



## **PVFWWE stands out in DECANTER**

- **Top distinction with Platinum - 97 points for PIRE VENTURA's Vintage and Tresor Cuvée, and for MERUM PRIORATI EL Cel.**
- **Scores rating from 90 to 97 points for the Group's wine and cava presented to this year's edition, the world's largest and most influential wine competition**
- **PIRE VENTURA participates in *Decanter's Great Sparkling Exploration on June 20 in London*, the international showroom on top awarded sparklings organized by the prestigious publication**

Sant Sadurní d'Anoia, May 21 2019. PIRE VENTURA FAMILY WINE ESTATES has shined in the Decanter World Wine Awards (DWAA), the number one contest in visibility and impact. Merum Priorati wines have been scored between 90 and 97 points, with EL Cel 2016 obtaining the Platinum Medal and being the only DOQ Priorat Wine with this outstanding score. On the other hand, PIRE VENTURA cava has also doubled Platinum: Vintage Gran Reserva Brut 2014 and Tresor Cuvée Gran Reserva Brut 2014 have been awarded 97 points.

**El Cel**, MERUM PRIORATI's special homage to the classic Priorat Wine style, is described by Decanter's Panel of Tasted as of "*superb complexity on the nose with concentrated blackberries framed by elegant nose of oriental spices, black pepper and toasty oak. A unique wine, combining power and finesse, with a lingering open finish and tightly knitted tannins supported by a juicy core of fruit concentration*".

## COMMUNICATION



PERE VENTURA Vintage 2014 is “*Elegant savoury nose with nuances of toasty oak with rich apple and marmite aromas. In the mouth is sharp, energetic and ethereal, with real depth a finely textured bubbles with a delicate texture*”.



PERE VENTURA Vintage 2014 is part of the PV Premium VINTAGE collection: long ageing cava of limited production, produced with base wine from organic single vineyard hand-selected grapes, vinified separately and with indigenous yeast. Following the

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Traditional Method, the Wine undergoes a second fermentation on its less in bottle with a minimum ageing of 42 months. PERE VENTURA Vintage 2014 is a blend of Xarel-lo (60%) and Chardonnay (40%).



The awarded Tresor Cuvée Gran Reserva Brut 2014 (“Tresor Collection”) is a long-ageing gastronomic cava produced with a blend of Xarel-lo (60%) and Chardonnay (40%). A part of the chardonnay base Wine is fermented and aged in oak barrels, giving to the final product a very personal outlook as described by Decanter’s Panel of taste:

*“Delicious layered nose of lemon peel, ripe green apple and pear framed by intriguing notes of smokey oak, toast and sweet brioche. Fresh and vibrant on the palate, delicate mousse with a mouthwatering crisp acidity”.*

Now in its 16th year, the Decanter World Wine Awards (DWWA) is the world's largest and most influential wine competition. Judged by the top wine experts from around the globe, the DWWA is trusted internationally for its rigorous judging process. The 2019 edition saw a panel of over 280 judges from 30 countries, including 70 Masters of Wine and 23 Master Sommeliers.

### **PVFWE keeps gaining visibility internationally**

The Top results received by Decanter follow the line of the distinctions that the Group is obtaining in all contests. This 2019 PERE VENTURA Vintage 2014 has also been awarded a Gold Medal and Best of Show Cava by Mundus Vini. Gold in the same competition for Tresor Cuvée 2014 and El Cel 2016.

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To highlight also is the excellent scores obtained at Gilbert & Gaillard competition, where all Merum Priorati wines have been rated above 94 pints. The PERE VENTURA cava presented in this contest have also been gold awarded, amongst which Tresor Cuvée.

### **PERE VENTURA at “The Great Sparkling Exploration” on 20 June in London**

**PERE VENTURA will participate in Decanter’s Sparkling Event next June the 20th in Church House (1.30 pm – 9 pm), London.** The event is a great opportunity to showcase our awarded cava to professionals and opinion leaders under the auspices of the Decanter Awards. We will present the Vintage Collection and part of the Tresor Collection.

The event will bring us an opportunity to meet, educate and build personal relationships with Decanter’s circle of fine-wine enthusiasts and professionals. There will be a morning and early afternoon session solely for UK wine professionals and a consumer evening complete with jazz and canapes to accompany your sparkling wines.

The event will be promoted in print and digital editions of Decanter, as well as online on Decanter.com, via Decanter’s social media accounts and through Decanter’s database of wine enthusiasts. This widespread coverage ensures optimum attendance from winelovers and the trade, as well as giving great exposure to participating producers before and after the event.

All in all, this are great news to us which add value to our daily work and commitment, and prove Key Opinion Leader’s recognition in our brand and products.

We thank our clients for their confidence with **Pere Ventura Family Wine Estates.**

For all results, please visit our Group’s website:  
**[www.pereventuragroup.com/awards](http://www.pereventuragroup.com/awards).**

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