



THE NAMES OF THE LAND

VILES, PARATGES I VINYES
DE LA DOQ PRIORAT





Historical legacy

A great wine is strictly and purely the result of an outstanding setting. The most important thing is the good fortune of this setting, sensing the entire universe in the most specific. The tighter the angle, the more precise the wine's identity, a crucial factor in defining a great wine.

The transcendence of vineyards, as we are simply the temporary custodians of an asset that belongs to us all. Our responsibility must be in line with this legacy.



IDEALISED ENGRAVING OF HOW CARTOIXA D'ESCALADEI
SHOULD LOOK ACCORDING TO GRANDE CHARTREUSE (1163)

Old World vineyards

The interaction of natural elements has been shaping vineyards and selecting unique grape varieties in Old World wine regions for centuries.

They are heritage treasures, explosions of ancient wisdom, inimitable jewels at a height, depth and mystery that modern wines cannot normally reach.

Favourable circumstances meant that winemaking regions from central Europe were able to preserve the privilege of their unique treasures. These ancient heritage riches are the sparks of a deep-rooted culture that in many cases have been placed under the protection of the governments of each country and the favour of the most exclusive markets for three to four centuries.

As for the Priorat, the vicissitudes of the 20th century – among them, international isolation and economic difficulties – suppressed an external demand for excellence.

Wine became part of a mass business concept because of these circumstances, structured upon the figure of regional designations of origin, the highest quality parameter until this day.

The Priorat pioneered this model. The first recognition of our region within the Wine Statute was approved in 1932. The Priorat Designation of Origin was formally created in 1954. These advances helped to keep the heart of vineyards beating.

But at the same time, much of the traditional inspiration of our winegrowing culture, filled as it is with such valuable subtleties, was being lost. Any identification of singularity and grace among the various vineyards was almost extinguished.

Today, many of the most special vineyards, with an identity and quality equivalent to their neighbouring Old World counterparts, are hoping to regain their historic flair.

The names of the land

Transparency, humility and recovering what once was. The time has come to respect the most specific origins. It is about calling wine by its name, by the place from which it comes.

Location provides wine with its legitimate name. Place describes the wine and objectively determines typicity. Above all, it defines its future identity and potential.

It is a question of credibility, trust and seriousness in the world of great wines, as well as a responsibility to the territory.

This is the path towards demanding a classic ordering from us that can be compared to that of major Old World regions.

We took our first steps a few years ago by the classification of *Vins de Vila* (village wines, commencing with the 2007 vintage).



MAS DE'N GREGORI LABEL, CIRCA 1930

The time has now come to proceed further with a classification that is more coherent and respectful of historical selection and a demand that is increasingly documented, sophisticated and rigorous.

Now is the time to call the wines of the Priorat by the names of the land.



LA BAIXADA
GRATALLOPS



COMETES
EL LLOAR



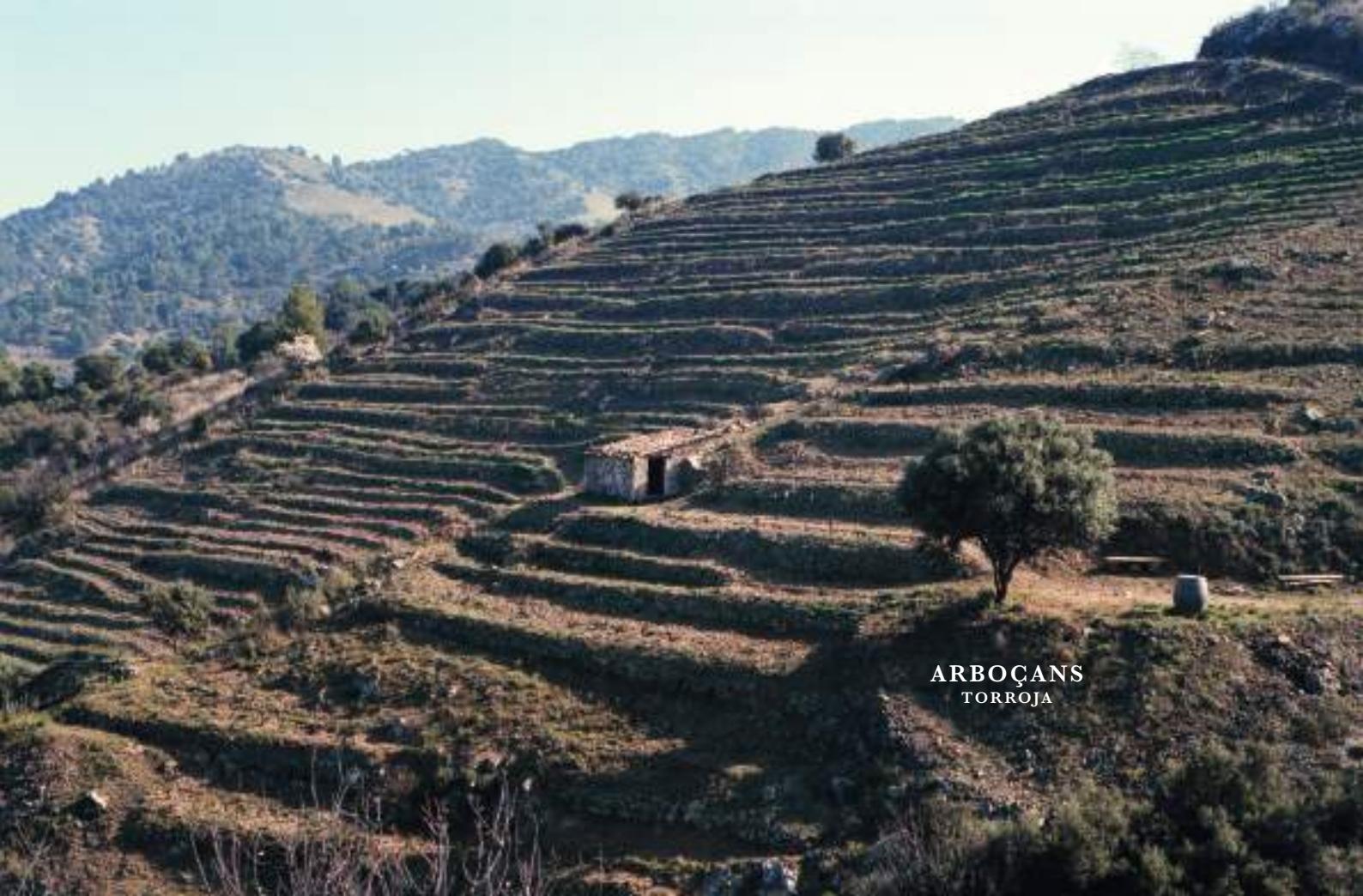
CABANETS
LA VILELLA ALTA

The image shows a wide-angle view of a hilly terrain. In the foreground, there are several fields with dark, possibly agricultural, vegetation. A winding road is visible on the right side. The middle ground consists of rolling hills covered in green forests. In the background, a range of mountains is visible against a clear, light blue sky.

FORESES
DE POBOLEDA
POBOLEDA



LA VILELLA
BAIXA



ARBOÇANS
TORROJA



CORANYA
PORRERA



TORMASAL
LA MORERA



SOLANES
DE BELLMUNT
BELLMUNT

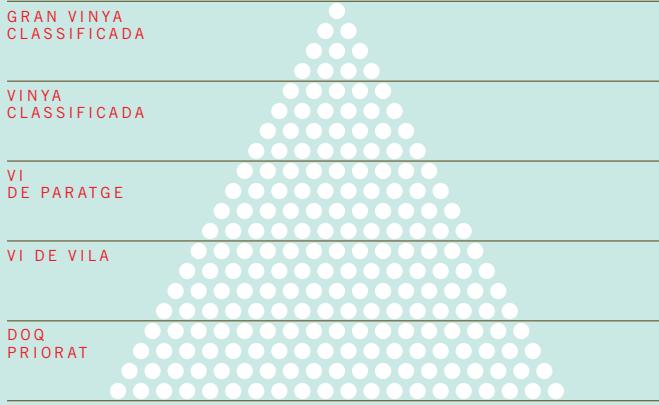


SANT ANTONI
ESCALADEI

Classifying Priorat DOQ vineyards and wines

A tighter angle: calling the wine by its name.
From the broadest, most general view to the
most specific, localised observation.

A fully coherent proposal based on a respect
for the land, history and wine heritage.



Regional basis: Priorat DOQ

Reflecting the generic winegrowing personality and typicity of the DOQ.

The wines of the region express the freedom and creativity of the winemaker to produce blends by using grapes from all municipalities. It is also the ideal framework for creating and marketing our own registered trademarks.

The labelling of these wines is open to innovation and trends.



DENOMINACIÓ D'ORIGEN QUALIFICADA PRIORAT

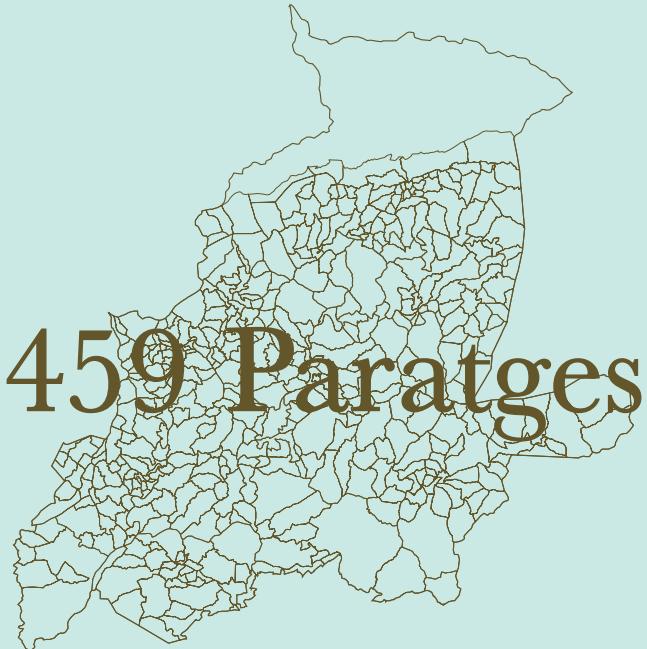
The municipality and *Vins de Vila*



Identifying the municipality is the first step towards a more accurate classification within the framework of a broad regional origin.

Vins de Vila in Priorat reflect the unique typicality of a municipality's mosaic of landscapes, the sum of its diverse winegrowing areas. The name of the originating town in *Vins de Vila* is taken as a collective, shared trademark that restores historical importance.

This is the basis for progressing towards the classification of more superior locations: *Paratge* (zone), *Vinya Classificada* (classified vineyard, or Cru) and *Gran Vinya Classificada* (classified great vineyard, or Grand Cru).



The *Paratges*

The *Paratge* category tightens the angle to seek an even purer essence, a feature linked to the most defined terrain, geology and microclimate.

This specific feature is reflected in existing traditional place names, a true yardstick of continuity and permanence.

Several plots of the same zone can be bottled together, thereby offering an example of the complex typicity of this natural environment.

The land registry and ownership deeds of each place express the transcendence of the names of the land and we must respect and use these as the people we are: the temporary custodians of this outstanding heritage.

Vinya Classificada

Good fortune can provide a special grace to an even more specific location, a single vineyard, within the zones of a municipality. *Vinya Classificada* leads to winemaking production of exceptional merit and therefore deserves to be bottled separately.

This single vineyard is precisely and rigorously delimited. No doubt exists about its borders, inherited as they are from the winemaking and socioeconomic history of this precise location. The Regulatory Council controls, protects and guarantees this delimitation.

Gran Vinya Classificada

At the peak of this location management pyramid, *Gran Vinya Classificada* represents very few examples of natural and historic flair: a stirring partnership of the whims of nature and a tradition that has been able to interpret and safeguard the most exclusive winegrowing treasures until today, unaltered in time.

The varieties most identified with this place, its oldest vines and most unique terrain features are merged together in subliminally magical wines that transcend the material and are honoured worldwide with the highest levels of pricing and respect.



Protecting *Velles Vinyes*

Velles Vinyes (old vineyards) deserve special protection, given that they are the remains of the natural, agricultural and ethnological history of the Priorat and examples of ancient heritage wealth.

These vineyards are more than 75 years old or were planted before 1945, regardless of their location. A true gift inspired by nature and tradition.

VELLES VINYES

Guaranteeing the origin of grapes



3D MAP OF A PARATGE
AND VINYA CLASSIFICADA DELIMITATION

The Priorat DOQ Regulatory Council has identified all winegrowing plots in protected areas and allows wineries to identify their wines under DOQ control and traceability.

The aim is to guarantee the origin of grapes from each vineyard and each wine according to their classification.

Communication with each winery and traceability of management are guaranteed and supervised by the Regulatory Council's technicians.





VIDA DE BELLMUNT	CREU NEGRA	GUINARDERES	COLL DE LA RODA	VILA DE LA MORERA	PORTELLES
AUBAGUES	CROSSOS	DE GRATALLOPS	COLLADES	BAJOVA	ROVINES
DE BELLMUNT	FORÇANS	HORT DE LA VILA	COLLET	BARRANC	SANT BLAI
AUBAGUETES	FORN DE L'AIGUA	L'ERMITA	COMES DEL LLOAR	DE LA BRUIXA	SANTES GATES
AVENCS	GALLINER	MANYETES	COMETES DEL LLOAR	BARRANC	SEGUER
BAIXOS DEL RIU	MARTORELLA	MAS DEL CORRAL	COSTA DEL RIU	DE LA MORERA	SOLANES
BANCALETS	MAS BLANC	MAS DEL ROS	COSTES DEL LLOAR	BARRANC DE L'HORTA	DE LA MORERA
BOVES FREQUES	MAS DÉU	MAS D'EN CLARETS	COVES	BESSIONS	SORTETA
BRUGUERA	PALLISERES	MAS PALLARÈS	DAMUNT ROCA	DE LA MORERA	SORTS DE LA MORERA
CANÀ	PLANS DE COTERRIS	MASOS DE GRATALLOPS	FIGUERALS DEL LLOAR	CALVARI	SORTS DE PONENT
COLL DEL MOLÍ	PREGONA	MOLINS BORRÀS	GARRANXONS	DE LA MORERA	SORTS D'ORIENT
COMA DE BELLMUNT	RACÓ DE LA MASSIPA	MOLLONS	GINEBRALES	CODINAL	TORMASAL
CROS	RACÓ DE MISSA	OBAGUES	GRAUS	COLL BEIX	TORMO DE LA MORERA
FONT VELLA	RACÓ DEL TRINQUET	PEDRALETS	HORTELLS	COLL BLANC	TORRENTS
FORNATXA	ROIES	PEREROLES	HORTS DEL LLOAR	COLL DE CONILL	VINYA GRAN
GRINYONS	SALANQUES	PLANASSOS	LLANGOSSETS	COLL DE LA COMA	VILA DE POBOLEDA
MAS D'EN GIL	SANT ANTONI	DE GRATALLOPS	LLOBATERA	COLL ROIG	ARBOÇAR
MAS D'EN PALLEJÀ	SOLÀ STJOAN	ROCAFORTS	MALLOLS	COMANGINER	BARRANC
MINA EUGÈNIA	TANCAT	ROQUER DANIEL	MAS DEL CAMPEROL	COMES DE LA MORERA	DE LA MORERA
MINA RÈGIA	VINYETA D'ESCALADEI	SOCARRATS	MAS DEL MARCO	COSTA DE LA MORERA	DE POBLEDA
MOLINS	VILA DE GRATALLOPS	DE GRATALLOPS	MAS DEL METGE	COSTES DE LA MORERA	CAIXÀ DEL CERDANYÈS
PALELL	AIGUÀS	SOLANES	MAS DEL PORTAL	CURTES	CALVARI DE POBOLEDA
PALELLETS	ARTIGUES	VILA DE GRATALLOPS	MATA	DARRERE CASTELL	CASTELLETS
PANSO	AUBADA	SORTS DE GRATALLOPS	MIMFAMI	DEVESA DE LA MORERA	CLOTS I HORTETA
PLANA DE BELLMUNT	AUBAGUES DE FALSET	TOLOSES	NOGUERETS	DISPARATS	COLL BEIX
PUIG	AUBAGUES	TORRENT	OLIVERA	DIUMENGES	COLL DE CONILL
SANT MARTÍ	DE GRATALLOPS	DE GRATALLOPS	PEDREGOSA	ESCLOTS	COLL DE LES DANCES
SERRAÍ	AULIVAR	TROS LLUNY	PLANA DEL LLOAR	FARENA	COMADECASES
SOLANS DE BELLMUNT	BAIXADA	VICARIA	PLANETA DEL LLOAR	FONT DE LA MORERA	COMELLARS
TORRENT	BELLVISOS	VILA DE GRATALLOPS	POUET	FONTANALS	COMES DE POBOLEDA
DE BELLMUNT	CAMPS DELS ESPILLS	VINYALS	RACÓ DEL SASTRE	HORTS DE LA MORERA	COMETES
VICARIES	CAMPS D'EN PIQUÉ	DE GRATALLOPS	RACÓ DELS MUSSOLS	MAIOLS	DE POBOLEDA
VILA D'ESCALADEI	CANYES XIULES	VINYES GRANS	RASTROLLS	MAS DE LA SERRA	CRESTES
AUBACS D'ESCALADEI	CAPELLES	VILA DEL LLOAR	ROCA	MAS DE L'ABELLA	CURTES
BARRANC	COLL DE FALSET	ARENAL	ROGERALS	MAS DEL MUSTARDÓ	ESPLUGUES
DE LES CABRES	COLOMER	AUBAGUES DEL LLOAR	SERRA	MAS DEL RACÓ	FALLES
BARRANC DE L'HORTA	COMES	AUBERETS	SOLANES DEL LLOAR	MAS D'EN PORQUERES	FORESES DE POBOLEDA
BRUGUERES	COSTA DEL RIU	BACIS	SOLANES	NEVERA	GIBERTES
CAMI CARTOIXA	COSTER DE L'ERMITA	BANCALS	VILA DEL LLOAR	PEDRENYERES	MAS DE L'EXTREMA
CLOSOS	COSTER DEL PLORADES	BASETES	SOLANS DEL LLOAR	PERELLONS	MAS DEL BARNIOL
CORRAL NOU	COSTES	BLANQUES	SOLTETES	DE LA MORERA	MAS DEL CERDANYÈS
CORRALS	VILA DE GRATALLOPS	CALÇ	TORTELLS	PLANETES	COLAIS
COVES ROGES	FUINA	CARGOLS	TOSSALET	PLANS DE COTERRIS	PORTELL
		VINYETA DEL LLOAR	VINYETA DEL LLOAR		

MAS DEL GRALLO	CORANYA	TENTIBER	SOLANETES	MAIETS	PLANES DE LA VILELLA
MAS DEL MASIP	COSTA DE PorrERA	TERRACUQUES	SOLANS DE TORROJA	MAS D'EN FRANC	BAIXA
MAS DEL XES	DEVESA DE PorrERA	TOLOSES	TORTES	PASSARANS	PLANETA
MAS D'EN BLEI	ERES DE PorrERA	TOSSAL	TRICOLAVET	PICS	DE LA VILELLA BAIXA
MATXERRIS	ESCOMELLES	TROSSET	VICARIA	PLA MARTORELL	PLANETS
MILLÀ	ESCORBERES	TROSSETS	VILA DE TORROJA	PLANES VILA	PLANTADETA
MORERETES	ESPLANETES	<u>VILA DE TORROJA</u>	VINYA DE LA VILA	DE LA VILELLA ALTA	RECTORETS
NEVERA	FALGUERA	ALSERÀ	VINYONS	ROQUES	RIBA
PERELLONS	FINAL	AMITGERS	<u>VILA</u>	SALLONGUES	RIUETS
DE POBOLEDA	FONDOS	ARBOÇANS	<u>DE LA VILELLA ALTA</u>	SOLANES	ROCAFORTS
PERERES	FONELLÀS	ARGELES	ARTIGUES	DE LA VILELLA ALTA	ROIGERETS
PLANA CEGA	FORESES DE PorrERA	BELLVISOS	DE LA VILELLA ALTA	SOLSIDA	ROQUEROLS
PLETA	GARRANTXA	BESSONS DETORROJA	AUBAGUES	DE LA VILELLA ALTA	ROTES
PORRERES	GIBERGA	BEVISOS	DE LA VILELLA ALTA	TALLADES	SEGALÀS
POU	HORTA-COLOMER	CALVARI DE TORROJA	AUBARDONS	TORMO DE LA VILELLA	SOCARRATS
RIBASTOS	MALLOLA	CLOSOS	BARRANC	ALTA	DE LA VILELLA BAIXA
ROJAL	MAS DE LA GIOLA	COLOMER-L'AIGLA	DE LES COMES	VEANES	SOLANES
SALANQUES	MAS DE LA ROSA	COSTES DE TORROJA	BASSETA	VOLTONS	DE LA VILELLA BAIXA
SANT MARCELL	MAS D'EN CAÇADOR	CRIVELLES	BASSOTS	<u>VILA</u>	SOLANETS
SANTES GATES	MAS D'EN COMPTE	CROSSOS	CABANETS	<u>DE LA VILELLA BAIXA</u>	SOLSIDES
TORRENTS	MAS D'EN CUBELLS	ESTOSSES	CAMÍ CARTOIXA	AIGUÀS	SORTS
TOSSAL	MAS D'EN FERRAN	FIGUERALS	CAMÍ DEL GRAU	BOLLEGONS	DE LA VILELLA BAIXA
TOSSAL DEL BOU	MAS D'EN FERRER	DE TORROJA	CAP DE LA SERRA	BOSC DE LA VILA	TERRASCLANS
TOSSES	MAS D'EN GREGORI	FINELL	CAPELLANS	DE LA VILELLA BAIXA	VAQUERS
ULLASTRES	MAS D'EN PERÍ	GIGONA	CIRERETS	CANYERETS	<u>MASOS DE FALSET</u>
VALL DE BRONS	MOLÍ	HORTA MAJOR	CLOT	AUBAGUES DE FALSET	
VICARIA	MORLANDA	HORTA VELLA	COLL DE SANT JOAN	CALVARI DE FALSET	
VILA DE POBOLEDA	PEIXERA	MALLOLES	COLL FRANCISQUET	CARNERS	
VINYALS DE POBOLEDA	PERER	MAS D'EN BRUNO	COLOMERS	COLLS DE PorrERA	
<u>VILA DE PorrERA</u>	PLANA DE PorrERA	MONTSANTS	COSTES VILA	COSTES DE FALSET	
ARBRES	QUINS	MORLANDA	DE LA VILELLA ALTA	ESPLANES	
AUBAGUES	RÀPITA	PARDELASSES	CREU ALTA	MASOS DE FALSET	
DE PorrERA	ROCALS	RODEDA	DEVESES	MORRANDES	
AUBAGUETS	ROQUES LLISES	PEREROLES	ERES	SENTIUS	
BOSC	ROSSECALL	PLANA CEGA	DE LA VILELLA ALTA	SOLSIDA DE FALSET	
COLL MAJOR-MAS	SANT MIQUEL	PLANES DE TORROJA	ESPILLAP	<u>SOLANES DEL MOLAR</u>	
DEL PorrERA	SECALL	PLANS	FONT	MAS DE L'ENGRACIA	
COMA DE PorrERA	SENTIUS	RABASSADA	DE LA VILELLA ALTA	MASVELLS	
COMA DEL GARROFER	SOLANA DE LES VIUDES	SALERES	GALERES	MATAVERES	
COMA D'EN ROMEU	SOLANES	SANOL	GRANGES	PLANASSOS DEL MOLAR	
COMA VIDALA	DE MAS D'EN PUBILL	SERRA	GUINARDERES	PLANES DEL MOLAR	
COMES DE PorrERA	SOLANES DE PorrERA	SOLANES	DE LA VILELLA ALTA	SOLANES DEL MOLAR	
COMETA	SOLANS DE PorrERA	<u>VILA DE TORROJA</u>	HORTES	PLA DEL XORRAC	
			LLOBATERES		

