



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 and fined with vegan pea protein
- 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
- Labels made from eco-friendly Stone Paper®



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Verdejo -Sauvignon Blanc

- Verdejo and Sauvignon Blanc.
- Pale lemon-yellow with hints of green.
- Intense aromas of pineapple, green grass, white flowers and a flinty touch.
- Dry and refreshing on the palate with a long citrusy finish with concentrated flavours.
- Gold Medal – Gilbert & Gaillard 2021



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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Rosado

- 100% Tempranillo
- Attractive pale salmon pink
- Fresh nose of strawberries and redcurrant.
- Rich, smooth and creamy texture with a clean finish.



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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.
- The charities supported in 2021 include The Bee Conservancy and Bumblebee Conservation Trust.

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Stone Paper® Labels

- The Melea labels are printed on Stone Paper® - an eco-friendly paper alternative
- Stone paper is made out of calcium carbonate 80% from existing limestone quarries and bio-polyethylene resin 20% (HDPE).
- Limestone is white so does it not require any further bleaching
- Durable and waterproof like plastic, but with the benefit of being biodegradable, naturally breaking down into calcium carbonate dust over time
- Reductions in the use of energy, water and CO2 emissions compared to paper made from wood pulp
- It has silver level Cradle to Cradle certification, a globally recognised measure of safety, sustainability and CSR.

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Label design

- Three members of the Long family were closely involved in the creation of the Melea range: William Long, who sourced the wine, Freddie Long who managed the design and product launch, and Barbara, a visual artist, who designed the bee motif for the labels
- This project was dear to Barbara's heart as she has been an environmental campaigner for decades and used to be on the board of directors for Friends of the Earth.
- As well as working as an artist, Barbara is also an art therapist so the act of healing and repair is reflected in her work where she stitches and darns together recycled materials.
- Using original images of bees from designers Studio Pablo Guerrero, she worked over the image on gauze bandages using old threads from her mother and sister.

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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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POS materials

- Posters A1 & A4
- Shelf-talkers

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Marketing materials

- Organic cotton, Carbon Neutral and Fair-trade embroidered t-shirts

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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.

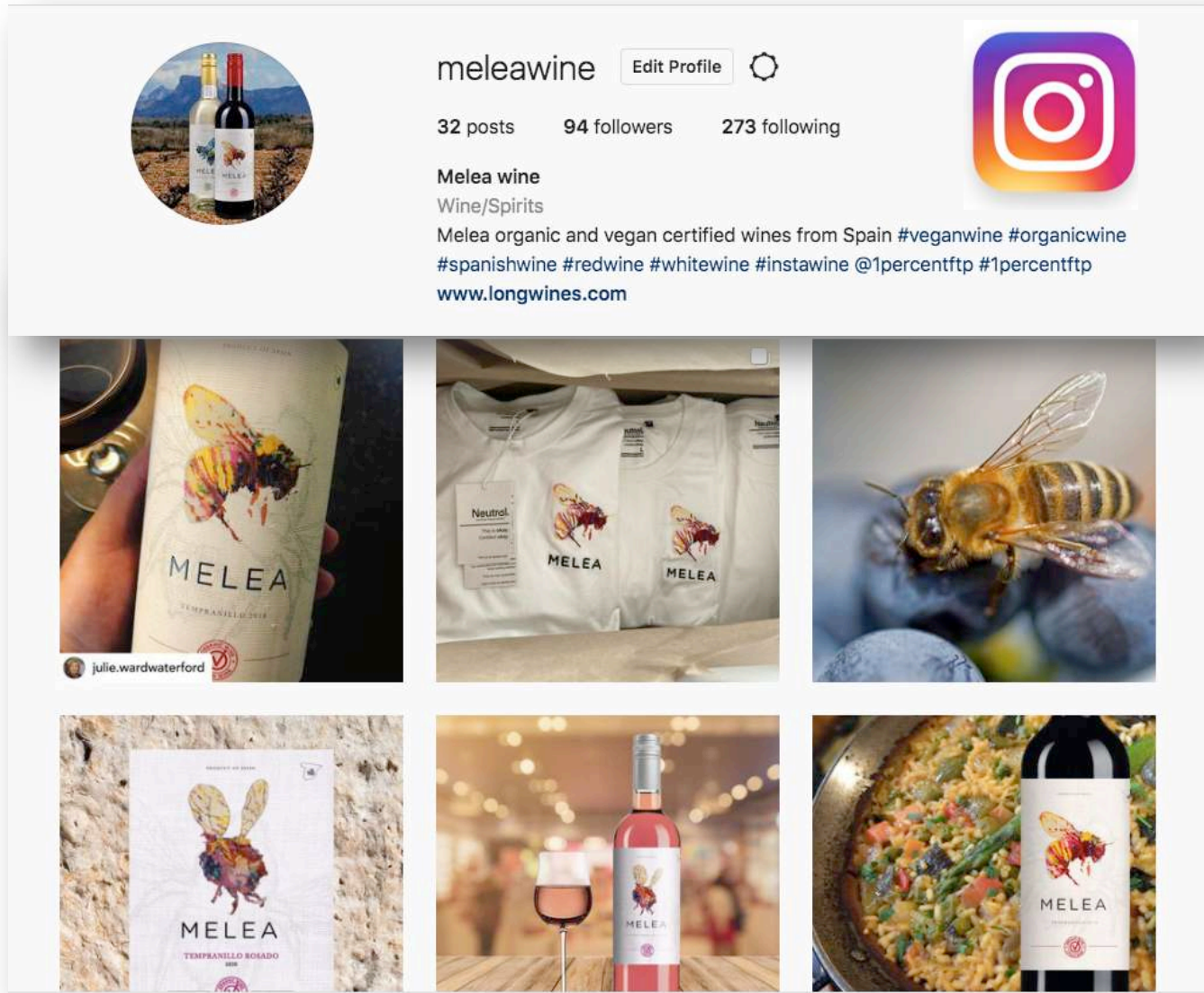
Contact: Long Wines, customer.service@longwines.com

Press Coverage

- The Drinks Business

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The image shows a screenshot of an Instagram profile for 'meleawine'. The profile picture is a circular image of two wine bottles in a vineyard. The bio includes the text: 'Melea wine', 'Wine/Spirits', 'Melea organic and vegan certified wines from Spain #veganwine #organicwine #spanishwine #redwine #whitewine #instawine @1percentftp #1percentftp', and the website 'www.longwines.com'. The profile has 32 posts, 94 followers, and is following 273 accounts. Below the bio are six grid images: 1. A hand holding a bottle of Melea wine with a bee illustration on the label. 2. Two white t-shirts with the Melea logo and 'MELEA' text. 3. A close-up of a bee on a blueberry. 4. A bottle of Melea wine next to a glass of red wine. 5. A bottle of Melea wine next to a pan of paella. 6. A bottle of Melea wine next to a glass of red wine.

- ### Social Media
- Instagram page

MELEA

CONSUMERS

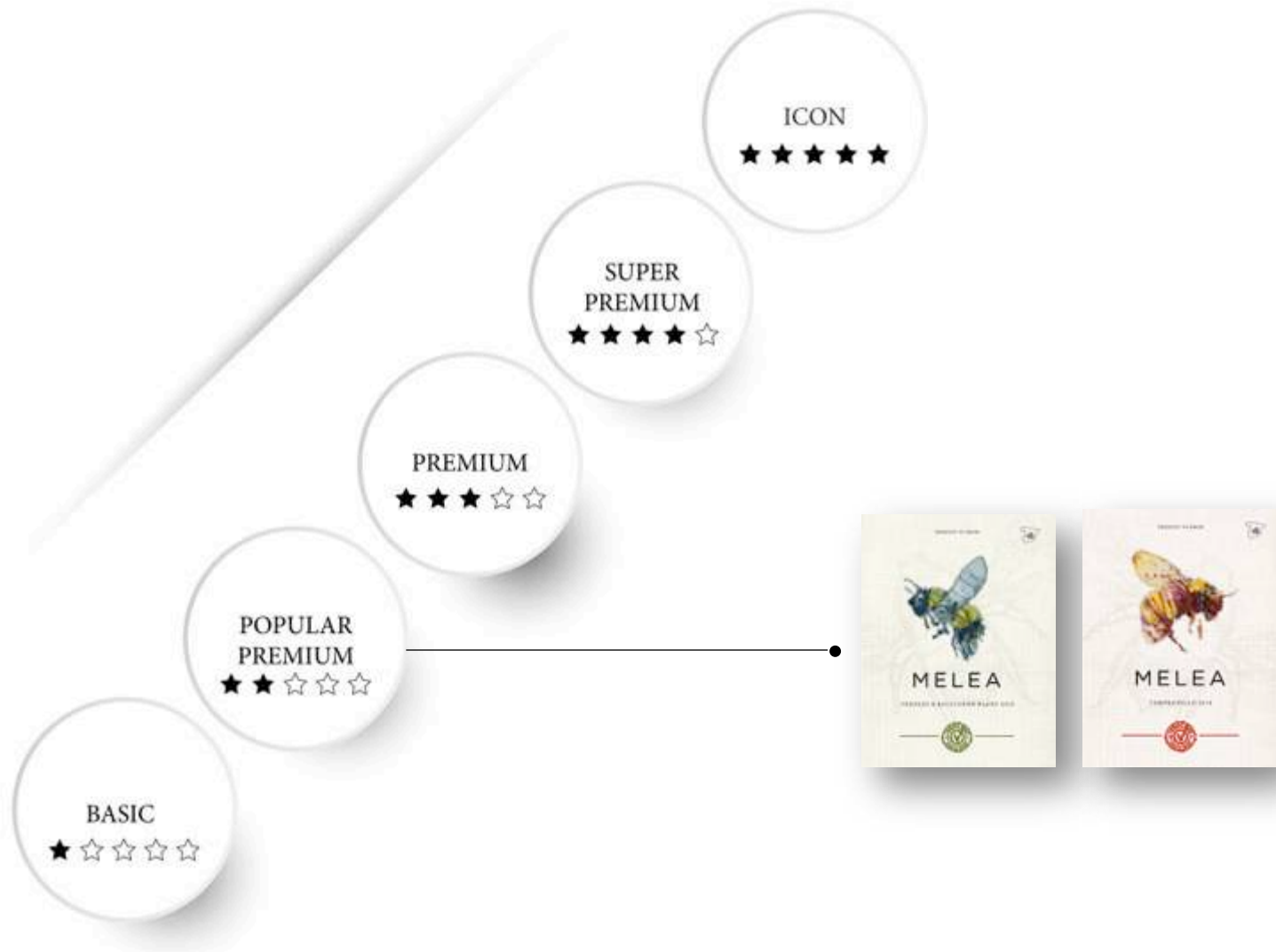
Appeals to younger, health and sustainability conscious consumers

- 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