



FINCA MÓNICA

By Long Wines



FINCA MÓNICA

A different view of Rioja

FINCA MONICA

DOCA RIOJA

Classic yet contemporary, Finca Mónica is a terroir-driven Rioja

- From vineyards owned by the winery in a single subzone of Rioja
- Pure, fruity style as made exclusively with old vines of at least 30 years of age.
- Contemporary yet typical.
- Made from hand-picked grapes in vineyards owned by the winery
- Multiple international awards
- Complete range, including Tempranillo, Crianza and Reserva wines



LongWINES

FINCA MONICA

DOCA RIOJA



The region

- Rioja is the longest-standing and most famous of Spain's wine regions; a must in any wine importer's portfolio.
- The region is one of only two in Spain with "Qualified" status, which means the wines must undergo stringent testing and tasting before release.
- Finca Mónica comes from the eastern-most part of the region, with a more Mediterranean climate and higher altitude vineyards

FINCA MONICA

RIOJA ORIENTAL

RIOJA ORIENTAL

More than just an administrative tweak, the changing of the sub-region's name from Rioja Baja to Rioja Oriental adds far deeper significance for its native wine producers. As the region undergoes a whirlwind transformation, Simon Field MW explains how a new generation is redefining the wine ground – in every sense of the phrase.

Rioja Oriental used to be known to most as Rioja Baja. It was there, in the heart of the sub-region, that the wine industry was born, and it was there that the region's reputation was built. For decades, Rioja Baja was the heart of the wine industry, and its wines were the most famous and sought-after in the world. But now, as the region undergoes a whirlwind transformation, the name of the sub-region is changing. It's no longer Rioja Baja, but Rioja Oriental. This change is more than just an administrative tweak; it's a reflection of a new generation of wine producers who are redefining the region's identity. In the past, Rioja Baja was known for its traditional wine-making techniques and its focus on quantity over quality. But now, the region's producers are embracing a more modern, quality-driven approach. They are investing in new technologies, adopting sustainable practices, and focusing on the unique characteristics of their terroir. This shift is not only changing the way wine is produced in the region, but also the way it is perceived by consumers. Rioja Oriental is now seen as a region of excellence, where the focus is on producing high-quality wines that reflect the unique character of the land. The change in name is a symbol of this transformation, and it's a testament to the region's ability to evolve and thrive in a competitive market. As the region continues to grow and develop, it's clear that Rioja Oriental is on the rise, and its wines are becoming increasingly sought-after by wine lovers around the world.



Simon Field MW was formerly based in Rioja Baja, but in 2005 he moved to Rioja Oriental. He is the author of 'The Spanish Wine Book' and 'The Spanish Wine Bible'.

What's in a name?

It's a question that's been asked many times over the years. What's in a name? Well, in the case of Rioja, the answer is quite simple. It's a name that represents a region of wine, a region that has been producing wine for centuries. But now, as the region undergoes a whirlwind transformation, the name of the sub-region is changing. It's no longer Rioja Baja, but Rioja Oriental. This change is more than just an administrative tweak; it's a reflection of a new generation of wine producers who are redefining the region's identity. In the past, Rioja Baja was known for its traditional wine-making techniques and its focus on quantity over quality. But now, the region's producers are embracing a more modern, quality-driven approach. They are investing in new technologies, adopting sustainable practices, and focusing on the unique characteristics of their terroir. This shift is not only changing the way wine is produced in the region, but also the way it is perceived by consumers. Rioja Oriental is now seen as a region of excellence, where the focus is on producing high-quality wines that reflect the unique character of the land. The change in name is a symbol of this transformation, and it's a testament to the region's ability to evolve and thrive in a competitive market. As the region continues to grow and develop, it's clear that Rioja Oriental is on the rise, and its wines are becoming increasingly sought-after by wine lovers around the world.

Rioja Oriental: 10 producers to watch



BORGES D'ORTIGOS New Orleans entrepreneur and wine collector, Borges D'Ortigos, has been instrumental in the development of Rioja Oriental. He has purchased high-altitude vineyards in the area, and his wines are becoming increasingly sought-after by wine lovers around the world. He is a pioneer in the region, and his success has inspired other producers to follow in his footsteps.



ALBERTO MENDEZ One of the most talented and innovative producers in Rioja Oriental, Alberto Mendez is known for his high-quality wines. He has a deep understanding of the region's terroir and is committed to producing wines that reflect the unique character of the land. His wines are highly acclaimed and are becoming increasingly sought-after by wine lovers around the world.



JAVI ARCE A young producer who is making a name for himself in Rioja Oriental, Javi Arce is known for his high-quality wines. He has a deep understanding of the region's terroir and is committed to producing wines that reflect the unique character of the land. His wines are highly acclaimed and are becoming increasingly sought-after by wine lovers around the world.



VITOR REAL A producer who is making a name for himself in Rioja Oriental, Vitor Real is known for his high-quality wines. He has a deep understanding of the region's terroir and is committed to producing wines that reflect the unique character of the land. His wines are highly acclaimed and are becoming increasingly sought-after by wine lovers around the world.



18 | MARCH 2020 | Decanter

The sub-region on the rise

- Rioja Oriental – the area formerly known as Rioja Baja – has been making waves recently as some as the region's most famous producers have purchased high altitude vineyards in the area
- Monte Yerga, the area where our partner winery is located is known for its microclimate, soils and altitude
- A recent Decanter feature on the region mentions Alfaro, where the winery is located as one of the “centres of excellence, gateways to sites of uncompromising altitude and real potential.” and lists the winery as one of “10 producers to watch.”

FINCA MONICA

DOCA RIOJA



Tempranillo

- 100% Tempranillo with 3 months in American oak.
- Deep red colour with violet hues.
- Ripe fruit with elegant oak character.
- Smooth and tasty with sweet tannins and a long finish.

Awards

- Gold – Gillbert & Gaillard 2020
- Gold – AWC Vienna 2018
- Silver – Mundus Vini 2019



Crianza

- 100% Tempranillo.
- 12 months in American oak barrels.
- Intense cherry-red colour.
- Complex aromas of blackberries and herbs with hints of spicy coconut and liquorice.
- Freshly fruity and richly textured with a long finish.

Awards

- Gold - Gilbert & Gaillard 2020
- Gold – Asia Wine Trophy 2019
- Gold – Berliner Wein Trophy 2019
- Gold – The Drinks Business Rioja Masters 2018
- Silver (90 points) – IWC 2020

FINCA MONICA

DOCA RIOJA



Reserva

- 100% Tempranillo with 18 months in French and American oak.
- Deep ruby red with a garnet rim.
- Intense aromas of wild berries with touches of spice, toasted coconut and vanilla.
- Freshly fruity and richly textured, with a long ageing capacity.

Awards

- Gold – Gillbert & Gaillard 2020
- Gold – Asia Wine Trophy 2019
- Silver (90 points) – International Wine Challenge 2020
- Silver (91 points) – Decanter World Wine Awards 2020

FINCA MONICA

DOCA RIOJA



Special formats

- Magnums – Crianza
- 3L double magnum + case (min. 96 units)

FINCA MONICA

DOCA RIOJA

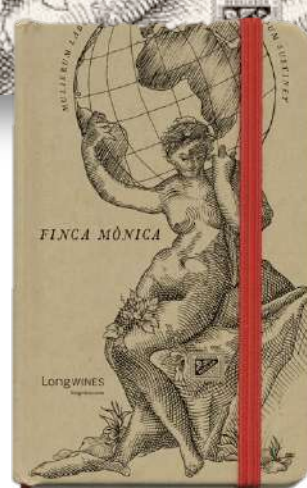


Packaging

- Personalised 6 bottle case

FINCA MONICA

DOCA RIOJA



Marketing materials

- Advertising artwork
- Collectable postcards
- Notebook

LongWINES

FINCA MONICA

DOCA RIOJA



Where it comes from

- Fruit comes from 200ha of vineyards owned 100% by the winery.
- Vines are over 30 years of age and located at the foot of the Yerga Mountain in Alfaro, an area that offers an extraordinary diversity of soils and microclimates.
- The winery is run by six families of grape growers.
- The passionate and well-coordinated team has won global recognition for their award-winning wines, based on international and local winemaking experience.

FINCA MONICA

DOCA RIOJA

The winemaker

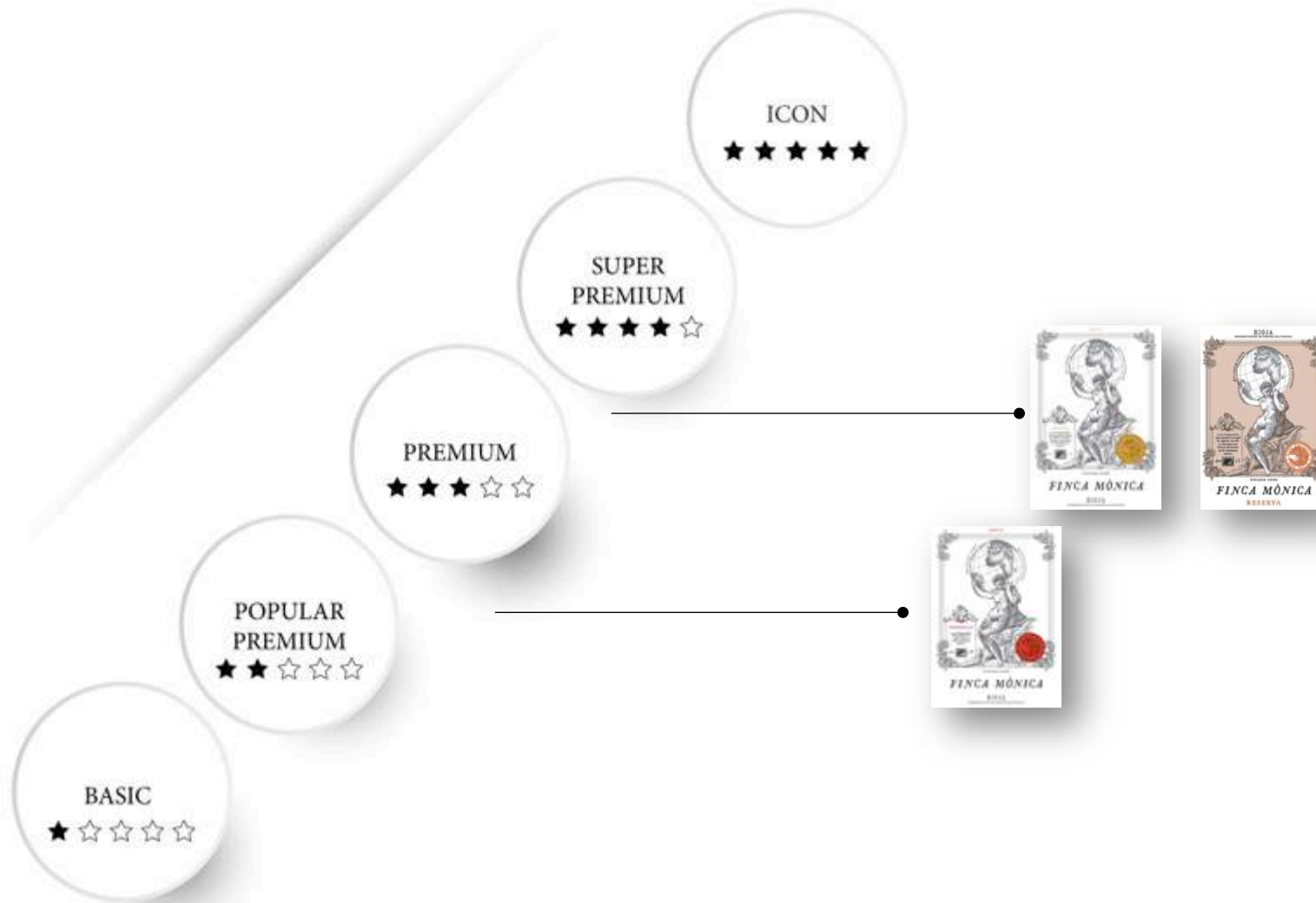
Gorka Etxebarria

- After graduating in Chemistry and Enology from the University of Rioja, Gorka worked in several wineries in Rioja and Australia before taking on his current position in 2003
- Gorka has been a taster on the Rioja Regulatory Council panel since 2012, on the jury of the Berliner Wein Trophy in 2018 and holds the WSET Level 2 certificate



FINCA MONICA

DOCA RIOJA



FINCA MÓNICA

CONSUMERS

Appeals to both regular Rioja consumers and younger Spanish wine explorers

- Classic styling, oak ageing and awards give assurance to regular Rioja drinkers
- Own-crush, vineyards in a different area, and fruit-forward style also appeal to younger, more adventurous consumers who want to try something different from the region



LongWINES | AWARD-WINNING
WINES FROM SPAIN

For more information or discover other wines, please visit our website:
www.longwines.com