



PELLERITI PRIORE

T I M E L E S S S E L E C T I O N S

Two people, One philosophy.

PELLERITI PRIORE

Marcelo Pelleriti and Miguel Priore are at the forefront of the wine world, infusing the industry with their distinctive expertise and a unified vision for the future. In 2009, they forged a partnership harmonizing enology with business acumen with their first venture, “Marcelo Pelleriti” wines, producing their first three barrels (900 bottles) of high-end wines.

With its inception in 2023, **PELLERITI PRIORE** wine reflects a distinct style - a signature blend of quality and character that stands the test of time. Looking ahead, they embrace an ambitious objective: to craft the Grand Cru of the New World with a devout respect for its unique terroir and biodiversity.

Together, they have cultivated a community that reflects their shared entrepreneurial spirit by nurturing a collective rich in expertise, steadfastness, camaraderie, and integrity. Marcelo and Miguel's new venture aims to inscribe Argentina's rich viticultural narrative into the broader context of global wine history.



“Finding Miguel along the way opened a world full of certainties for me, allowing me to create freely, to rest my mind. Only with that peace can one create and understand that personal and professional evolution goes hand in hand with the evolution of the market, with the evolution of cult wines.”

Marcelo Pelleriti



“Over the years, I have dedicated myself to the in-depth study and exploration of Mendoza's distinct terroirs and the rich array of extraordinary wines they can yield. When Marcelo came forward with the idea for our collaboration, his certainty was infectious, and together, we embraced the chance to unite our dreams. My foremost ambition has been crafting iconic wines with a timeless appeal that allows us to transcend generations in global markets.”

Miguel Priore

ABOUT MARCELO PELLERITI

Marcelo Pelleriti, at 54, masterfully blends the *artistry of enology* with the understanding of entrepreneurship in the wine industry. Born and raised in Mendoza, Argentina, Marcelo Pelleriti is a vintner of global repute, seamlessly weaving the old-world charm of French winemaking with the new-world bold flavors of Argentine viticulture.

Renowned for his masterful creation of high-quality wines, especially Malbec, his acclaim reached new heights as the first Argentine winemaker to earn the prestigious *100-point score* from renowned critic Robert Parker in 2010 for his exquisite French wine creation, Château La Violette in Pomerol.

"I remember every harvest in both hemispheres, walking through the great chateaux with Michel, like Ausone, my favorite wine, or Figeac, or tasting each vintage of Pétrus.. understanding what the texture and aging of cult wines means. That experience doesn't exist in any book; it led me to cultivate a privileged palate."

ABOUT MIGUEL PRIORE

Miguel Priore, a native of Mendoza, Argentina, who now divides his time between Miami and Mendoza, is a seasoned executive with over 25 years of experience in wine, business, and entrepreneurship. Miguel stands as a testament to resilience and *entrepreneurial spirit*. Priore emerged from Argentina's economic turmoil with a business acumen transcending borders.

Priore holds a Bachelor of Business Administration, multiple MBAs, a specialization in Wine Marketing, and multiple Advanced Wine certifications. His academic achievements complement his practical experience and contribute to his *strategic approach* in the wine industry.

As a dedicated ambassador for Argentine wine, Miguel's commitment extends beyond business operations as he conducts exhaustive research to better understand the potential of the various terroirs of Mendoza and the rich spectrum of exceptional wines they can produce. His travels led him to study the success factors of iconic producers in emblematic places of the Old and New World.

OUR COMMITMENT

To craft the Grand Cru of the New World with a devout respect for its unique terroir and biodiversity.



Signature
Malbec



Signature
Cabernet Franc



Selected
Parcel Malbec

FLAGSHIP WINES

The pinnacle of our winemaking expertise, carefully crafted to showcase a unique style and represent our commitment to excellence.



Hostage
Malbec



Heritage
Malbec



Blend of
Terroir



Grand
Cuvee

CULT WINES

Meticulously crafted treasures with limited production, exceptional blend of quality and character that stands the test of time.

VINEYARDS AND FACILITY





95
POINTS

SIGNATURE MALBEC

Our Malbec epitomizes Argentina's winemaking expertise, style-driven to perfection.

Magic happens in the winery, where Marcelo merges a selection of vessel and barrels into a symphony of flavors that captures the very essence of Mendoza. Each bottle of our Signature Malbec is a chapter, a testimony to the richness of the land and Marcelo's unparalleled talent.

TECHNICAL INFORMATION

Varietal 100% Malbec

Vinification 10-day, 8° C cold maceration. Controlled temperature alcoholic fermentation and hand pidgeage. Malolactic fermentation in barrels.

Aging 80% of the wine spends 12 months in French oak barrels (2nd and 3rd use), 6-month bottle storage.

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$28

Production 10.000 cases (9L)

Our commitment to quality guarantees an elegant expression of the varietal with remarkable finesse, velvety texture and rich flavors of dark fruit, leaving a lasting impression that captivates all senses.

UNIQUE SELLING POINTS

-  **FLAGSHIP VARIETY**
An Argentine icon, Signature Malbec is our flag to the world.
-  **ALTITUDE ELEVATION**
Complex, with soft tannins and great aging potential.
-  **VERSATILITY IN PAIRING**
Medium body & Balanced acidity.
-  **TIME-HONORED TRADITION**
Marcelo crafted his first bottles of Malbec in 1994.
-  **STRATEGIC LOCATION**
Established foothold in Miami, USA.

Marcelo Pelleriti



95
POINTS

SIGNATURE CABERNET FRANC

Our Cabernet Franc embraces tradition with a modern twist, style-driven to enchant the palate. Drawing inspiration from Pomerol, it embodies finesse and sophistication. Through careful selection of vessels and barrels, a specific style is achieved, resulting in delicate aromas, supple textures, and a lingering finish that speak to its artisanal craftsmanship.

Each bottle of Signature Cabernet Franc is a chapter, a testimony to the richness of Mendoza and Marcelo's unparalleled talent.

TECHNICAL INFORMATION

Varietal 100% Cabernet Franc

Vinification 10-day, 8° C cold maceration. Controlled temperature alcoholic fermentation and hand pigeage. Malolactic fermentation in barrels.

Aging 80% of the wine spends 12 months in French oak barrels (2nd and 3rd use), 6-month bottle storage.

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$28

Production 10.000 cases (9L)

UNIQUE SELLING POINTS

-  **CRAFTSMANSHIP EXCELLENCE**
A seasoned winemaker with two decades of experience in Pomerol.
-  **MARKET OPPORTUNITY** As a single varietal, Cabernet Franc isn't associated with any particular wine region of the world.
-  **UNIQUE FLAVOR PROFILE**
Making it a distinctive choice for wine enthusiasts.

FRESH: red plums - redcurrants
HERBAL: green pepper - mint
SPICY: pepper - paprika

Marcelo Pelleriti



95
POINTS

SELECTED PARCEL

Each glass holds over a century of history

A singular, terroir-driven expression sourced from select parcels nestled in La Consulta. La Consulta stands as a living legacy of ancient Malbec vineyards, where old vines gave our Malbec Argentino a distinct identity, characterized by violet flowers, juicy fruits, and above all, that luscious and sweet tannins that have gained global acclaim.

The name pays tribute to the year when Malbec was originally imported from France to Argentina by Michel Pouget. Our aim is to safeguard the essence of "Old Malbecs," which sets it apart from the more contemporary variations.

TECHNICAL INFORMATION

Varietal 100% Malbec

Vinification 10 day Cold Maceration. Stainless steel fermentation. Malolactic fermentation in barrels.

Aging 12 months in 2nd use French oak barrels.
12 months in bottle.

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$30

Production 4.000 cases (9L)

Yield
2 plants = 1 bottle



MALBEC DESCRIPTION

Elegant, soft and sweet tannins.
Red and black fruit flavors.



TERROIR FACTS

ALTITUDE 3300ft asl

SOIL Poor soils, mix of sand loam and rocky bottom.

TOP SOIL DEPTH 1.2m

THERMAL AMPLITUDE 14°

IRRIGATION Pure snowmelt from the Andes.



1853
Old Vine Estate



ALTAMIRA SINGLE VINEYARD

A Wine Region like no other

Spanning eleven- acres with soil thriving for seventy years affirmed our purpose: to produce a Malbec that is a genuine expression of Altamira.

On a quest to craft wines with soul, character, and a venerable past, we were captivated by the utopian terroir of the Altamira, Mendoza region, which held us Hostage with its enchanting high-altitudes, cool nights, sun-drenched mornings, and unique mineral-rich limestone soils-contributed by the Tupungato volcano.

Altamira is a beacon in the viticultural world, forging wines of exceptional caliber and bold personality. Our Hostage's silky tannins and seductive mineral character are the fruit of an unwavering dedication to capturing the essence of our land.

TECHNICAL INFORMATION

Varietal 100% Malbec

Vinification 10 day cold maceration at 8°C max. 90% Stainless steel fermentation, 10% fermentation in barrel (microvinification). Malolactic fermentation in barrels.

Aging 12 month in 2dn ude French oak barrels

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$70

Production 1.650 cases (9L)

MALBEC DESCRIPTION

Intense violet color. Fresh fruit and mineral notes. Round tannins, soft mouthfeel.



TERROIR FACTS

PLANTED: 70+ years ago

ALTITUDE: 3600ft asl

SIZE: 4.5 hectares (11 acres)

SOIL: shallow loamy-sandy soil.

Gravel covered with calcium carbonate on the surface and bottom. Optimal drainage.

TOPSOIL: depth 0.7m

THERMAL AMPLITUDE: 14°

IRRIGATION: pure snowmelt from the Andes.

YIELDS: 3900 kg per hectare



HOSTAGE



96
POINTS

HERITAGE

Each glass holds over a century of history

Our single vineyard from La Consulta is a cherished heirloom of Malbec's original French ancestry, with roots that trace back to 1853. It stood resilient while its European counterparts succumbed to the devastating phylloxera epidemic. Over the decades, while many vineyards turned to genetic modifications to bolster yield and resilience, the 1853 Old Vine Estate remained a beacon for Malbecs genetic heritage.

Twenty five-acre vineyard established in 1910 by the Bianchetti family, who emigrated from Italy, the vineyard stands as a living archive of the Malbec varietal, originally imported from France to Argentina by Michel Pouget in 1853. Through "layering," a time-honored viticulture technique, the vines' ancestral DNA has been meticulously conserved.

TECHNICAL INFORMATION

Varietal 100% Malbec

Vinification Micro-winemaking method in 225 liters French Oak barrels. 15 Days cold maceration. Barrel rotation and hand paigeage.

Aging 18 months in French oak (10% new)

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$70

Production 1.000 cases (9L)

Yield

2 plants = 1 bottle



Layering Technique
"Mugrones"

MALBEC DESCRIPTION

Full bodied, juicy dark fruit and flavorful finish. Walnut and cedar notes.



TERROIR FACTS

ALTITUDE 3300ft asl

SOIL Poor soils, mix of sand loam and rocky bottom.

TOP SOIL DEPTH 1.2m

THERMAL AMPLITUDE 14°

IRRIGATION Pure snowmelt from the Andes.

YIELDS 3700kg per hectare



1853
Old Vine Estate



96
POINTS

BLEND OF TERROIR

The challenge behind "Blend of Terroir" is to interpret nature and bring out the best possible wine. The goal is to create a one-of-a-kind masterpiece that captures the best the land has to offer, showcasing the diversity and complexity of Mendoza's wine regions and varieties.

The Blend of Terroir is Marcelo's canvas, where his talent

shines through. With the ability to taste over a hundred different samples, he creates a blend in his mind, recalling components that will adjust perfectly. This blend is a true demonstration of his skill, revealing layers of complexity that celebrate the unique character of each terroir.

TECHNICAL INFORMATION

Varietal 50% Malbec - La Consulta, 20% Cofermented Cabernet Franc and Malbec - Altamira, 20% Malbec - Agrelo, 10% Malbec - Altamira

Vinification Micro-winemaking method in 225liter French oak barrels. 10-15 days, 8°C cold maceration. Barrel rotation and hand pigeage.

Aging 18 months in French Oak (10% new)

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$70

Production 1.000 cases (9L)

2019 BLENDING NOTES

A selection of plots within La Consulta, Altamira and Agrelo, each one imparting a distinct essence to the final composition:

- 🌸 · 50% Microvinified Malbec - **Plot La Consulta:** Floral notes and subtle Earthiness.
- 🍷 · 20% Cofermented Cabernet Franc & Malbec - **Plot Altamira:** Freshness and Texture.
- 🍷 · 20% Malbec - **Plot Alto Agrelo:** Red Fruit and Dark Fruit.
- 🍷 · 10% Malbec - **Plot Old Vine Altamira:** Mineral character.

Marcelo Pelleriti



97
POINTS

GRAND CUVEE

A selection of the 20 best barrels of the vintage destined to create a timeless masterpiece, meticulously crafted to be savored in the present and to mature beautifully over the next 15 to 30 years.

In our early days, the notion of creating a wine capable of aging for decades was merely an aspiration. Grand Cuvee stands as

proof that, with expertise, commitment and passion dreams can indeed come true in the form of exceptional, age-worthy wines.

Grand Cuvee embodies excellence and unparalleled quality and showcases the evolution of Argentine winemaking, inviting to experience the journey through each carefully crafted bottle.

TECHNICAL INFORMATION

Varietal 40% Malbec - La Consulta, 30% Cofermented Cabernet Franc and Malbec - Altamira.
20% Malbec - Agrelo, 10% Malbec - Altamira

Vinification Each bunch is destemmed by hand and then placed into 225 liter French Oak barrels. This is followed by cold maceration at 8°C for 20 days to gently obtain more aromatic components. Barrel rotation and pigeage are carried by hand on a daily basis.

Aging 24 months in French oak barrels. 3 year bottle storage.

Winegrowers Marcelo Pelleriti & Miguel Priore

Suggested Retail Price \$130

Production 500 cases (9L)



2019 TOP TWENTY BARRELS:

8 barrels of Malbec from La Consulta Old Vineyard
6 barrels of Cofermented Cabernet Franc and Malbec from Altamira
4 barrels of Malbec from Alto Agrelo
2 barrels of Malbec from Altamira Old Vineyard



MICRO-VINIFICATION TECHNIQUE

To achieve wines with a lot of complexity. Balanced oak, emphasizing the varietal's typicity and, above all, our unique style.



AGING POTENTIAL

Crafted to be savored in the present and to mature beautifully over the next 15 to 30 years.

Marcelo Pelleriti

A PATH MARKED BY EXCEPTIONAL RECOGNITION

SIGNATURE MALBEC

2022 95 - James Suckling
 2021 95 - James Suckling
 92 - Vinous
 2020 94 - James Suckling
 92 - Robert Parker
 93 - Tim Atkin
 92 - Wine Enthusiast
 2019 94 - James Suckling
 91 - Robert Parker
 93 - Tim Atkin
 2018 95 - James Suckling
 2017 91 - Robert Parker
 2016 94 - James Suckling
 2015 93 - James Suckling
 93 - Tim Atkin

SIGNATURE
 CABERNET FRANC

2021 94 - James Suckling
 92 - Vinous
 2020 94 - James Suckling
 91 - Wine Enthusiast
 2019 95 - James Suckling
 91 - Robert Parker
 92 - Tim Atkin
 2018 95 - James Suckling
 2017 95 - James Suckling

1853 SELECTED PARCEL

2021 95 - James Suckling
 2020 Gold - Berliner Wine Trophy
 2019 95 - James Suckling
 Gold - Asia Wine Trophy
 Gold - Berliner Wine Trophy
 2017 94 - Descorchados
 Gold - Berliner Wine Trophy
 2016 94 - James Suckling
 2015 94 - James Suckling
 2014 94 - James Suckling



HOSTAGE

2021 96 - James Suckling
 92 - Descorchados
 2020 93 - James Suckling
 91 - Robert Parker
 Gold - Berliner Wine Trophy
 Gold - Asia Wine Trophy
 2019 93 - James Suckling
 Gold - Berliner Wine Trophy
 Gold 95 - Decanter
 91 - Wine Spectator
 2018 93 - James Suckling
 94 - Descorchados
 2017 92 - James Suckling

HERITAGE

2019 96 - James Suckling
 2018 93 - James Suckling
 Gold - Berliner Wine Trophy
 Gold - Asia Wine Trophy
 2017 94 - James Suckling
 Gold - Berliner Wine Trophy
 Gold - Asia Wine Trophy
 2016 Gold - Berliner Wine Trophy
 2012 Double Gold - WSWA

BLEND OF TERROIR

2019 96 - James Suckling
 2018 95 - James Suckling
 2017 95 - James Suckling
 2016 94 - James Suckling
 93 - Wine Enthusiast
 2015 95 - James Suckling
 2014 94 - James Suckling
 2013 93 - Robert Parker
 2009 91 - Wine Spectator

GRAND CUVÉE

2019 97 - James Suckling
 2015 96 - James Suckling
 2012 93 - James Suckling
 2011 93 - James Suckling
 94 - Robert Parker



CONSCIOUS VINICULTURE

A Commitment to Sustainable Practices and Community Enrichment



ORGANIC PRACTICES

Reduce pesticides and fertilizers.
Use of native cover crops.



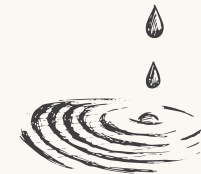
VINEYARD BIODIVERSITY & CLIMATE RESILIENCE

Preserve plants, animals and insects.
Ungrafted Old Vines.



SUPPORT THE COMMUNITY

Enrich our people and traditions.



ENERGY EFFICIENCY

Waste & Glass reduction.
Water management.



PELLERITI PRIORE
TIMELESS SELECTIONS

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