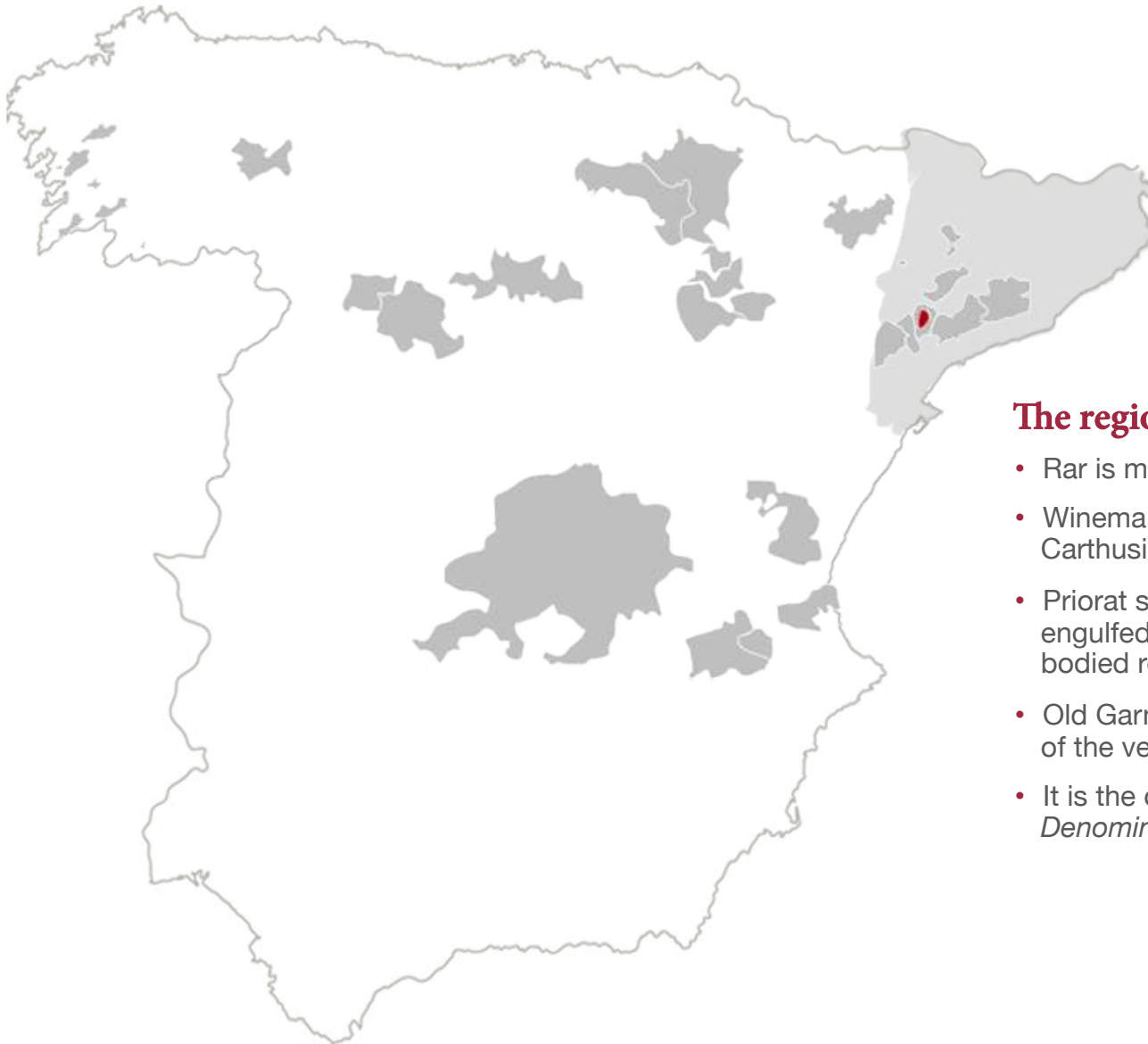
- A family project of the winemaker of Scala Dei, Ricard Rofes, and his wife, Magda Pellicer
- As well as Ricard's initials, "rar" is Catalan for "rare" in the sense of unusual, special and unique.
- Produced on a small estate of 30-90 year old vines grown at 500m+ on steep, slatey terraces
- A uniquely clean, fresh, fruity and very pure expression of Priorat reflecting Ricard's love of the Garnacha grape.



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## The region

- Rar is made in Priorat, a tiny region in Catalonia.
- Winemaking was established in the area in the 12th Century by Carthusian monks
- Priorat shot to fame in the 1990s when a winemaking revolution engulfed the region and it became known for its intense, full bodied reds
- Old Garnacha and Carignan vines produce tiny yields on slopes of the very poor slate and quartz soil known as *Llicorella*
- It is the only region in Spain aside from Rioja to enjoy *Denominación de Origin Calificada* status

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## Tinto

- 80% Garnacha, 15% Cariñena, 5% Syrah.
- Four months ageing in French oak barrels.
- Bright cherry red with purple highlights.
- Ripe red fruit aromas with character and intensity.
- Silky on the palate, with a long finish, this is a particularly fresh and fruity Priorat that is enjoyable and easy-to-drink with any style of cuisine.

## Awards

- 91 Points – Decanter Magazine – 2019 (2017 vintage)

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## Where it comes from

- Small personal, family project of one of the most famed winemakers in Priorat and his wife, close friends of our winemaker, Fernando Mora MW
- A spectacular estate of old Garnacha vines aged between 30 and 90 years at more than 500 metres altitude.
- The poor, *llicorella* soils, very low yields and Mediterranean sunshine give intense, full-bodied and densely structured wines, which retain fresh acidity.
- Grapes are selected from vines at 500 to 700 metres altitude for this wine to give acidity and freshness.

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## The winemakers

### Ricard Rofes

- One of the most renowned winemakers in Catalonia, Ricard has worked in some of the most famed wineries in Priorat and Montsant and is currently Technical Director at Scala Dei
- After his degree in agricultural engineering he studied a Masters in viticulture, winemaking and wine marketing
- A personal friend of Fernando Mora MW he is also a Garnacha fan



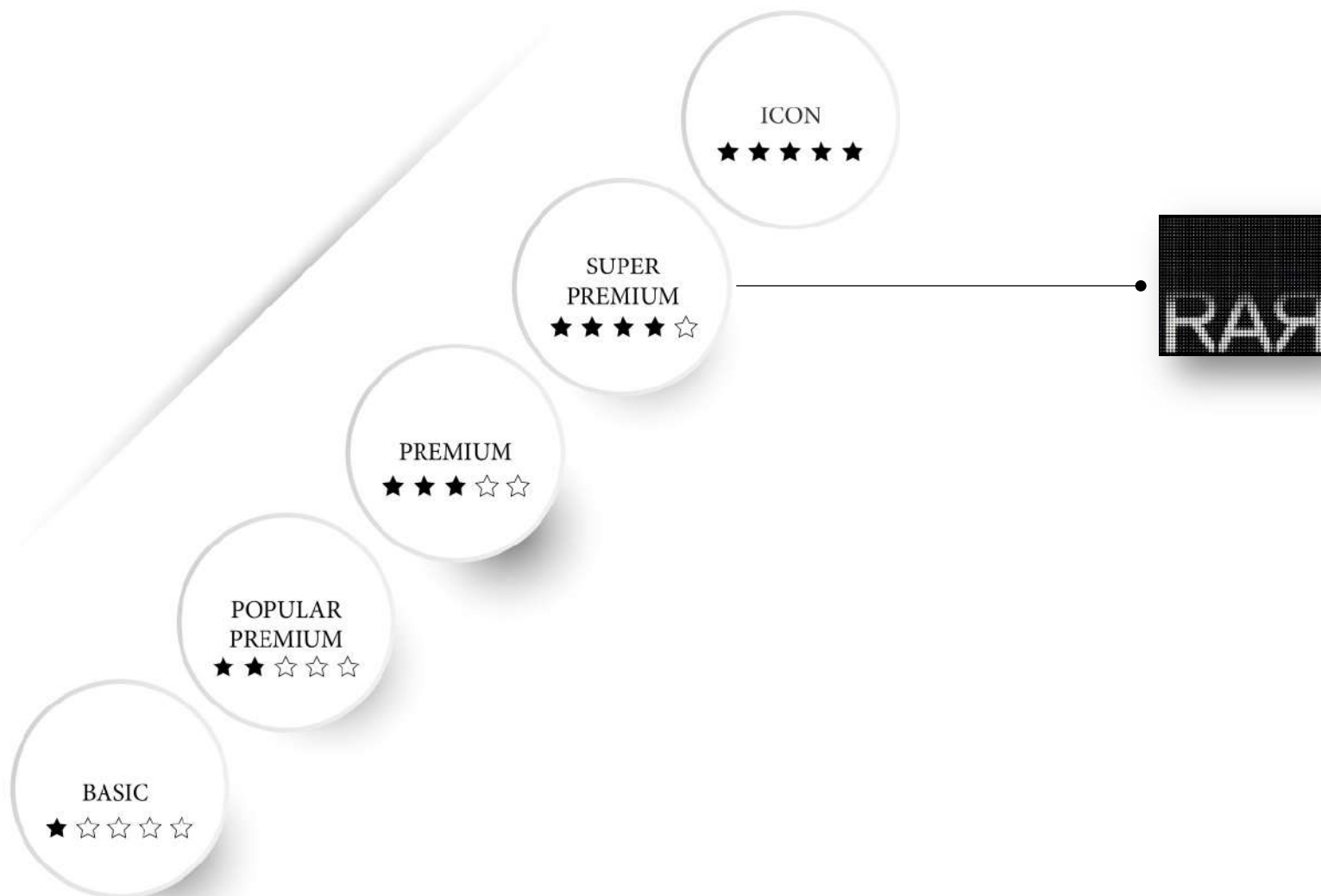
### Magda Pellicer Anglès

- Magda is a graduate in Enology and Agricultural Engineering
- Her winemaking experience of more than 18 years includes periods at wineries in the USA and Australia, before her return to Catalonia
- She has worked as consultant winemaker for a number of wineries



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