



**TOCA CAVA**

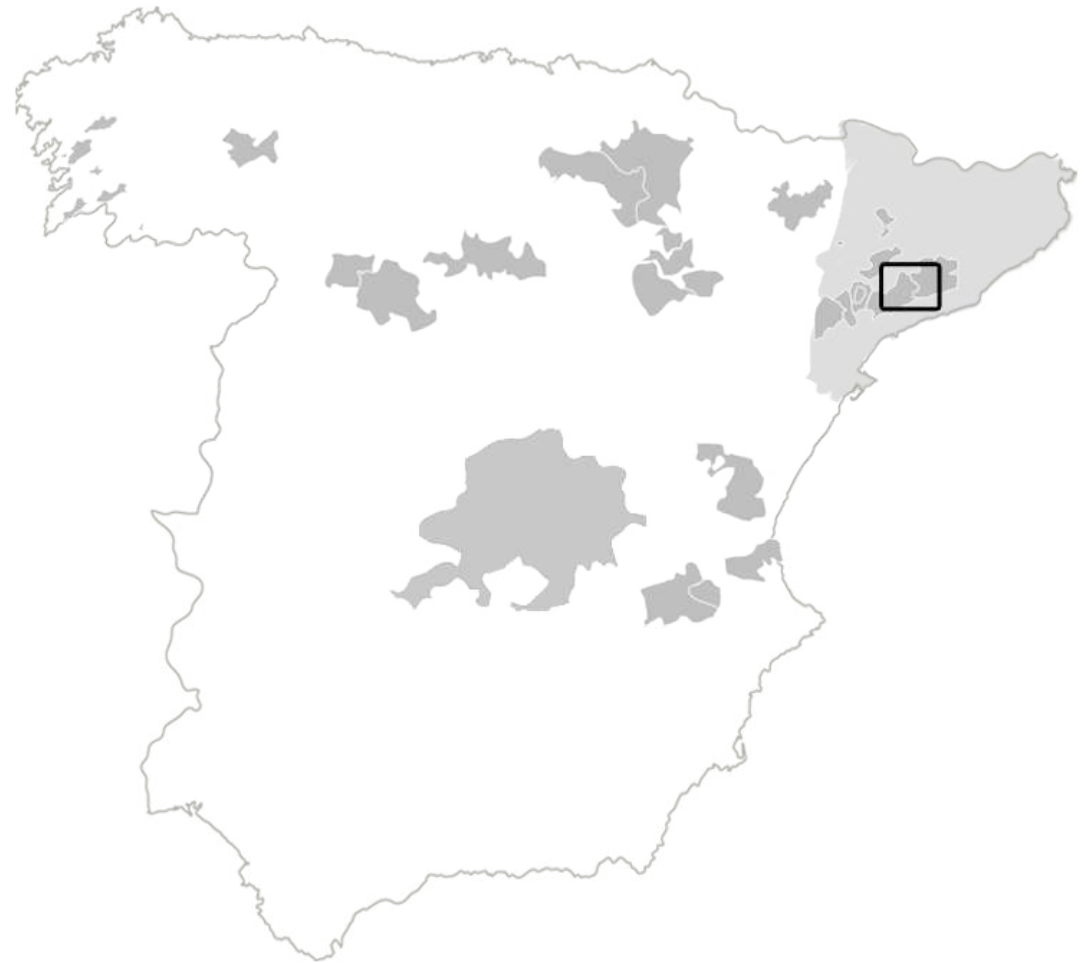
**By Long Wines**

# CAVA

## BACKGROUND

As specialist Spanish exporters sparkling wines are one of our specialities.

Cava is one of Spain's biggest exports. With the global market for sparkling wine continuing to grow, we pride ourselves on sourcing the best quality sparkling wines at affordable prices and packaging them in ways that appeal to international consumers.



# TOCA CAVA

## BACKGROUND

Like all the wines in our range, we tasted thousands of Cavas before creating the Toca range. We wanted a wine that ticked all the boxes:

- **Classic Cava identity:** native Macabeo, Parellada and Trepat grapes
- **Clean taste profile:** Clean, fresh and crisp style with none of the mousiness sometimes associated with Cava.
- **Fine, integrated bubbles:** Made using the traditional bottle fermentation method and aged for 12-15 months prior to release
- **Estate wine:** Rather than buying in grapes, the winemaker uses grapes from vineyards he was personally responsible for planting in 1985.



# TOCA CAVA

## THE INSPIRATION



- The word “Toca” means touch and it gave us many ideas to play with:
  - Texture – the tactile nature of the bubbles on your palate
  - Finger prints– the delicate touch of the hands that pick the grapes and make the wine with such care
  - Contour lines- we saw that the contour lines of the nearby Serra de Tallat resemble finger prints

# TOCA CAVA

## THE RESULT

A premium, iridescent label features embossed ridges that echo fingerprints.

These contour lines continue with an elegantly designed capsule.

The simple but striking use of blue, white and silver shows cool, classic chic.



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## Brut

- 50% Macabeo, 35% Parellada and 15% Xarel.lo
- Aged for 12-15 months in bottle.
- Bright, pale straw. Abundant bubbles that open up to form a crown.
- Aromatic on initial nosing with a little complexity due to age in the bottle, very fruity and clean.
- Good structure and well balanced: the wine has a touch of sweetness, which works well with the acidity and has a long, clean finish.

## Awards

- Gold Medal – Gilbert & Gaillard 2020
- Silver Medal – AWC Vienna 2020



## Rosé

- 100% Trepát.
- Aged for 12-15 months in bottle.
- Pale rose pink. Perfectly fermented for a very attractive sparkle, its mousse creates a lovely crown.
- Intense and frank on the nose, with predominant aromas of ripe fruit.
- Well-structured with a touch of sweetness, which, balanced with the acidity makes this a very appealing wine.

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## Where it is made

- Winery situated 6km from Sant Sadurni d'Anoia, the heart of Cava country.
- Vineyards in highest point of the region at Espiells.
- High altitudes mean slower maturation and higher acidity.
- Winery has 20 hectares of owned vineyard and controls a further 100 hectares.

# TOCA

DO CAVA

## The winemaker

### Eva Plazas Torné

- Eva was born in Sant Sadurni d'Anoia into a family that has owned vineyards and made wine for generations.
- She studied agricultural engineering at Universitat Politècnica de Catalunya in Barcelona and completed a study on corks during her Erasmus year in Germany, before completing a Masters in Oenology and Viticulture
- She has been working alongside director Damià Deas since 1996, starting out in a work experience role before being promoted to winemaker and is known as one of Catalunya's top winemakers specialising in Cava





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### **Packaging**

- Personalised 6 bottle case

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**Marketing materials**

- Ice bags

# TOCA

## CONSUMERS

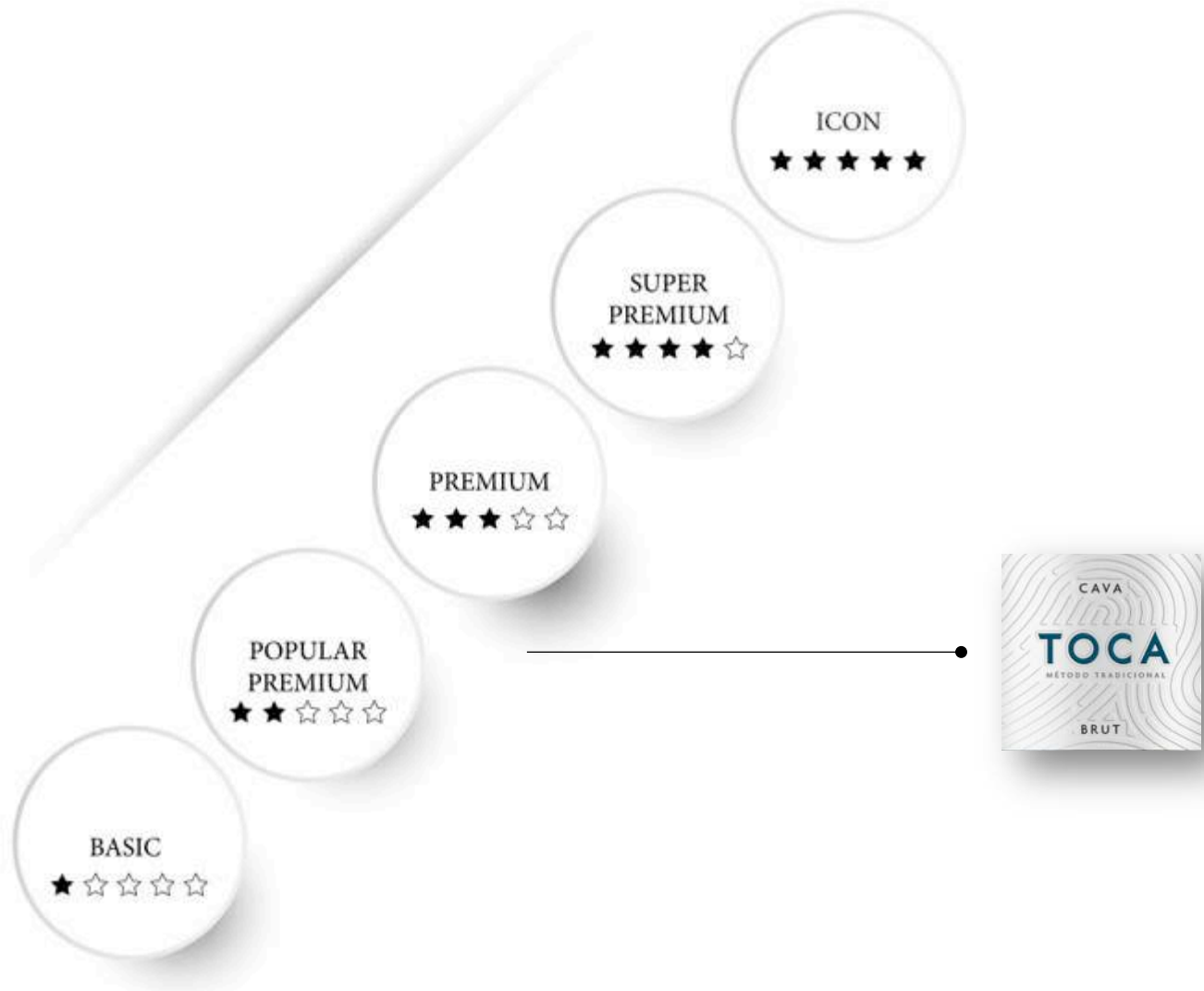
*Appeals to younger, mainly female consumers who want to feel and look good*

- An everyday treat for those little moments of celebration
- A great value alternative to Prosecco that while still fresh and crisp, is more food-friendly and can be enjoyed throughout a meal
- Associated with the glamour of Barcelona



# TOCA

POSITIONING



LongWINES | AWARD-WINNING  
WINES FROM SPAIN

**For more information or to discover more of our wines, please visit our  
website:**

**[www.longwines.com](http://www.longwines.com)**