

## **LLAVER WINERY**

### **Winery**

In the generous lands of the east of Mendoza, Llaver Winery is born. Its vines blessed by meltwater and taken care of by the labor of man resulted in high quality wines, for over 20 years. The journey begins with the initiative of Dr. Eduardo Félix Llaver, who in 1964, began his tasks as wine growing producer, focusing his activity in the areas of Rivadavia, San Martín and Santa Rosa, that is to say, in the most important wine industry oasis of the east of the province. In 1994, Eduardo Félix Llaver, together with his winemaking team, undertook a new challenge that consisted of the making of high quality wines.

These wines were submitted in different international level competitions, where they were deservedly awarded. This experience acquired in contact with the national and international markets enabled from July 2001 to present a line of high quality products to commercialize in Argentina and the world. From the first day, Llaver maintains as main objective to provide a wine in which the value for money is its distinctive quality, having as added value a prodigious terroir along with the valuable labor of man.

#### Llaver Winery I



Storage capacity: 5,162,100 litres

Production capacity: 18,000,000 litres

Fine and common white wines: Location: 12 de Octubre district, Santa Rosa, Mendoza, Argentina.

## Llaver Winery II



Storage Capacity: 4,724,415 litres  
Production capacity: 12,000,000 litres. Fine and common red wines.  
Wine cellar 350 french and American oak barrels.  
Location: El divisadero district, Santa Rosa, Mendoza, Argentina.

## Llaver Winery III



Storage capacity: 12,000,000 litres.  
It houses wines with completed fermentation- Laboratory  
Wine cellar 400 french and American oak barrels.  
Location: city of Rivadavia, Mendoza, Argentina.

## Llaver Winery IV



Climate-controlled warehouses for the stowage of bottled fine wines.  
Location: city of Rivadavia, Mendoza, Argentina.

## Our land

The vineyards of the winery are grown in this plain that receives water of the Tunuyán river and Mendoza river, both resulting from the meltwater of the Andes.

With an altitude of 750 metres above sea level, its sandy loam soils, flat topography, and alluvial origin produce a favourable nutritional balance for the vine, reaching an excellent maturity and great sugar content.

The average annual temperature of 14° C, a value very close to the ideal one for such crop, has a dry continental climate (cold winters and hot summers), such thermal amplitude makes Mendoza the ideal place for the farming of vines. Besides that, we have high heliophany (hours of sunlight) caused by the moist air that, by crashing into the Andes range, loses humidity and dissipates the clouds, which causes a larger number of sunny days, exposing the grains for a longer time, compared to other regions in the world.

- El Paraiso Estate



Total surface: 51.6 hectares

Surface area under cultivation: 23.5 hectares

Varieties grown: Gibbi, Maticha, Chenin, Chardonnay.

Location: 11th st and Montecaseros lane- Colonia Lambaré, Montecaseros-San Martín - Mendoza

- Los Nietos Estate



Total surface: 85.5 hectares

Surface area under cultivation: 85.5 hectares

Varieties grown: Cabernet Sauvignon, Malbec, Merlot.

Location: National Route 7 km 975- 12 de Octubre, Santa Rosa – Mendoza

- Don Eduardo Estate



Total surface: 332.5 hectares

Surface area under cultivation: 115 hectares

Varieties grown: P. Giménez, Bonarda, Syrah, C. Sauvignon, Merlot, Malbec, Aspirante Bouschet, chardonnay

Location: Nueva Gil st. and Nueva el Divisadero st. – Santa Rosa – Mendoza

- Guadalupe Estate



Total surface: 27.9 hectares

Surface area under cultivation: 27.9 hectares

Varieties grown: Malbec

Location: Provincial routel 50 km. 1,010- 12 de Octubre- Santa Rosa - Mendoza

- Don Antonio Estate



Total surface: 42.5 hectares

Surface area under cultivation: 42.5 hectares

Varieties grown: Moscatel rosado, Torrontés, Sang-Temp, Aspirante Bouschet, Bonarda

Location: Carril Mirador st. and Viejo Retamos st.- 12 de Octubre- Santa Rosa-Mendoza

- Sta. Teresa Estate



Total surface: 553.6 hectares

Surface area under cultivation: 120 hectares

Varieties grown: Cherry, Ugni Blanc, Pedro Giménez, Moscatel Rosado, Aspirante Bouschet

Location: unnumbered Santa Teresa st.- Villa Santa Rosa district- Mendoza

- Las Mercedes Estate



Total Surface: 71 hectares

Surface area under cultivation: 71 hectares

Varieties grown: Torrontés, Merlot, Tempranillo, Moscatel, P. Giménez, Chenin, Chardonnay, S. Blanc, C. Sauvignon

Location: Provincial route 50 km 1,008- 12 de Octubre- Santa Rosa- Mendoza

## Markets

### **National Market**

Since 1999 we commercialize our wines in different provinces of Argentina. Our policy is based in high quality, this is why the local market has recognized our strategy. Different local media and juries have qualified our products with notorious scores, in this way, our daily effort to make superior quality wines becomes visible.

### **International market**

In 2002, Llaver Winery begins exporting its wines to the world, both bulk and bottled.

Currently, it exports its four lines of bottled wines to China and Brazil and it is planned to reach U.S.A., Peru, Belgium, Denmark, Puerto Rico, Cuba, Jamaica, Mexico, Japan and India in the short term.

The expectations for the international market in the years to come are large, since the wines of Llaver Winery have been very well accepted worldwide.



## Location

The vineyards of Llavener Winery are strategically distributed in a horseshoe shape in the lands of Rivadavia, Santa Rosa and San Martín, corresponding to the east zone of Mendoza, called central oasis. This area concentrates 49% of the vineyards of Mendoza, and 34% of all the vineyards in Argentina.

The vineyards of the winery are grown in this plain that receives water of the Tunuyán river and Mendoza river, both resulting from the meltwater of the Andes.

With an altitude of 750 metres above sea level, its sandy loam soils, flat topography, and alluvial origin produce a favourable nutritional balance for the vine, reaching an excellent maturity and great sugar content.





“copper leaves” is highlighted, making allusion to the vineyard in autumn that is tinted with those hues. The new creation appears deprived of information, minimalist and simple so that the main character is the brand.

The market has responded very well to the change, evidence of a correct decision.



#### ENTRANCE TO CHINESE MARKET

For some time now, Llavener winery has been carrying out strategic actions to position its products in some countries of the global market. The hard team work had excellent results with the entrance to Chinese market with high quality wines in bottles of 750cc.

The actions contemplated great analysis in the destinations markets, improvements in the value for money and the presentation of the products, besides encoding the key cultural points that helped settle on the business.

The winery is undergoing a process of change necessary to grow in the local and international markets, the objectives are ambitious and we work very hard in order to fulfill the commercial plan in due time and form.

The working team trusts that this opportunity is the entrance door to a growing market that demands wines of our province, with great perspectives in long term.