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DOÑA PAULA

ARGENTINA



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100%
ESTATE GROWN AND BOTTLED WINES



SELECCIÓN DE BODEGA


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Region: Blend of best grapes from Ugarteche & Uco Valley vineyards.

Varietals: 100% Malbec

This wine is an evolution of our Single Vineyard malbec that comes 100% from our 40 years old vines in Ugarteche, and a blend of some of the best malbec blocks we found walking across the Uco Valley region.

Our Doña Paula icon wine is only made in the best vintages, when the finest fruit allows us to obtain excellent, complex Malbec.

Elegant and refined in its presentation befitting a wine made exclusively for connoisseurs.



SERIES

This exceptional range of wines began as a result of our ongoing quest to deliver the very best that the Argentine terroir can provide.

We walk our vineyards every day and observe the vines as they evolve and adapt to the tremendous diversity of microclimates found in Mendoza's finest winegrowing areas. We carefully balance vineyard management and winemaking expertise to ensure that each of these wines reflects a genuine sense of place.

Salix Vineyard

Region: Ugarteche, Luján de Cuyo

Varietals: Tannat 70%/ Malbec 30%

Alluvia – Cabernet Franc

Region: Gualtallary.Tupungato.Uco Valley

Varietals: 100% Cabernet Franc

Olives Road

Region: Ugarteche /Vista Flores

Varietals: Shiraz 97% Viognier 3%

Naked Pulp

Region: Vista Flores. Uco Valley.

Varietals: 100% Viognier



ESTATE

Doña Paula Estate is a wine with all of the tremendous concentration and varietal character that results from our painstaking work, dedication, and the skill of our growers in managing the vineyards located in Mendoza's best high altitude terraces of the magnificent Andes Mountains.

The combination of our vineyards and our winemakers' passion, creativity, and innovation allows us to deliver hallmark wines that feature varietal purity and a palate full of deep, harmonious flavor. Big-bodied and bold, yet lively, complex, and very elegant. Doña Paula Estate, a faithful expression of the seductive Argentine land.



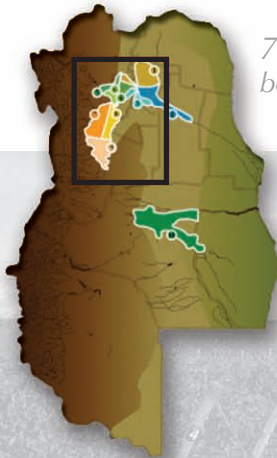
LOS CARDOS

Cardos are “thistles,” the flowers known for their intensely vivid color and sharp thorns. In the Mendoza province, the presence of thistles is an unmistakable sign of good terroir, and our vineyards bear this out. At 3,300 feet above sea level, they enjoy the constant breeze from the Andes Mountains and thrive in an ever-challenging climate amidst a breathtaking landscape. The wines we grow there are as beautiful as the thistle, but unlike the prickly flower, they are extremely approachable and inviting.



Estates in the best wine growing regions of Argentina

MENDOZA



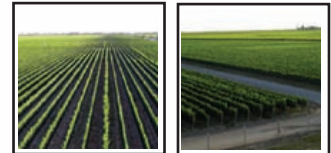
703ha/1.740 acres planted in the best vineyards growing locations.

DOÑA PAULA LANDS



Finca El Alto (Ugarteche)

The premium zone of Luján de Cuyo.
435 ha/1.077 acres



Finca Los Cerezos (Tupungato)

At more than 3.608 feet above sea level, surrounded by the Andes mountain.
53 ha/131 acres



Finca Alluvia (Gualtallary)

Newly discovered area, possibly the trendiest location for vineyards in Argentina today.
135 ha/334 acres



Finca Los Indios (Altamira)

State of the art vineyard at more than 3,610 feet above sea level.
80 ha/198 acres



USA import of bottled wine by country of origin

Jan - Nov 08 v/s Jan - Nov 07, by volume

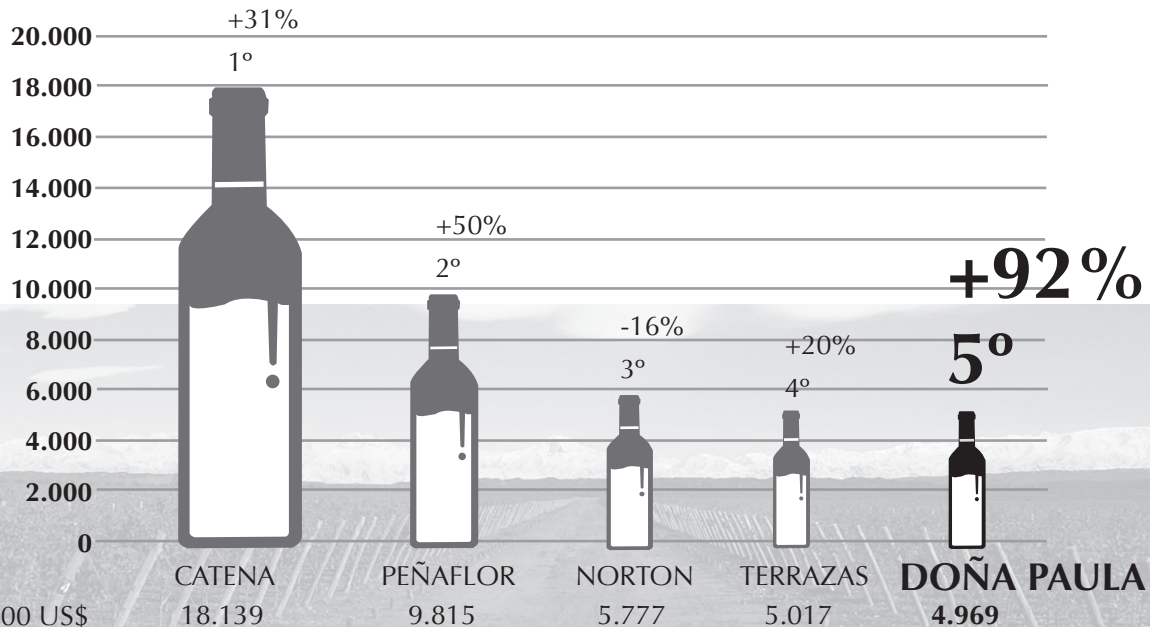
Rank	Origin	Mkt share	Growth 08 vs 07
1	Italy	33%	-9%
2	Australia	25%	-8%
3	France	12%	-11%
5	ARGENTINA	6%	31%
TOTAL IMPORT			-6%

Source:

The Gomberg Fredrikson Report, Jan 29th 2009

Argentinean exports to USA by winery

total 08 vs 07, by value



Source:

Caucasia Report, based on Argentina Customs data, Feb 10th 2009

Argentinean wine in chains: Nielsen

total 08 vs 07, by volume

Origin	Variation 52 Weeks	Variation 12 Weeks
Total Market	+2,2%	+2,6%
Domestic	+3,2%	+4,3%
Imports	-1,0%	-2,3%
ARGENTINA	+19,2%	+21,7%
MALBEC	+58,2%	+53,9%

Source:

The Nielsen Report, Jan 10th 2009

Los Cardos & Doña Paula brands in chains: Nielsen

total 08 vs 07, by volume

Brand	Growth 08 vs
Los Cardos	53%
Doña Paula Estate	88%
TOTAL ARGENTINA 750cc Bottle	37%

Source:
The Nielsen Report, Jan 10th 2009

Press & media recognition of quality



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