



## Recuerdo Wines Win at the 2012 Sunset International Wine Competition

*The 2010 Malbec and 2011 Torrontés earn top honors with gold and silver medals*



NAPA VALLEY, CALIFORNIA, JULY 27, 2012 – *Sunset Magazine*, the leading media brand of the Western Lifestyle, launched its first Sunset International Wine Competition on July 9-10, 2012. The competition resulted in two top honors for Recuerdo Wines—a solid achievement for the up-and-coming Argentine brand which launched in the United States in November, 2011. The inaugural 2010 Recuerdo Malbec (\$22 retail) was awarded a coveted gold medal, while its white wine counterpart, 2011 Torrontés (\$15 retail), received an impressive silver medal.

The wine competition garnered 2,837 entries from around the world. Wine judging was conducted by 51 of the most respected wine experts in the country, led by honorary chairs, Joel Peterson, founder and winemaker of Ravenswood Winery; Tim Gaiser, Master Sommelier and former Education Director of the Court of Master Sommeliers, Americas; and Sara Schneider, wine editor for *Sunset Magazine*.

The recent awards from Sunset trail other positive editorial reviews for the brand that is imported by Napa Valley's Blackbird Vineyards. The 2010 Recuerdo Malbec received a 90 point *Wine Enthusiast* review in August, 2012 and was praised by *The Wine Advocate's* Neal Martin who tweeted on the wine, "pure Malbec heaven." Additionally, the 2011 Recuerdo Torrontés was one of only four Torrontés to win a gold/silver medal at the 2012 San Francisco International Wine Competition.

Recuerdo Wines, made at The Vines of Mendoza, is from the prestigious Uco Valley and offers exceptional quality and value. The consulting winemaker for Recuerdo is the extremely accomplished Santiago Achával who boasts four of the five highest-rated wines in Argentine history, as judged by *Wine Spectator*, and the highest-rated Argentine wine to date, according to Robert Parker.

The Malbec grapes for Recuerdo Wines are grown at over 3,700 feet in the heart of the Uco Valley. This prime grape-growing region enjoys over 300 days of sunshine a year, a pure irrigation source from the Andes Mountains, rocky organic soils, and a broad variance between day and evening temperatures. These conditions allow the winemaking team of Santiago Achával and Pablo Martorell to produce incredibly concentrated and complex wines with amazing structure and balance. The Torrontés grapes are grown in similar conditions in Famatina Valley in La Rioja, an outstanding region for Torrontés grapes.

### About Recuerdo Wines

Recuerdo Wines offers enthusiasts the opportunity to experience premium wines that capture the best of Argentina's unique terroir, specifically within the high-altitude Uco Valley. Recuerdo means "memory" or "memento" in Spanish. As such, the Recuerdo winemaking team of Santiago Achával and Pablo Martorell passionately believes that each bottle of Recuerdo should not only represent Argentina's native terroir but also serve as a memory of each and every harvest. [www.recuerdowines.com](http://www.recuerdowines.com)  