



RAVENTÓS i BLANC

Dear friend,

As some of you might already know or have heard, Raventós i Blanc will be notifying the Cava Regulatory Board on the 7th of this month that it is leaving the D.O. Many of you will be asking yourselves why, and might even be having doubts about this new era we are embarking on. Me too.

I want to let you know my thoughts and feelings and explain about the new path that Raventós i Blanc is taking and why.

As you all know, Raventós i Blanc was created to give a "raison d'être" to an estate where vines have been grown since 1497, and to continue a family vine-growing tradition stretching back over 20 generations. The founder, Josep Maria Raventós i Blanc, had a concept based on the closest possible connection between man and nature, propagating the idea of Catalan country folk deeply rooted in their land.

We want to recover the long-lost characteristics of that life based around the traditional *masia* farmhouse of the Penedès region; that local vine-growing culture in which the land, the vines, the animals and man all worked together in harmony as an agricultural whole.

After having overcome many difficulties, having made huge investments in changing the vineyards and winemaking methods, we are ready to take on this new phase with enthusiasm and hard work.

All our plots are farmed *completely organically*, and all our wines are produced in-house *from 100% estate-pressed juice*.

The historic documents on our estate and the recent studies undertaken by Olivier Trégoat, an expert on Bordeaux soils, and geologist Lluís Cabrera, professor at the University of Barcelona, have helped us to better understand and differentiate our plots, learn the origin of their soils, and use them to the very best advantage in order to obtain the finest possible wines.

We believe that there is an opportunity for honest wines resulting from a single estate, a specific climate, native grape varieties and a rigorous, well-defined and respectful form of viticulture.

My dream is that the Raventós i Blanc wines of this new era will have their own name. For this reason, inspired by the book "La Vida al Camp" from Jaume Raventós (1868-1938) we want to recover the Conca del Riu Anoia, the name of a small geographical area, to help us to better understand and convey our viticultural traditions, the strength of our land, our unique grape varieties and the characteristics of our soils: in short, the way we make sparkling wines.



RAVENTÓS i BLANC

CONCA DEL RIU ANOIA, the name, because associates ourselves with a geographical area enshrined in a little corner of the world close to the River Anoia, whose landscapes can be seen from the Serral woods in the northern part of our estate.

CONCA DEL RIU ANOIA can be summed up in four main points:

- The geological history of its soil formation
- The climate of the eastern Penedès
- Native grape varieties: Xarel·lo, Macabeo and Parellada
- A winemaking tradition that dates back over one thousand years

This exciting road we are embarking, also entails making qualitative strides in terms of our working philosophy –in short, towards excellence. From the vineyards through to the winery and warehouse, embracing PR and winery tours, administration and sales. All of us need to reinvent ourselves, discover new ways of working with these values as our hallmark: Humility, Honesty, Rigour, Passion, Attention to Detail, Less is More, Exclusivity, Refinement and Teamwork

"Even though you hear the names of Bosc del Forn, Prat, Camp de les Tres Prunes, Les Tires and Oliverar, all you'll see is a sea of vines. Those words are reminiscent of long-gone times, but you won't find woods, or pastures, or crop fields or olive trees here." La Vida al Camp (Country Life), by Jaume Raventós, 1962.

Pepe Raventós, November 2012.