



MELEA

**Single Estate
By Long Wines**



MELEA

**Organic Single Estate
Varietal Wines**

MELEA SINGLE ESTATE

DO TERRA ALTA

Organic Single Estate wines from an under-the-radar DO

- Named after the rare bee Anthophora Melea. Bees pollinate wild flowers in the vineyards.
- Organic, vegan wine made without toxic chemicals that can harm bees and other insects
- The bees on the label were created using recycled materials by Barbara Long who is a mixed media artist
- Outstanding Single Estate wines from an under-the-radar DO that offers exceptional quality at a reasonable price.



MELEA SINGLE ESTATE

DO TERRA ALTA



The region

South-west of the famed Catalan region of Priorat, DO Terra Alta is – as its name suggests – a mountainous, inland region, located on the Ebro valley around 40km from its mouth. It is protected from the Mediterranean by the Ports de Tortosa-Beceite coastal mountain range. The town of Gandesa is at its heart. Vines grow here on slopes and terraces, among olive groves and almond trees, making it a haven for biodiversity.

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DO TERRA ALTA



Blanco

- 90% Garnacha Blanca / 10% Viognier.
- Pale lemon yellow with greenish highlights.
- Clean, with tropical notes of pineapple, banana and citrus.
- Ripe, fruity and well-rounded.

Awards

- 90 points -James Suckling 2022
- Gold medal - Gilbert & Gaillard 2022



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Tinto

- Garnacha Tinta 80% / Syrah 20%
- Deep cherry red with purple hints.
- Red and black fruit aromas and a hint of smokiness.
- Flavours of ripe strawberry and blackberry fruit on a soft, medium-bodied palate.

Awards

- Gold medal - Gilbert & Gaillard 2022



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Where it comes from

- Located in Gadesa, the heart of DO Terra Alta since 1995, this family-run estate has been managed sustainably from the outset.
- All the grapes come from the winery's own 28ha of organic vines, which grow on varied clay and limestone soils at 375-425m altitude.
- The grapes remain healthy due to the warmth of the Mediterranean sunshine and the lack of rainfall with an average of only around 400mm per year.
- The vineyards are strongly affected by the dry *Cierzo* wind, which comes from the interior and the *Garbinada*, which blows from the Mediterranean on hot summer afternoons bringing humidity to the vineyards and reducing stress at the end of the ripening cycle.

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Where it is made

- The modern winery is equipped to handle 200,000kg of grapes.
- Located next to the vines, there is a close relationship between the vines and production, with no delays in the arrival of grapes at harvest.
- Each of the parcels is picked and vinified separately according to its level of ripeness.

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The winemaker

PEPE FUSTER

- As custodian of the land for future generations of his family, sustainability is at the heart of everything that Pepe Fuster does
- He seeks the maximum expression of the terroir in his wines, with minimum intervention in the winery
- Believing great grapes are the key to a great wine, his focus is on the health and ripeness of his 28ha of organic grapes

MELEA
ORGANIC



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

MELEA

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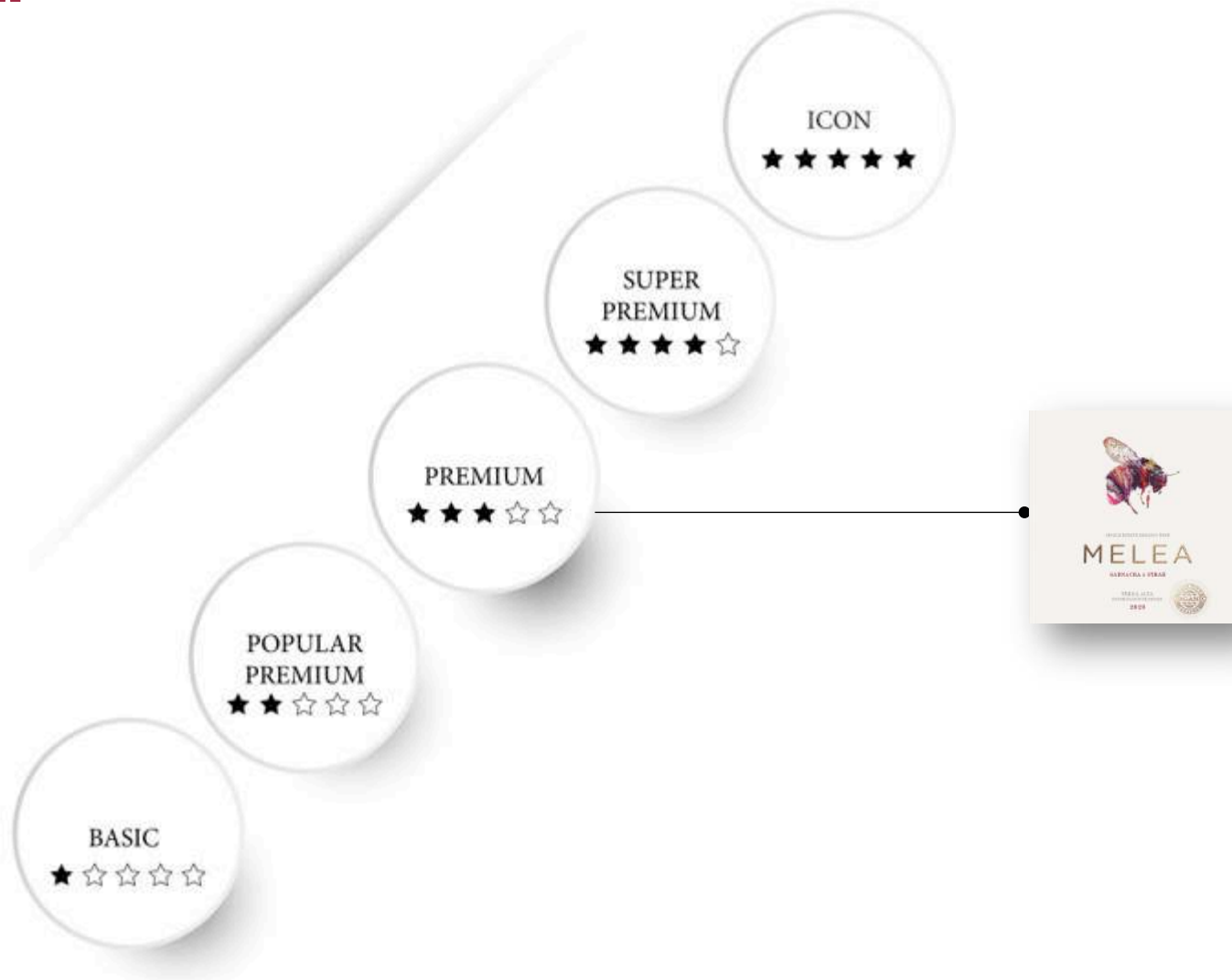


Label design

- 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.

MELEA

DO TERRA ALTA



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



LongWINES | AWARD-WINNING
WINES FROM SPAIN

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