



OLÉ

Unique, terroir-driven and distinctive wines of extraordinary value

NEW TO GRAPE BEGINNINGS

OLE IMPORTS

Welcome to Olé

Olé Imports began in 1999 with just 3 wines. Their unique portfolio of Spanish wines has now grown to over 100 wines today. They have searched the Spanish peninsula for wines that share four fundamental elements: terroir, quality fruit, exceptional winemaking and last but not least, wines that present an exceptional value.

Interested in sampling the following:

CORTIJO TINTO 2008

JEROMIN ZESTOS Grenache/Tempranillo 2009

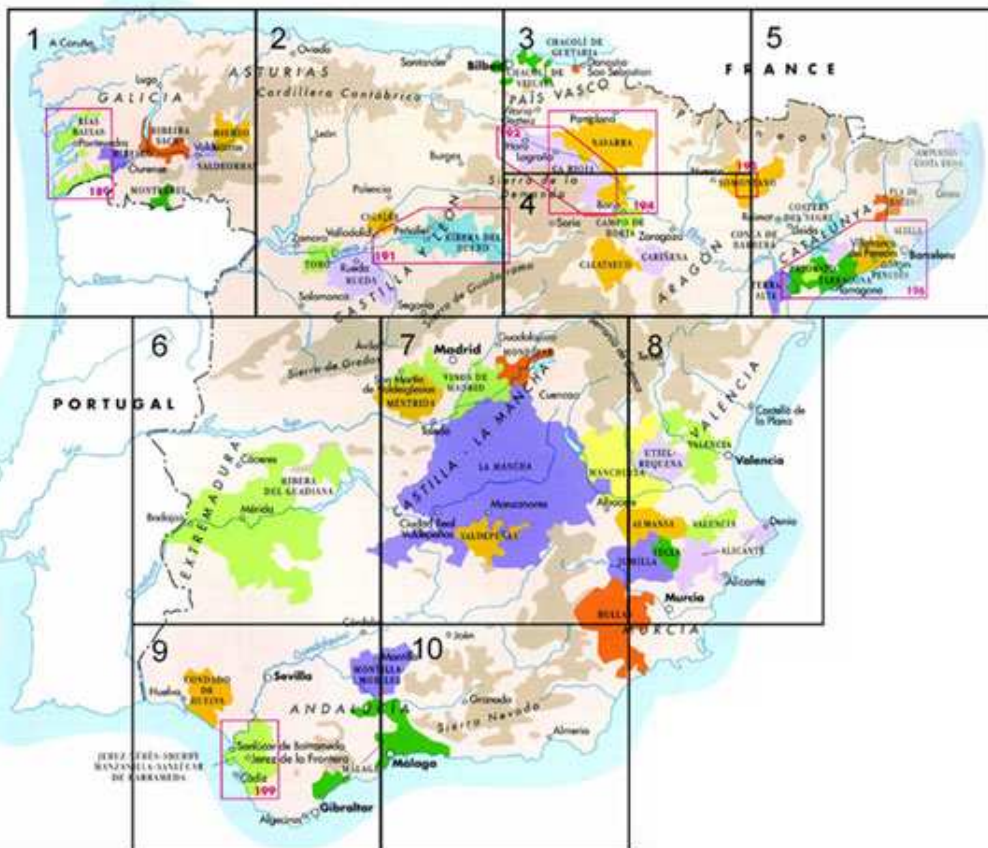
BODEGAS VINOS PINOL LUDOVICUS RED Blend 2008

Contact your sales rep for more information

SPAIN has been labeled as an undiscovered wine giant by the influential critic **Robert Parker**; who declared that Spain's potential for “high quality wines has become the wine world's most fashionable subject and the darling of wine consumers” with “great values as well as terrific wines emerging from virtually every region.” **Wine Spectator** has defined Spain as “the new source of Europe 's most exciting wine and food.” **Michael Franz** predicts in the **Washington Post** that “the current decade will belong to Spain.”

FUN FACTS ABOUT SPAIN

- Spain has more vines planted than any other country.
- Spain is the third largest wine producer in the world, after Italy and France , with an ancient winemaking tradition that goes back thousands of years.
- Spain has over 60 officially designated wine regions (called *Denominaciones de Origen* or D.O.) with more than 2,000 wineries.
- Spain is the cradle of Tempranillo and Albariño, and also of more than 150 grape varieties, among them Garnacha (a.k.a. Grenache) and Monastrell (a.k.a. Mourvedre and Mataro), which are fashionable grapes in France , California and Australia .



- Zone 1 R. Mencía
 - Zone 1 W. Albariño, Godello, Treixadura
 - Zone 2 R. Tempranillo
 - Zone 2 W. Verdejo, Viura, Malvasía
 - Zone 3 R. Tempranillo
 - Zone 3 W. Hondarrabi i Zuri
 - Zone 4 R. Garnacha, Tempranillo
 - Zone 4 W. Viura, Malvasía
 - Zone 5 R. Garnacha, Cariñena, Cab., Merlot
 - Zone 5 W. Macabeu, Xarello, Parellada
 - Zone 6 R. Tempranillo, Garnacha
 - Zone 7 R. Temp. Monstrell, Garnacha, Bobal
 - Zone 8 R. Monastrell, Bobal, Garnacha
 - Zone 9 W. Pedro Ximenez , Palomino
 - Zone 10 R. Monastrell, Rome, Garnacha
 - Zone 10 W. Moscatel, Pedro Ximenez
- NOTE: R=Red W=White**

- | | |
|-------------------------|------------|
| 1. Atlantic (Atl.) | Region I |
| 2. Continental (Cont.) | Region I |
| 3. Cont. Atlantic | Region II |
| 4. Cont. Mediterranean | Region II |
| 5. High Mediterranean | Region III |
| 6. Atl. Mediterranean | Region V |
| 7. Low Cont. Med. | Region III |
| 8. Mediterranean (Med.) | Region V |
| 9. Atl. Mediterranean | Region V |
| 10. Mediterranean | Region V |



Terra Alta

Celler Vinos Piñol



Proprietor: Since its inception, in 1945 by Josep Arrufi, making small quantities of well crafted wines with passion, love and respect for the land and the vines is what Celler Vinos Piñol is all about. This tradition continues to this day with Josefina Piñol and her son, winemaker Juanjo Galcera Piñol, the 4th generation, at the helm. Celler Vinos Piñol owns 100 acres of carefully tended vines, in and around the medieval town of Batea, in the Terra Alta district of the Tarragona province.

Winemaker / Vineyard Manager: Juanjo Galcera Piñol

Location: A few miles south and west of Priorat, within the Terra Alta DO (Zone 5) in Catalunya's Tarragona province in northeastern Spain. The winemaking tradition, in this remote region, dates back to the 13th century. The winery and vineyards are in Batea, which lies at 1,168 ft in altitude.

Wines Made: Portal (white), Ludovicus (red), Portal (red), Sacra Natura, L'Avi Arrufi, Mather Teresina, Josefina Piñol white and Josefina Piñol red.

Climate: The average temperature between April and October is 67.3° F. A high Mediterranean climate with hot days and warm/moderate night temperatures for this region. Terra Alta is drier and warmer than Montsant and Priorat, therefore producing deep purple-red wines with greater richness, weight and ripeness than wines from other areas within zone 5. Relatively low yearly rainfall (16.3 in.) lower than the aforementioned DO's. The warmer temperatures and lower rainfall produce consistently riper grapes, creating wines richer in lactic acid with dark pigmentations. *Note: though Terra Alta and Priorat are a few miles apart--Terra Alta's warmer microclimate produces fuller bodied, richer wines than in Priorat.*

Soil: The vineyards of Celler Vinos Piñol are composed of clay-limestone.

What makes Vinos Piñol unique? 1) Small production wines from low yielding older vines using ecologically friendly methods and manual harvesting in the estate's organically grown vineyards. 2) Producing terroir driven, deeply colored, well structured, well balanced wines. 3) Family owned estate vineyards. 4) Consistent quality year after year. 5) Talented young winemaker Juanjo Galcera Piñol's blending philosophy.



There are 22,793 acres of vineyard land in Terra Alta.



Picture by: Friederike Paetzold www.vinimonta.com

Winemaker Juanjo Galcera Piñol

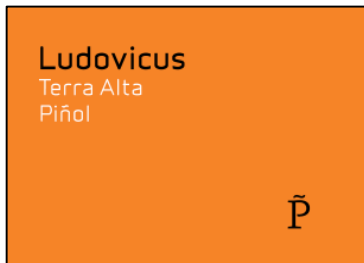
BREAKDOWN OF VINEYARDS

NAME OF VINEYARD	ACRES	AGE OF VINES	SOIL	ALTITUDE	SLOPE
MORENILLO PARCEL	2	85	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
GARNACHA PARCEL	15	15 TO 95	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
CARIÑENA / CAB. S.	9 /12	60 / 12	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
MERLOT / TEMPRANILLO	15 / 12	12 / 12	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
SYRAH / PETIT VERDOT	10 / 5	14 / 8	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
W. GARNACHA / MACABEU	10 / 2	50 / 25	SLATE, CLAY AND LIMSTONE	1,168 ft	3%
MOSCATEL / SAUBIGNON B.	5 / 2	14 / 8	SLATE, CLAY AND LIMSTONE	1,168 ft	3%



Terra Alta

Celler Vinos Piñol



Name of Wine: Ludovicus 2008

Producer: Celler Vinos Piñol

DO: Terra Alta (Zone # 5)

Grapes: 35% Garnacha, 30% Tempranillo, 25% Syrah, 10% Cabernet Sauvignon

Production: 9,000 Cases made – 7,000 for the U.S.

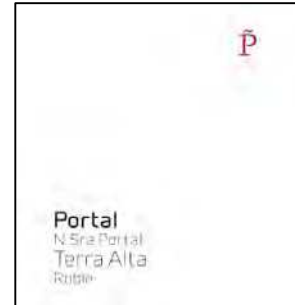
Ageing: 3 Months in French and American Oak Barrels

Wine Maker: Juanjo Galcera Piñol

Ludovicus 2008 – RP 90 pts

The 2008 Ludovicus is a blend of 35% Garnacha, 30% Tempranillo, 25% Syrah, and 10% Cabernet Sauvignon aged for three months in French and American oak. It has a glass-coating deep crimson hue with an expressive nose of cherry, blueberry, and blackberry. Mouth-filling, succulent, and flavorful, this tasty effort is a sensational value for drinking over the next 1-2 years.

Previous Ratings: 2007: 88 RP; 2005: 89 RP; 2004: 90 RP



Name of Wine: Portal 2007

Producer: Celler Vinos Piñol

DO: Terra Alta (Zone # 5)

Grape: 20% Cabernet Sauvignon, 20% Garnacha, 20% Merlot, 20% Tempranillo, 20% Syrah

Production: 3,050 Cases made – 1,500 for the U.S.

Ageing: 6 months in French, American and Hungarian Oak Barrels

Wine Maker: Juanjo Galcera Piñol

Portal 2007 – RP 90 pts

The 2007 Portal Red is a blend of equal parts Cabernet Sauvignon, Garnacha, Merlot, Tempranillo, and Syrah aged for six months in French, American, and Hungarian oak. Dark ruby-colored, the nose exhibits earth notes, cedar, tobacco, cassis, cherry, and blackberry. Ripe and sweet on the palate, licorice, dried herbs and mineral notes make an appearance leading to a lengthy, pure, fruit-filled finish. Drink this tasty effort over the next four years.

Previous Ratings: 2004: 90RP; 2003: 90RP



Rioja

Don Sancho Londoño



Wine: Cortijo Tinto 2008

Producer: D.S. Londoño

DO: Rioja (Zone # 3)

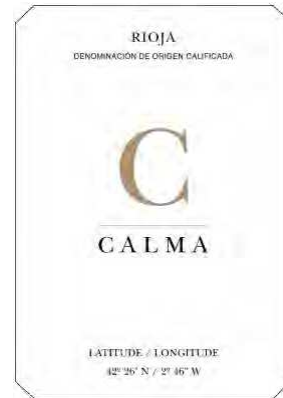
Grape Varietal: 80% Tempranillo, 20% Garnacha

Ageing: Stainless Steel

Climate: Continental Atlantic

Soil: Thin red clay; sandy limestone with small particles of thin clay; alluvial sediment

Wine Maker: David Sampedro



Wine: Calma 2007

Grape Varietal: 90% Tempranillo, 10% Graciano

Ageing: Oak aged for 12-14 months in oak (90% French, 10% American)

Soil: Thin red clay with sandy limestone

Vinification: It is macerated for 7 days, fermented for 15 days at normal temperature, and post-maceration for 7 days.

Wine Maker: David Sampedro

Cortijo III Tinto 2008 – RP **89** pts

The 2008 Cortijo III Tinto is a blend of 80% Tempranillo and 20% Garnacha fermented and aged in stainless steel. It shows off a terrific aromatic array of cherry, black raspberry, and earth notes leading to a surprisingly rich, full-flavored wine with plenty of savory fruit and a lengthy, pure finish. It is an exceptional value.

Previous Ratings: 2007 **88** RP; 2006 **88** IWC; 2005 **88** IWC



Vinos de Madrid

Vinos Jeromín



Manuel Martínez one of the co-founders of Vinos Sin-Ley author of 120 year old G5 Garnacha, is proprietor of Vinos Jeromín, making Zestos and Manu.

Vinos Jeromín is a 3rd Generation Bodega, that produces organic quality values in the three districts of the DO of Vinos de Madrid. Madrid is not only the capital of Spain but one of the most interesting wine growing regions of Spain. The outskirts of this great royal city are full of old Tempranillo and Garnacha vines. Madrid is the great unknown. Most Spaniards do not know that Madrid makes wine, thus the incredible values that Madrid showcases at the present time.

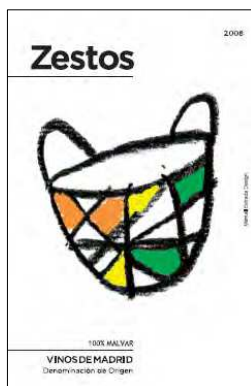
There are three districts within the DO Vinos de Madrid:

1. Arganda (South East of Madrid) at elevation 750 m (2,400 ft), Clay Soil and Limestone. Mostly Tempranillo, and Malvar for whites.
2. Navalcarneros (South West of Madrid) at elevation 500 m (1,640 ft), sandy soil and river stones. Mostly Garnacha, Cab and Syrah.
3. San Martín de Valdeiglesias aka Distrito de la Garnacha. (West of Madrid at elevation 870 m (2,850 ft), Granite soil. Old Vine Garnacha for red and Albillo for white.



Vinos de Madrid

Vinos Jeromín



Wine Zestos Blanco 2009

Grape 100% Malvar (big berry, full bodied - meaty pulp – medium to long cycle grape that is susceptible to botrytis) indigenous to Madrid.

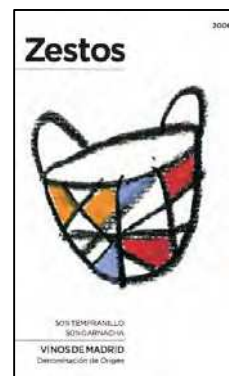
Production 1,500 Cases made – 600 for the U.S.

Vinification macerated for 12 hours and fermented at cold temperature (50° F) during 20 days. Fermentation occurs in 50/50 stainless steel tank and cement. Once fermented and clarified the wine is bottled without touching oak.

Location out of the 3 districts within Madrid, the Malvar Variety grows in the Arganda Sub-region, which is located south east of Madrid at elevation 750 m (2,400 ft), Clay Soil

Wine Maker: Manuel Martinez

2009 Vintage Notes by Patrick Mata: Harvest took place during the first week of October, (2 weeks earlier this year). 09 exhibits bright tropical fruits, white flowers, litchis and citrus notes. If you like Medium to full bodied whites, without oak, that are bright, drink Malvar. white spice and fennel on the finish. I recommend to drink the 09 before May 2011.



Wine Zestos 2009

Grapes 50% Tempranillo (from the Arganda district - 2,400 ft elevation) and 50% Garnacha (40 year old vines) from the high San Martin de Valdeiglesias district aka Distrito de la Garnacha at 2,800 ft elevation) tended in head pruned vines.

Production: 30,000 Cases made – 10,000 for the U.S.

Vinification both varieties (Tempranillo and Garnacha are harvested and vinified separately in stainless steel tank and cement tanks of 10,000 lit capacity. The short cycle Tempranillo variety is usually harvested mid Sept., whereas Garnacha is harvested a month later. Maceration and fermentation takes 10 days for Tempranillo, followed by 2 days of post maceration at cool temperatures (41° F). Garnacha macerate 4s and ferments in 5 days followed by a longer post maceration on 10 days.

Ageing stainless steel combined with cement tanks of 10,000 lit capacity to emphasize the flavor purity and youth of the Tempranillo and Garnacha grapes.

Wine Maker: Manuel Martinez

2009 Vintage Notes by Patrick Mata: The best vintage Zestos has ever seen! The equivalent of a \$15 bottle of wine. I am not kidding either. Zestos 2009 is the best value of Ole imports in 2010. The key of success relays on the Garnacha portion. (old vines, dry farm, organic viticulture, high elevation) 2009 is the best vintage for the long cycled Garnacha variety since 2004.

Previous Ratings: 2007 IWC **88**; 2005 IWC **88**