



# *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.



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## 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.

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## RIOJA ORIENTAL



### The sub-region on the rise

- Rioja Oriental – the area formerly known as Rioja Baja – has been making waves recently as some of 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.”

**Rioja Oriental: 10 producers to watch**

**BORGAS MATEOS**  
Now in its seventh generation, the historic family is based close to the Ebro river at Alkazar, but has impressive holdings of mostly Tempranillo and Garnacha, the latter clinging to the foothills of Monte Yerga. Their range of wines is stylistically broad and generally both versatile and successful.

**BURGO VILLO**  
An small town located around 40km inland from the coast in 1987 and built a small winery, then 200 of vineyards surrounding the town and climbing into the hills. The central vine the quest from classic grape varieties, everything is Tempranillo Garnacha blend. Their red wine is built on the 80-20 ratio reflecting both the Tempranillo/Garnacha blend and also the preference for American oak over French.

**ISIBO NLAGAO**  
One of Spain's larger companies, producing several different labels around the country. It's perhaps all the more exciting, therefore, to discover such a wine as its old-vine Garnacha and to witness how the winemakers have carved it that is best from this fascinating variety.

**JAVIER ARZUBEN**  
The natural successor to Alonso Pelaez, Arzubena is an articulate and gifted winemaker who has made it his life's work to reverse the recent trend of grubbing up all of the old vineyards in Garnacha in favor of new varieties closer to the Ebro. So far he has, somewhat against the odds, succeeded magnificently.

**NAVARRO BOTILLO**  
As its name suggests, Navarro Botillo is based in the administrative region of Navarra. Its vineyards on the most southerly edge of Rioja Oriental. Regularly appearing at major fairs have been transformed by a family of young people, with members chosen carefully to suit their plantings of both Garnacha and Tempranillo.

**ORTANON**  
Situated near the town of Haro, Ortanon is a 100% Tempranillo estate. The vineyard is in the heart of the region, in a place where the vines are still largely planted in the traditional way. The vines are old and the soil is rich, and the wine is a beautiful example of the region's potential.

**PALACIOS REMONDO**  
Having taken the profile of both Spain and Portugal, Alonso Remondo, founder of the family, has recently taken the family business to the next level, moving from the foothills of Monte Yerga, Somontano, towards the coast.

**RAMON BELLAZ**  
Chief winemaker Ramon Bellaz is a great fan of the Decanter, so much so that he personally supervised the purchase of the company's production facilities in the region. In addition, the producer is deeply involved in the region, openly with a real sense of community. The Garnacha component of its landmarked Vinos de la Ribera is a combination with Tempranillo from Alkazar in Rioja Alavesa.

**VINA HERMINIA**  
The Villa Herminia brand was created by the Los Caballeros Group, owners of the superlative Lascaris. They have chosen to add expertise and a touch of glamour to the family business of what was then called Rioja Baja. They have achieved this goal with great aplomb and the whole region has benefited accordingly.

**VINOS REALIBIO**  
By means of careful organic husbandry, Spanish producer Realibio has transformed the apparently mediocre potential of its location into something more special. It's a proof that this goal with great aplomb and the whole region has benefited accordingly.

**Looking ahead**  
The future of Rioja Oriental Spanish wine is optimistic about the future for the region.

**Follow wine at**  
Monte Yerga Vine

**The details**  
The details how the market involved at the moment of Rioja Oriental wine. It's a place in the Alkazar, which now produces an extraordinary reputation and price to match. For those that Rioja Oriental is a wine that is a step up from the rest. It's a wine that is a step up from the rest. It's a wine that is a step up from the rest.

**Climate change**  
Climate change will impact the region of Rioja Oriental. The fact that the region has been a pioneer in the region of Rioja Oriental. The fact that the region has been a pioneer in the region of Rioja Oriental.

**Traditional**  
Traditional Rioja wine is not the same as the wine of the past. The wine of the past was made in a different way. The wine of the past was made in a different way. The wine of the past was made in a different way.

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## 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 – Berliner Wein Trophy 2023
- Gold – Asia Wine Trophy 2023



## 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 – Asia Wine Trophy 2024
- Gold – Berliner Wein Trophy 2021

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## 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 – Mundus Vini 2021
- Gold – Berliner Wein Trophy 2021
- 91 points – James Suckling 2022

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## Special formats

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



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## Packaging

- Personalised 6 bottle case

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## Marketing materials

- Advertising artwork
- Collectable postcards
- Notebook

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## 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.

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## 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





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## The women behind Finca Mónica

### Sandra Fernandez Mendiazabal

- Sandra started working at the winery in 2004 as Administration and Logistics Manager. She is responsible for coordinating the different departments of the winery to supply wines to clients all over the world.
- Born and bred in Rioja, wine has always formed part of Sandra's life. Her father was a vine grower and she finds harvest one of the most exciting –although stressful – periods of the year.



### Barbara Long

- Barbara helped her husband William set up Long Wines over twenty years ago.
- She is a visual artist and art therapist, and draws on her creative skills and previous experience in marketing and PR for cultural and environmental organizations to help with the design of wine labels and launch of new brands including Finca Mónica.



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## The women behind Finca Mónica

### Marta Collado

- Marta has worked at Long Wines for over 18 years. Without her management of the financial side of the business – budgets, invoicing and payments - Finca Mónica would probably not exist.
- Wine has always been her preferred choice when she enjoys a drink with friends, particularly red wines in which the fruit stands out over any oak.



### Elena Ramos

- A biology graduate with a Masters in viticulture and winemaking, Elena Ramos has been at Long Wines for over a decade, joining after working vintages at wineries in both New Zealand and Spain.
- After first working as product manager, Elena took on the role of Logistics Manager in 2019. Her job entails making sure that the bottles of Finca Mónica arrive with our clients all over the world on time and in perfect condition.



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## The women behind Finca Mónica

### Mónica Saldaña

- Our very own Mónica joined Long Wines back in 2015. Her role as commercial assistant means that she is in constant contact with the clients, answering queries and preparing offers, as well as entering competitions.
- Before joining the wine industry, Mónica expected it to be more “masculine”. but was delighted to discover many women in ever more prominent roles.

### Anna Harris-Noble

- Anna holds the WSET Level 4 Diploma, and has been working in wine marketing for nearly twenty years. She has worked on a freelance basis for Long Wines since 2017.
- She was involved in the process of establishing the brief and developing the Finca Mónica brand, coordinating the work of the designers and winery, as well as creating all the marketing materials.





# FINCA MÓNICA

## SCHOLARSHIP

### *Finca Mónica WSET scholarship for women*

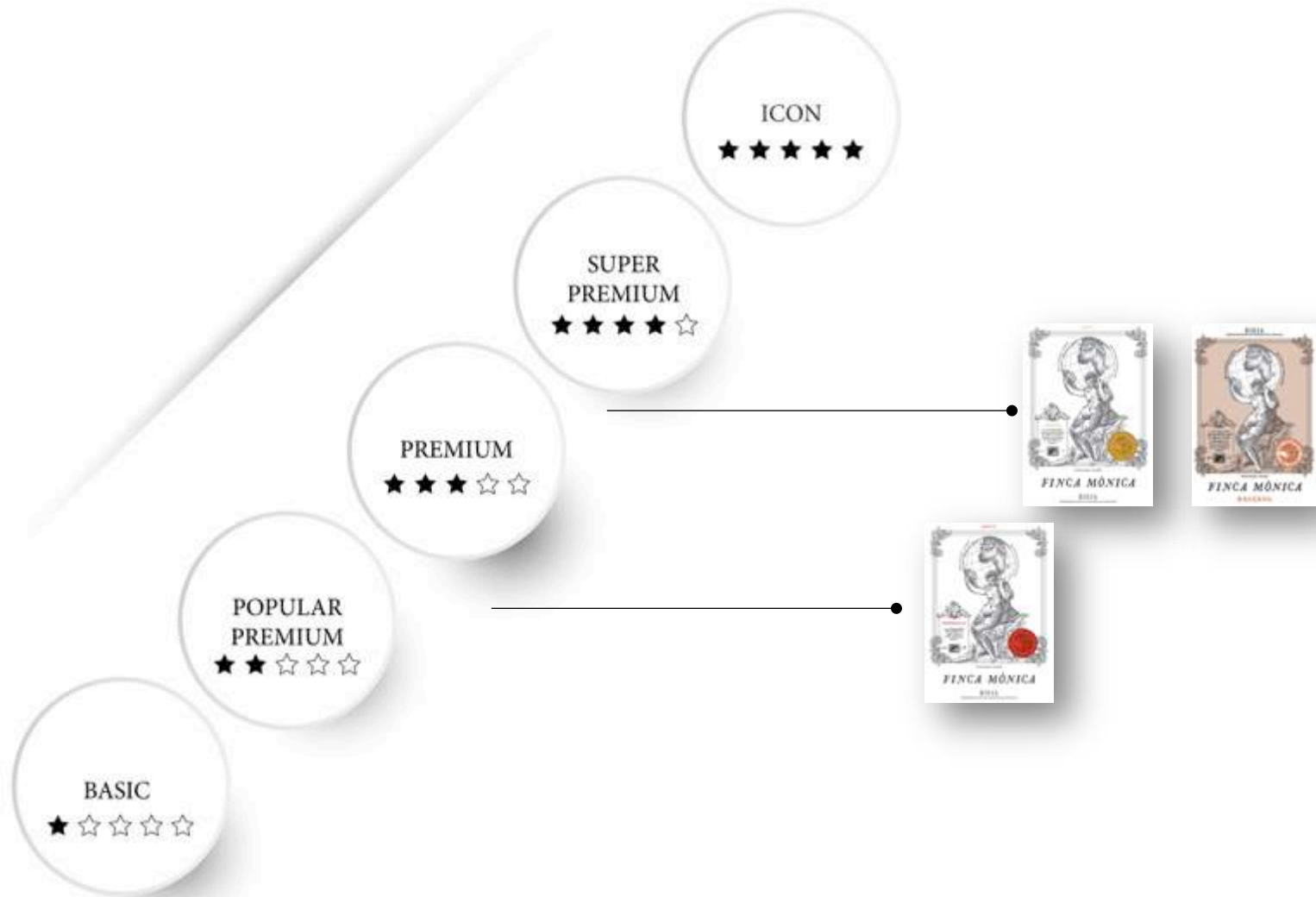
- In order to ensure the success of future generations of young women in the Spanish wine industry, Finca Mónica has established a new WSET2 scholarship
- Open to women resident in Spain who have completed a degree in oenology or viticulture and/or have worked for between one and ten years in a winery or other wine-related business
- The prize is a WSET2 course taught through Vintage Class run by Jeni Wilson in Aranda del Duero with courses held in La Rioja, Ribera del Duero and Balearic Islands





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## 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.



# Long WINES | SPANISH WINES THAT GO THE DISTANCE

For more information or discover other wines, please visit our website:  
[www.longwines.com](http://www.longwines.com)