

ARTESANA WINERY

“Demonstrating that the finest bottling from this emerging South American wine region will excite and inspire.”

ARTESANA is a small production, single vineyard estate winery located in the acclaimed Canelones winegrowing region of Uruguay. Made with the highest quality estate-grown fruit, Artesana’s iconic wines showcase Uruguay’s distinctive terroir and its signature varietal Tannat.

Uruguay produces dynamic and award-winning wines of outstanding quality. Differing from Argentina and Chile, Uruguay is a country of small-scale, family-owned wineries with a European winemaking tradition. The coastal Atlantic climate is often compared to Bordeaux’s, producing wines with well-balanced levels of alcohol and acidity. Tannat, brought from France in the 1870s, produces rich, full-bodied red wines with dark fruit and spice aromas and flavors.

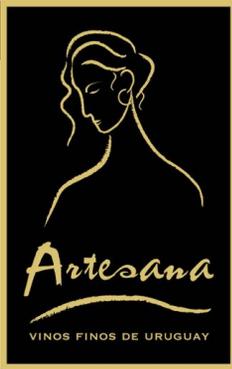
Artesana was developed in 2007 by American Blake Heinemann who recognized the unique potential of Uruguay’s Tannat wines and thought others would be interested in discovering them as well. “Uruguay is an extraordinary country. When I first tasted Tannat wines from the Canelones and Montevideo regions I was struck by their richness. Uruguay is being recognized as a fine wine producer and deservedly so. There are excellent wines being made in Uruguay and Tannat is a very distinctive grape. It has an exotic spicy character that can be big and bold, yet elegant and complex.”

Artesana’s award-winning winemakers Analía Lazaneo and Valentina Gatti share the passion of handcrafting wines that express the unique terroir of Artesana’s Las Brujas vineyard. They have an intimate knowledge of the macro terroir of the Canelones region and the intricacies of the Tannat grape, and represent the next generation of Uruguayan winemakers.

Located on an 80-acre estate in Las Brujas in the Canelones region of southern Uruguay, *Artesana*’s 20-acre vineyard is planted to Tannat, Merlot, Cabernet Franc and Zinfandel, the only Zinfandel produced in Uruguay. A 3,500 square foot winery was constructed in 2011 complete with new French and Italian winemaking equipment and the highest quality French and American oak barrels. The *Artesana* name, inspired by the winemakers, is a feminized derivation of the Spanish word for ‘artisan,’ synonymous with fine wines.

Artesana wines are sold in fine wine shops and restaurants in Uruguay, Brazil, the U.S., Canada and Europe. The winery is open to the public and offers tastings, tours and lunches.





ESTATE VINEYARD

“Artesana’s hand-farmed vineyard is the exclusive source for its award-winning wines.”

CANELONES REGION

Canelones is located on the 34th parallel in line with Mendoza, South Africa, Australia and New Zealand. Located 30 miles north of Uruguay’s seaside capital of Montevideo, the Canelones appellation is home to the majority of the country’s vineyards and has become the premier winegrowing region in Uruguay. The Canelones region benefits from the maritime influence of the Atlantic. Ocean breezes keep the vines well ventilated and the combination of well-drained clay soils and 220 days of intense sunshine annually produces growing conditions similar to those of France’s Bordeaux region.

MICROCLIMATE & SOIL

The coastal Atlantic climate provides a temperate weather pattern with 39 inches of rainfall annually, allowing dry farming in the vineyard. The clay-rich calcareous soils combined with the warm growing season produce wines with well-balanced levels of alcohol and acidity. The vineyard site was chosen for its soil composition, excellent drainage and pH levels, as well as its northern aspect and proximity to the Las Brujas River.

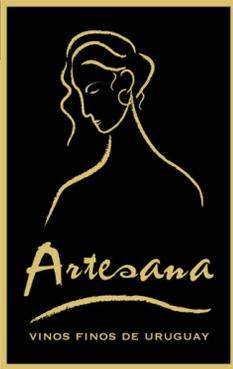
FARMING

Meticulous protocol is practiced in the *Artesana* vineyard to produce the highest quality estate-grown fruit. Twenty acres of the eighty-acre estate were planted in 2007 to Tannat, Merlot and Zinfandel, the only planting of this variety in Uruguay. In 2013 Cabernet Franc was planted to give the winemakers additional blending options. The vineyard is laid out in thirteen blocks of approximately 1.5 acres, with a spacing of 7.5' x 3' and a plant density of 1,660 vines per acre. The plants were brought from France and include Tannat clones 474 & 717; Merlot clones 343 & 181; and rootstocks 3309, 101-14 & SO4. Vines are hand trained to a low wire VSP cordon system and pruned to six shoots per plant, one cluster per shoot to produce low yield, highly concentrated fruit, approximately 2.2 tons per acre. Green harvesting and leaf pulling is done to ensure optimum maturity. Harvest occurs in March. Grapes are field-select, hand harvested in the early morning hours into 30 lb boxes and sorted again before crushing if necessary. Sustainable, low-input, dry farming is practiced using the Integrated Pest Management (IPM) program to maintain the long-term health of the land. Vineyard Manager Mario Iroa and his team are overseen by consulting Agronomist Eduardo Felix.

TANNAT

Tannat is the flagship varietal of Uruguay and produces rich, full-bodied wines with dark fruit and spice aromas and flavors. Originating from the Madiran region of southwestern France, Tannat was brought to Uruguay in the 1870s by a French Basque immigrant. Tannat grows especially well in the Canelones region and is softer and more velvety than its French counterpart. Named for its high tannin content, Tannat has been found to be the healthiest of red wines with 3-4 times more antioxidants and an average resveratrol concentration of 4.2%.





ARTESANA WINEMAKERS

"Handcrafting iconic Tannat wines that express the unique terroir of Artesana's estate vineyard."

VALENTINA GATTI

Born in the small town of Las Piedras considered Uruguay's "Wine Capital," Valentina Gatti was surrounded by vineyards and wineries growing up. In high school, she had an affinity for chemistry. After graduation, Valentina attended the College of Vitiviniculture in Canelones where she received her Technical Enology Certification and later earned a Professional Sommelier Certification from the Facultad de Química program in Montevideo.

In 2003, she began work in the lab at Castillo Viejo winery. She continued in various capacities for three years working her way to Assistant Winemaker and in 2006 moved on to Santa Rosa Winery. Additionally, Valentina worked in the U.S. at Sonoma's Simi Winery and Napa's Frank Family Vineyards.

In 2007 the vineyard site was chosen and planted that spring. Valentina notes, "We decided to work with a very small production to have control over every detail. My goal is to produce excellent wines and to attain this we work very hard in the vineyard. We always strive for excellence in everything we do."

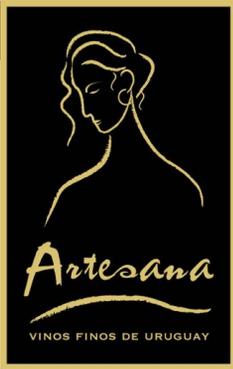
ANALÍA LAZANEO

Analia Lazaneo was born in Montevideo, the Capital city of Uruguay. As the daughter of a veterinarian, she was often in the country and knew from a young age she wanted to work outdoors. Analia studied viticulture at the University of Montevideo and later enrolled in the College of Vitiviniculture in Canelones where she received her Technical Enology Certification as well as earning a Professional Sommelier Certification from the Facultad de Química program in Montevideo.

Analia worked for Pizzorno Winery and Antigua Bodega San José, before joining Bouza where she rose to the position of Assistant Winemaker. Analia has traveled extensively to the wine regions of the world including Argentina, France, Spain and California.

"Artesana is like my child," says Analia. "I started with this project from the beginning, we chose the land, the varieties to plant, the clones, rootstocks, the size of the blocks, a million things. This kind of work makes me feel like an artist and day by day I reaffirm that wine is a way of life."





ARTESANA WINEMAKING

"Combining European tradition with new world technology and innovation."

Tannat is at the heart of *Artesana's* winemaking program along with the conviction that wine is made in the vineyard. *Artesana's* small-scale production allows every aspect of winegrowing and winemaking to be monitored.

Key to *Artesana's* winemaking is gentle handling techniques and separation of micro lots throughout the process. Lots from the thirteen various blocks are fermented separately in small stainless steel temperature controlled fermenters, giving the winemakers an abundance of options in constructing final blends. 20-day cool maceration regimes provide excellent aroma and flavor extraction. Barrel aging is done to carefully accentuate the flavors of the wines in French and American oak for 12-18 months. Wines are bottled without fining or filtration and bottle aged an additional 6-8 months.

Artesana's handcrafted wines exhibit great depth of fruit and impeccably nuanced tannins. While elegant, they are also powerful and complex. Beautifully accessible upon release, wines are structured to age up to 10 years or more.

The *Artesana* line consists of Tannat, Tannat blends, and Zinfandel. The first vintage in 2010 produced 515 cases. Current production is 2000 cases. The winery has a future capacity of 4000 cases.

ARTESANA WINES

Tannat
Tannat-Merlot
Tannat-Merlot-Zinfandel
Tannat-Zinfandel
Tannat Rosé
Zinfandel

HARVEST

Field select, hand harvested and sorted in the early morning hours.

CRUSH

Gently destemmed and crushed, followed by a 3-5 day cold soak in small stainless steel tanks.

FERMENTATION

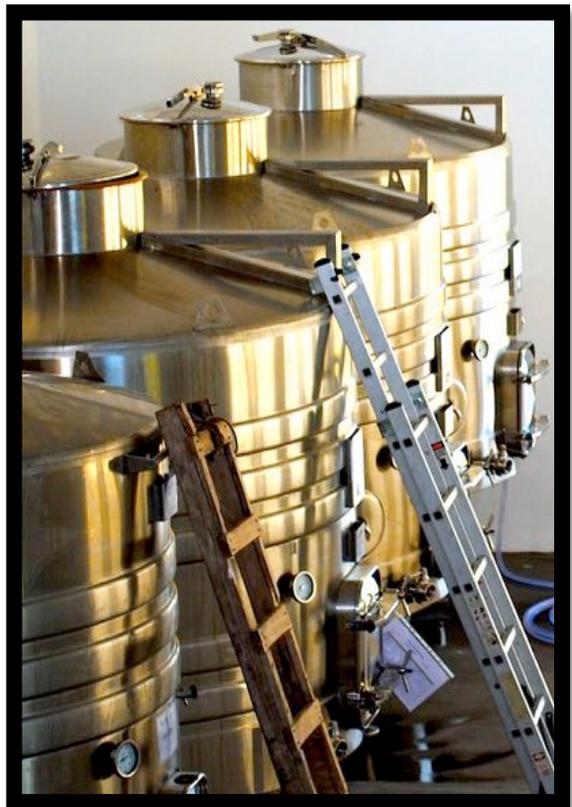
Controlled fermentation over 15-20 days between 72-75°, must is pumped over twice a day and delestaged 4-5 times.

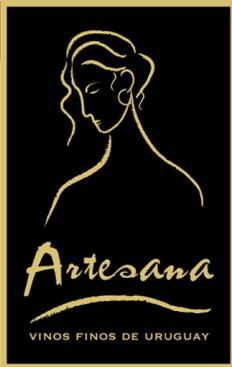
AGING

Free run juice from each separate lot is racked into French and American oak barrels where it matures for 12-18 months.

BLENDING & BOTTLING

Wines are custom blended, cold stabilized, bottled without fining or filtration and bottle aged 6-12 months.





WINEMAKING IN URUGUAY

“New technologies combine with traditional craftsmanship in the pursuit of world-class wines.”

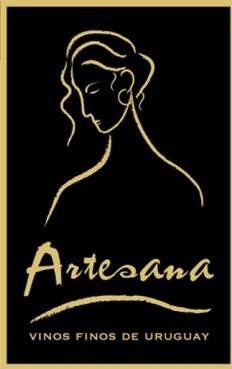
The fourth largest wine-producing country in South America after Argentina, Chile and Brazil, Uruguay is a country of primarily small, family-owned wineries with a European winemaking tradition. Winemaking began in the 18th century when the Spanish brought vines to the region. With approximately 250 wineries, Uruguay produces 10 million cases of wine annually from 22,000 acres of vines.

Uruguay is receiving a growing recognition in the world market. Exports account for only 5% of production, however this figure is increasing as wineries begin to focus on international markets. There are several joint ventures with international companies including Boisset, Magrez and Freixenet. Renown winemakers Michel Rolland, Alberto Antonini and Paul Hobbs consult for wineries in Uruguay.

Uruguay is one of the greenest countries in the world, ranking 3rd after Norway and Finland in the 2005 Environmental Sustainability Index. It's water is the purest on the continent and all beef is raised organically.

Wine tourism includes a wine trail of 15 participating wineries called Los Caminos del Vino. Visitors can take guided or self-directed winery tours from Montevideo through the Canelones region. Artesana joined the organization in 2012 offering guided tours with the winemakers, tastings and catered lunches.





ARTESANA SCORES & AWARDS

SCORES

Richard Jennings - RJonWine.com & Huffington Post
Uruguay II: Exciting New Producers, Promising New Regions
www.rjonwine.com/uruguay/ii-new-producers-new-regions

“These are full-bodied, rich wines, which might well be mistaken for Napa reds in a blindtasting.”

Artesana Tannat – 91 points
Artesana Tannat-Merlot – 91+ points
Artesana Tannat-Merlot-Zinfandel – 92 points
Artesana Zinfandel – 92 points

AWARDS

2011 Tannat:

Best Tannat, 2012 Salon Nacional, Uruguay
Gold Medal, 2013 Selections Mondiales des Vins, Canada
Gold Medal, 2013 Concurso Internacional Tannat al Mundo, Uruguay
Uruguay Winery of the Year, 2013 New York International Wine Competition

2011 Tannat-Merlot:

Gold Medal & Best of Country, 2013 VinAgora International, Hungary
Gold Medal, 2013 Selections Mondiales des Vins, Canada
Uruguay Winery of the Year, 2013 New York International Wine Competition
Gold Medal, 2013 Vinos Sub 30, Uruguay
Gold Medal, 2013 Concurso Internacional Tannat al Mundo, Uruguay

2011 Tannat-Zinfandel-Merlot Reserve:

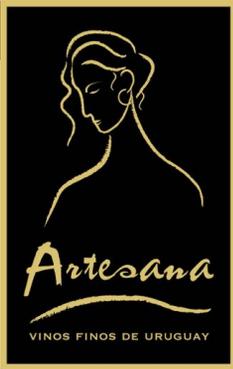
Gold Medal, 2014 Vinalies Internationales, France
Gold Medal, 2014 Concurso Internacional Vinos Sub 30, Uruguay
'Consumer's Choice,' 2014 Salón Nacional, Uruguay

2012 Tannat and Tannat-Merlot:

Uruguay Winery of the Year, 2014 New York International Wine Competition
Gold Medal, 2014 New York International Wine Competition
Gold Medal, 2014 Vinalies Internationales, France

2013 Tannat and Tannat-Merlot-Zinfandel:

Gold Medal, 2015 Vinalies Internationales, France



ARTESANA INFORMATION

LOCATION

- Las Brujas, Uruguay
- Canelones Region
- 34° South Parallel

FACILITIES

- 80-acre estate
- 3,500 sq. ft. winery completed in 2011

WINEMAKING EQUIPMENT

- Bucher-Vaslin pneumatic press & peristaltic pump
- Della Toffola 2500 & 5000L stainless steel tanks
- Nadalie, Odyse, Mistral, Saury, Magreñan & World Cooperage French & American oak barrels

VINEYARD

- 20 acres under vine planted in 2007
- 11 acres Tannat (clones 474 & 717); 5.5 acres Merlot (clones 343 & 181); 2.5 acres Cabernet Franc; 2.5 acres Zinfandel
- American rootstocks 3309, 101-14 & SO4
- 7.5' x 3' spacing; 1660 vines per acre
- Low cordon VSP trellising system

PRODUCTION

- Wines: Tannat, Tannat blends and Zinfandel
- 2010 Vintage: 515 cases of Tannat-Merlot
 - 2011 Vintage: 1250 cases of Tannat, Tannat-Merlot, Tannat-Zinfandel-Merlot Reserve, Zinfandel Reserve
 - 2012 Vintage: 1500 cases of Tannat, Tannat-Merlot, Zinfandel
 - 2013 Vintage: 1600 cases of Tannat, Tannat-Merlot-Zinfandel, Tannat Rosé, Zinfandel, Zinfandel Rosé
 - 4,000 case capacity

PERSONNEL

Owner & CEO: Blake Heinemann
Owner & Director of Sales & Marketing: Leslie Fellows
Winemakers: Analía Lazaneo & Valentina Gatti
Agronomist: Ing. Eduardo Felix

U.S. CONTACT

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