



MELEA

By Long Wines



MELEA

In harmony with nature

MELEA

ORGANIC

Organic certified wines with a clean, crisp varietal personality

- Named after the rare bee Anthophora Melea. Bees not only pollinate wild flowers in the vineyard but also provide natural yeasts used to ferment organic wines like this one.
- Organic, vegan wine made without toxic chemicals that can harm bees and other insects
- Wild yeast fermented
- The bees on the label were created using recycled materials by Barbara Long who is a mixed media artist
- Outstanding organic wines for the price that we selected only after tasting hundreds



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Verdejo -Sauvignon Blanc

- Verdejo and Sauvignon Blanc.
- Pale lemon-yellow with hints of green.
- Intense aromas of pineapple, green glass, white flowers and a flinty touch.
- Dry and refreshing on the palate with a long citrusy finish with concentrated flavours.
- Gold Medal – Gilbert & Gaillard 2020



Tempranillo

- 100% Tempranillo
- Deep purple with ruby highlights.
- Aromas of black cherries, blueberries, cocoa and a hint of black olives.
- Concentrated black fruit on the palate with notes of liquorice and a silky texture.
- Gold Medal – Gilbert & Gaillard 2019



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**FOR THE
PLANET®**
— MEMBER —

1% for the Planet

- Melea was the first Spanish wine brand to become a member of 1% for the Planet – a global movement inspiring businesses and individuals to support environmental solutions.
- As a business member, Melea has committed to donate the equivalent of 1% of gross sales to directly support environmental non-profits.
- Donations from the wine brand will go to charities that support biodiversity and promote the use of organic farming, avoiding the use of agrochemicals that harm bees and other pollinators.

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Where it comes from

- The fruit comes from organically certified, traditionally managed, dry-farmed vines in the Cuenca area of La Mancha.
- The vineyards were planted in 1999 and are at an altitude of 660m with reddish-brown, sandy-clay soils, low in organic matter and high in chalk and limestone, suppressing yields to just 3kg per plant, giving greater quality grapes.
- The extreme continental climate means there is a high diurnal temperature range conserving acidity and increasing aromatic intensity.
- The lack of rainfall reduces the risk of fungal diseases without the need for chemical treatments.

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Where it is made

- The family winery located in Alicante is a leader in the production of high quality organic wines .
- Modern equipment, specialised in the production of organic and vegan certified wines
- It is IFS certified and all organic wines comply with EU certification

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Marketing materials

- Posters A1 & A4
- Shelf-talkers

MELEA

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the drinks business



15. MELEA ORGANIC TEMPRANILLO

Madrid-based specialist Spanish wine exporter Long Wines has launched an organic wine range named Melea. The range comprises two organic and vegan wines inspired by the rare bee Anthophora Melea. These include a white Verdejo and Sauvignon Blanc blend, and a red made from Tempranillo. The project is the result of a collaboration between managing director William Long, his wife, Barbara Long, who stitched together the bee motif used on the labels from recycled threads, and their son, Freddie, who managed the design process and launch. RRP: £10.

Contact: Long Wines, customer.service@longwines.com

Press Coverage

- The Drinks Business

MELEA

CONSUMERS

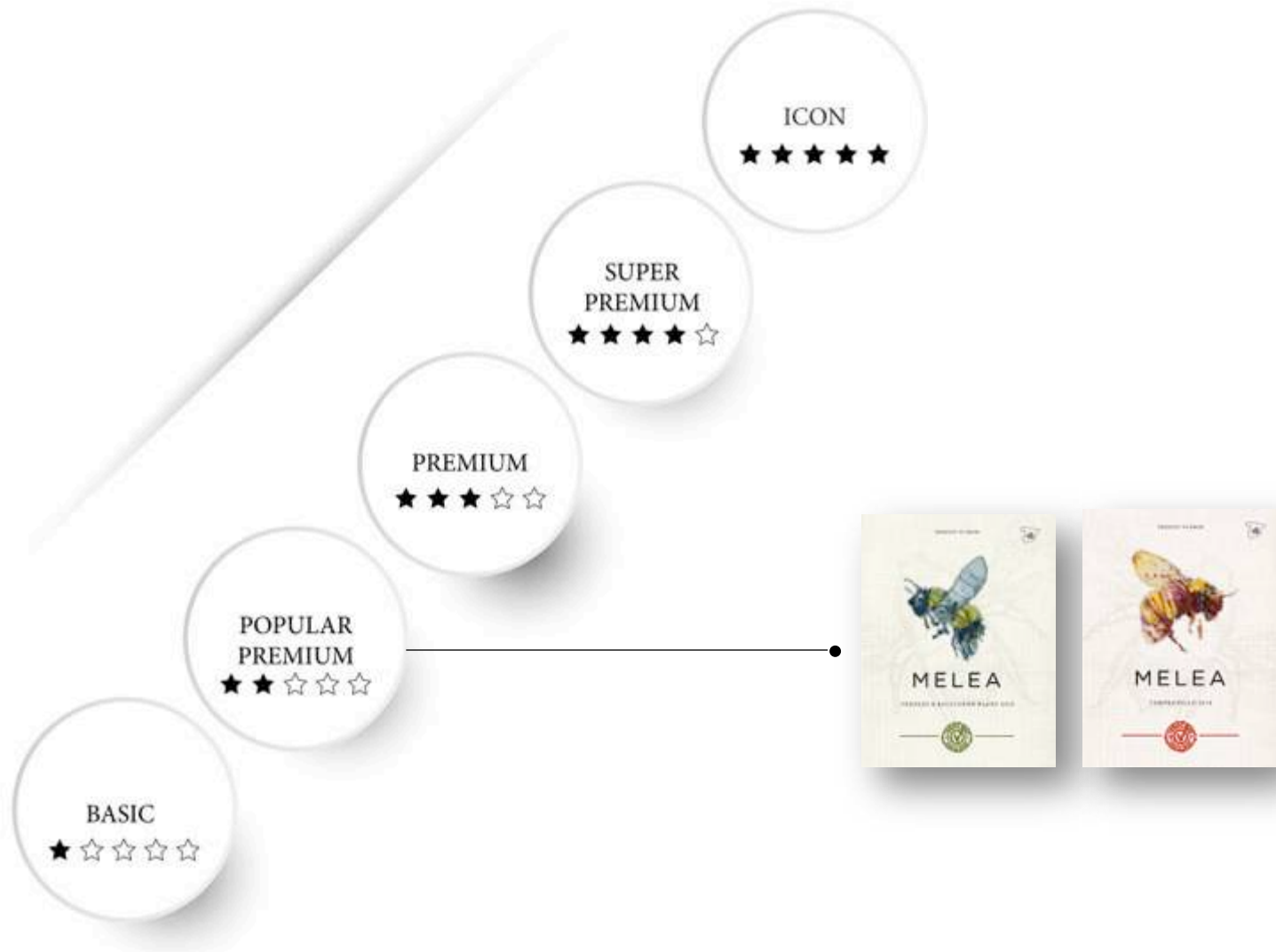
Appeals to younger, health and sustainability conscious consumers

- Appeals to growing population of health-conscious professional singles with disposable income
- Vegan and organic certification
- The organic wine market is driven by women



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LongWINES | AWARD-WINNING
WINES FROM SPAIN

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