

## VEGA-SICILIA GROUP<sup>1</sup>

Satisfaction was generalized by the organization, after a hot summer and a warm autumn, there was magnificent expectative in this year's beneficent festival.

Auction that celebrated annually, since 2000 it was organize by a Naples' beneficent institution and after that it obtained nearly 39 million dollars, destined to maintenance programs to improve Florida's children's life. That afternoon collected 14 million dollars.

Hanging up the phone, notice made some shame in Don Pablo; even he become accustomed to his wines' sample taste's good criticisms in USA.<sup>2</sup>

There was pay \$100.000 for each of the two double magnum<sup>3</sup> bottles(3 litres) of Vega Sicilia "Single" of 1987 and 1989 donated by Álvarez's family, proprietaries of the wine vaults, that put out on market only 115 87's double magnum bottles and 110 1989's units, after 18 years in the dark at Valbuena del Duero's wine vaults.

There was the most price never pay for a Spanish wine at the most desirable and competitive market in the world, United States surpass over \$65.000 of another 1986 The One Vega Sicilia's double magnum.

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<sup>1</sup> San Telmo International Institute's Investigation Division's Case. Spain. Prepared by professor Miguel Angel Llano Irusta with Raimundo Garcia Hernandez's collaboration. Like discussion's base and not like an adequate or an inadequate management's illustration from a determinate situation.

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<sup>2</sup> In 1995, Wine Enthusiasts North American magazine chose 1988's Vega Sicilia Valbuena 5<sup>th</sup> year like the best world wine after a selection's process about 3.380 wines. It was the first time that a Spanish wine received recognition of this quality.

Robert Parker, the most influencing North American wines' critic in USA and The Wine Advocate's founder, in his wine's guide, 1996 Parker Wine Buyer's Guide, 8 of the 10 best Spanish wines are from Vega Sicilia, with more than 93 punctuations.

<sup>3</sup> The diverse formats and sizes in which bottling the quality wine receives the name depending it form and capacity; that is why 1,5 litres' bottle call it magnum, 3 litres double magnum, 4,5 litres jeroboam, 6 litres matusalén and this way, still 15 litres nabucodonosor.

## **WINE VAULT AND RIBERA DEL DUERO ORIGIN DENOMINATION'S HISTORY**

Two thousand years ago, there was exist in the actual zone called like Ribera Del Duero norms about grapevine's cultivation. Eurico's Visigothic code obliged to replace two vine stocks for each one wrest.

Maybe Roman people cultivated this region vineyard and created winepress to provide their legions but there was after that, monastic mandates who increased grapevine in Iberian tableland. In XII Century, Cluny's anchorites made wine in Valbuena.

Vega Sicilia's wine vaults and vineyards history, starts in 1848 when Toribio Lecanda buy 1.000 ha to Valbuena's marquis, even there is not until 1864 when his son Eloy bring from Burdeos ( France )18.000 sarments-hard branch from grape-vine's vine stock-of cabernet grapes-sauvignon, malbec, merlot and pinot-noir.

There are approximately 300 ha designate to vineyards and starts to make different wines' types (reds, whites, sweets, etc.) and brandies. At final XIX Century there made wines with Vega Sicilia's mark but there is not until 1915 when there is constancy of growth of two red wines that they will be trade's image: Vega Sicilia "The One" and Valbuena. In 1917 grew Vega Sicilia's first bottles, obtaining gratitude and remunerations, like Barcelona Universal Exposition's medal in 1921.

In 1952 sold to Prodes seeds' mark, which brought an important man in wine vault history, Jesus Anadón. In 1966, it sold again, this time to a Venezuelan millionaire, Michael Neumann, who named Jesus Anadón wine vault's general director and technical director, continue in this place until his retirement at final 1985.

In 1980, Jesús Anadón receives orders from Michael Neumann to sell Vega Sicilia's wine vaults. There are bad years and economic crisis in Spain there it is at one of it worst moments. Before analyzed an offer from a Swiss company and another English company, David Álvarez begins negotiation and 14 April 1982's afternoon, at Zalacain Madrid's Restaurant, close negotiation over 5 million euros, all of it by a credit from some national banks in an interest type about 20 per cent.

When it close negotiation, David Álvarez and his wife went to a famous shop and bought one Vega Sicilia's wine bottle to taste what they bought, they had Vega Silicia without know property and without taste wine. It bought Vega Sicilia for the mark select and distinguished something that all the proprietaries ever respect during years. This family controls Eulen's<sup>4</sup> enterprises groups.

Since 1968 wine grower Mariano Garcia's, Vega Sicilia son's worker, at 1985 legendary Anadón's 1985 retirement, goes to Technical Director. However, in 1998, wine vault and wine grower's relationships broke not too friendly. Since 1998 to

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<sup>4</sup> Eulen Group found in 1962; actually, it is the first Services' Group in Spain with 1.000 million euros' invoicing and 65.000 workers taking in the following areas: Cleanliness, Maintenance, Security, Environment, Socio-Sanitary, Temporary Work and the others.

actually, technical direction goes to Javier Ausás, who prepared with Mariano Garcia during 8 years.

From actually, and since 1985 family wine vaults' representant is Paul Álvarez Mezquiriz at General Director and Adviser Commissioner.

Ribera Del Duero Origin's denomination<sup>5</sup> created in 1982 by politics pressions and initiatives from a wine vaults' group and wine growers leathering by Vega Sicilia. In that moment, there were 20 wine vaults and 6.000 ha vineyards. Now yet there are inscribe 17.000 ha,230 wine vaults, about 102 regions in High Duero's direction,8.400 wine growers, a 2005 production of 75 grape's million kg.and a theory maximum capacity of 119 grape's million kg.

## PROCESSES

### GRAPE AND CULTIVATION

From 1.000 ha that at present has property (at purchase's moment, vineyard contained 80 ha) 240 ha are to vineyards' cultivation, 207 ha for Vega Sicilia and the rest for Alión. Payment<sup>6</sup> properly contains 125 ha that enlarges to 180 ha.

Most plant variety's grape is the autochthonous tempranillo (called also like fine tint or country's tint) having the 80 per cent of total surface, at same way cultivation of vine stock garnacha grape. In payment, cultivates some international variety like cabernet-sauvignon, merlot, and malbec that acclimatizes during more than a century to this place.

A kind of varieties not definitive survives at land having the 1% cultivations.

Vineyards' restock maintains honest to origins but in new plots plant tempranillo (60%), cabernet-sauvignon (25%), merlot (9%), and rest with malbec, garnacha, and albillo. Generally, old vineyard plots-with more than 50 years-are cleaning and replanting with new vine stocks, which grapes do not use to make wine until plant has 10 years.

*"There is a generalized faith that good wines proceeds from oldest vineyards, but generally, humans, animals and vegetables we are better at 20 than at 80 and a vine with more than 50 years old only can use it for making photos"* says Paul Álvarez.

Old system of leaving fallow plots maintains during some years to recover its naturals nutriments, also it became to plant at zones which before there was cereal,

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<sup>5</sup> Mention that protects some quality wines in Spain, obtaining from delimited zones, produced by precise statute (vine stock's varieties; limit produce for ha, alcoholic grade, wine process, etc.)

<sup>6</sup> "Payment" uses to describe vineyard planted plot's whole characteristics – soil, subsoil, slope, orientation, and climate. In Burdeos, *terroir* receives the name of *cru* and adds an aristocratic-*châteaux* property's concept, in Borgoña *domaines, castellos, or tenutas* in Toscana and *clos* in Cataluña.