



ALMA 2020, THE ESSENCE OF RIOJA ARRIVES IN BORDEAUX FROM THE HAND OF BENJAMÍN ROMEO

- Alma 2020 is an exceptional red wine in which Benjamín Romeo summarizes the essence of the San Vicente de la Sonsierra landscape, associating the character of three plots located in well differentiated areas, with different soils, orientations and altitude.

- Bodega Contador's brand new wine will be sold exclusively at La Place de Bordeaux, one of the most prestigious areas of the wine business in global terms, whose tradition dates back 800 years.

The "soul" of a new wine

A thoroughbred winemaker, faithful to uncompromising principles and the qualitative demands that have made him a benchmark in contemporary Rioja, Benjamín Romeo has once again signed a wine of exceptional characteristics. A new red wine with differentiated features, which faithfully reflects the soul of a privileged origin: San Vicente de la Sonsierra.

The uniqueness of the brand new cuvée, as well as the high quality principles that govern its rigorously limited production, are undoubtedly the arguments that have allowed Alma 2020 to find its framework in La Place de Bordeaux, the system that introduces the most exclusive wines to the global market through a complex network of négociants, distributors and collectors from all over the world.

The exclusivity agreement with the elite of the Bordeaux wine trade distinguishes Contador as one of the first wineries in Spain to access La Place de Bordeaux. And it supports the concept of Alma as a "different wine, that I make with freedom, that motivates me and with which I feel identified," according to its mentor.



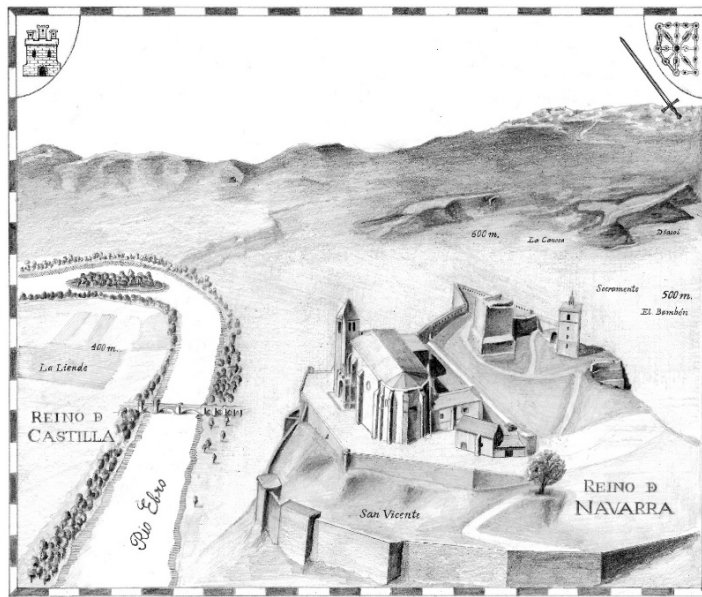
San Vicente de la Sonsierra, the birthplace of Benjamín Romeo

Long before initiating contacts with the Bordeaux négociants, Romeo was clear that his new wine should be a faithful reflection of the winemaking "magic" of San Vicente de la Sonsierra, the Rioja village where he was born and where he has been making his wines since 1995, first in a modest garage and since 2008 in a model winery, due to its criteria of functionality and integration into the landscape.

Son, grandson and great-grandson of winemakers, Benjamín Romeo is heir to a long winemaking tradition. Although he was the first of the saga to sign his own wines, his family has been cultivating vines for many generations, with strong roots in a privileged territory for the production of quality wines, such as San Vicente de la Sonsierra. To preserve this legacy, Romeo has sought to maintain the DNA of his vines, always making a mass selection of the original vines of the family, both in replanted plots and in those of new acquisitions, making grafts in situ as often as possible.

In the context of Rioja, undoubtedly the most internationally renowned Spanish wine region since the 19th century, when the phylloxera epidemic prompted French winegrowers to seek alternative areas to supply their markets, San Vicente stands out for its exceptional location, sheltered by the Sierra de Cantabria, which favors the climate and soil conditions that allow the production of the best wines in the region. Not for nothing else, the village bears the name of Saint Vicent, historical patron saint of winegrowers.

With vineyards spread from the mountains to the Ebro River, San Vicente de la Sonsierra is a dream setting for producing complex and balanced wines. The diversity of soils and microclimates and the long winemaking tradition of this unique corner of Rioja are arguments that distinguish the features of Contador wines -the winery has more than 70 plots in this environment- and have allowed it to place itself among the world's wine elite, with such significant recognitions as the 100 Parker points obtained in two consecutive vintages (2004 and 2005).



Alma 2020, the heart of Rioja's excellence

Bodega Contador's new wine is born with the vocation of highlighting the richness and uniqueness of San Vicente de la Sonsierra as the origin of the best Rioja wines. "I want to express the soul of this environment, interpreting what the plots from different areas offer, with different altitudes, soils, microclimates and orientations, seeking balance, according to the conditions of each climatic year," explains Benjamín Romeo.

With this premise, for the first vintage of Alma de Contador, the winemaker selected the fruit from three plots located respectively in the high, medium and low altitudes of his vineyards, associating the intensity that distinguishes the clusters coming from the highest area, located at the foot of the Sierra de Toloño (with altitudes between 550 and 650 meters and predominantly clay-limestone soils), with the minerality that distinguishes the wines from the middle zone (450-550 meters and stony, shallow soils) and the more gourmand profile of

those obtained in the lower part, next to the Ebro (between 410 and 450 meters, in alluvial terrain with gravel).

Specifically, to produce Alma 2020, the plots of La Viña de Andrés -which his father planted 45 years ago with Benjamín's help- were selected right in the meander of the river, at 420 meters above sea level, through grafts of the oldest tempranillos of the family-, El Bombón -situated on a plain with slight south-facing slopes, at 530 meters, a vineyard that has been cultivated since the 1950s and grafted with centenary vines of the tempranillo variety- and Diasol, located on a north-facing slope, at 620 meters above sea level, with 35-year-old vines of low production, grafted with clones of tempranillo and garnacha from old vines. The particular characteristics of these three plots, and the features determined by the conditions of a very warm and humid year, such as 2020 -with temperature and rainfall rates above the averages recorded that same year in La Rioja-, have resulted in a red wine of remarkable freshness, with a clear and delicate fruity expression, subtle mineral accents, great balance and delicious palate, which shows itself in a splendid moment for enjoyment after aging for 20 months in new French oak barrels from six different cooperages (Taransaud, Radoux, Demptos, Sylvain, Seguin Moreau, Saury). In short, Alma 2020 is a faithful mirror of the territory of San Vicente de la Sonsierra that meets the expectations of its author, always demanding. "It is a bit reminiscent of the first vintages of Contador", Benjamín Romeo points out.



A Rioja at La Place de Bordeaux

Beyond its qualitative features, Alma 2020 has the merit of being one of the first Rioja wines to join La Place de Bordeaux, the exclusive and complex system designed for Bordeaux wines and which only in recent years has opened its doors to wineries from other origins (essentially from the different wine regions of France, as well as some prestigious winemakers from Italy, Spain, Portugal, Australia and other countries).

With origins dating back eight centuries, La Place de Bordeaux concentrates a market in which more than 300 négociants and buyers from 170 countries are active.

Contador's Alma 2020, which gives luster to the reduced presence of Spanish wine in this segment, has found in La Place de Bordeaux the ideal setting for its uniqueness and limited volume of production.

It will therefore be marketed exclusively at La Place de Bordeaux.

Alma 2020

Bodega Contador

DOCa. Rioja

Varietal composition: Tempranillo (90%), red Grenache (10%).

Aging: 20 months in new French oak barrels from six cooperages (Taransaud, Radoux, Demptos, Sylvain, Seguin Moreau, Saury).

Alcohol: 14,5°.

RRP: 120 €.

Production: 8,000 bottles

