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MERCOURI ESTATE NEWS

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1st Issue



Editorial

Creating a wonderful bottle of wine and writing an interesting newsletter don't immediately seem to be related. With the first you are trying to capture in a bottle the special characteristics of a grape variety, the notion of terroir and the vineyard's philosophy. This is a lasting statement. A newsletter is more ephemeral; it contains snapshots of continual effort in the scope of a vineyard. Both communicate and aim to serve through this communication human relationships. And both get judged in the end.

Have a good start!



Viticulture news

The 2013 harvest began on August 12th - a full 10 days earlier than the preceding year with the white varieties of Viognier, Albarino and Malvazia Aromatica first to be hand picked. Very good weather conditions, including acceptably high temperatures after mid-July, contributed to this early start date. At time of writing, the harvest of all the Estate's vineyards has been completed, including the vines of the late maturing red Roditis variety from the higher altitude vineyards of nearby Foloji and the slopes of Eghialia's mountains.

The combination of excellent growing conditions (ideal temperatures during winter, total absence of grape diseases, zero rainfall after June) with the pre-harvest grape characteristics (high acidities, phenolic richness) lead us to believe that the 2013 vintage will be a classic!

Market news

The economic crisis in Greece has given us an opportunity to increase our overseas exposure, as well as providing a better service and building closer relationships with our all our friends and customers. Underlying all our work is the belief in the high quality of our products.

These efforts have already started to bear fruit with the important recovery of our sales in the Greek market and a significant increase in our exports. Mercouri Estate has recently started exporting wines to Italy, Brazil and Austria. At the same time the vineyard is actively participating, together with other Greek vineyards, in various EU programs to promote

Greek wines throughout the world. A major focus of this work will be to promote Greek wines in the USA and Canada.

We are pleased to note that the 2009 vintage of "Mercouri Estate Cava" is sold out, while the same can be said for "Antares" 2008 and the first vinification of our rose wine "Lambadias" from vines of Agiorgitiko and Aygoustiatis varieties.

"Mercouri Estate Cava" 2010 vintage will be released in time for Christmas, while "Antares" 2010 has already replaced "Antares" 2008. "Lambadias" is already in the market with its second varietal composition of Grenache Rouge and Syrah.





Events at the Estate

Every year, the small chapel of Mercouri Estate, dedicated to the Holy Belt of the Mother of God (Timia Zoni tis Theotokou), plays host to a service of celebration on August 31st. Many people from Pyrgos and nearby villages attend this service of celebration, and after the liturgy coffee and soft drinks are served and good wishes for the harvest and the new vintage are exchanged.

We are expecting you for next year's celebration!

e-NEWS

Fans of social media can follow Mercouri Estate on both Facebook and Twitter, while our official website has more information about the history, the environment and the products of Mercouri Estate.

The latest addition to our Web presence is our profile on the world's biggest travel review site, TripAdvisor.



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