

# Best Value for Pionero Merlot



The Guía de Vinos de Chile 2010 – one of the most important local wine-guides – recently had its grand launching, as the special edition for Chile’s Bicentenary. This is the reason for its awarding **“Historic Distinctions”**, in which we were chosen as one of the **Top Ten** wineries in Chile. In addition, our **Pionero Merlot** was chosen as the **Best Value** Red. Both awards reflect its record in the 16 years’ existence of this outstanding guide.

On the other hand, in the **“Best Wines of the Year”** category, Pionero Merlot 2008 was **once again** chosen as Best Value.

It is worth emphasising that **Pionero Merlot 2003** was chosen as the **“Wine of the Decade”** in the 2004 edition of the Guía de

Vinos de Chile; which goes to prove the oenological consistency and quality of our premium varietal.

### Concerning its production:

The grapes for producing Pionero Merlot come from vineyards in the **Rapel Valley**. They are harvested by hand to ensure that they reach the winery in top condition. The must is submitted to cold maceration prior to fermentation, to achieve greater extraction of the aromas. After this process, alcoholic fermentation takes place at controlled temperature, taking about 15 days, to retain the character of the fruit. Finally it is matured in stainless steel tanks and casks for a few months, prior to bottling.

## Morandé Pionero Merlot 2008

“A wine with consistent, surprising quality, considered the Best Value of the Year, and not only for the result today, but also for its extraordinary record. A delicious wine to enjoy on a daily basis.

It is intense in the nose, expressive, with aromas of plum and cherry and a touch of smoke and menthol. It has good fruity concentration in the mouth, sparkling and lively, with delicious fruity flavours and a very pleasant finish”.

Comments from Guía de Vinos de Chile 2010

