

# FERRER BOBET | PRIORAT

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Ferrer Bobet is a different sort of Priorat, achieving depth and complexity where others seek only power. It embodies the passion of Sergi Ferrer-Salat and Raul Bobet and their endeavor to transmit the region's intricate terroir, a philosophy which guides the wine from their vineyards to the bottle.

### Viticulture At The Extreme

- ✦ Priorat is a region of extremes, with searing temperatures, precariously steep hillsides, and miniscule yields from ancient vines, virtually untouched by modern viticulture.
- ✦ Wild daily temperature swings during the growing season—from 100°F at noon to 60°F at night—give the wines their distinct acidity, spiciness, and prickly minerality.
- ✦ Ferrer Bobet's Carignan and Grenache come from 100 year-old vines planted in the region's distinctive "llicorella" slate and quartz soil.

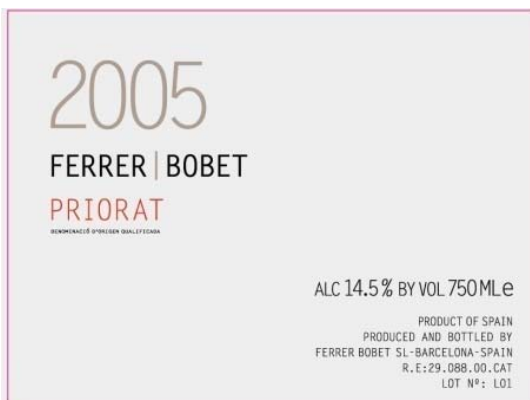
### A Commitment to Place

- ✦ Sergi and Raul believe that fastidious viticulture is the basis for the quality of their wine.
- ✦ The pair established Ferrer Bobet estate in 2002 between Porrera and Falset in an exceptional sub-zone with an unusually high proportion of llicorella, a quality only seen in the top vineyards in the Priorat.
- ✦ The site is in one of the coolest, steepest and highest elevations of the appellation, factors which contribute to an optimal phenolic ripeness and help preserve flavors and acidity.
- ✦ The vineyard is managed with a commitment to strictly organic viticulture, completely excluding the use of insecticides, herbicides, and fungicides.

### Continuous Innovation

- ✦ Like the wines it produces, the Ferrer Bobet winery is a remarkable feat of overcoming a brutal environment.
- ✦ Sergi and Raul built into the side of a cliff overlooking the vineyard, using the terrain to gravity-feed their entire operation, from harvest to bottling.
- ✦ Experimental plantings of Cabernet Sauvignon and Syrah are only just recently bearing fruit, giving the winemakers a broader palette in crafting their wines.

## FERRER BOBET 2005, D.O. PRIORAT



The 2005 Ferrer Bobet is a blend of 53% Carignan, 35% Grenache, 7% Syrah, 5% Cabernet Sauvignon blend. It is fermented in 15 and 30 hectoliter french oak vessels and stainless steel tanks. The wine is aged 12 months in new and second year French barriques, and is bottled unfiltered and filtered.

*"Toast and chocolate oak notes frame blackberry and plum fruit in this polished red. Supple and lively, with firm tannins and a smoky, spicy finish. Expressive."* **90 Wine Spectator, November 2008**