



# QUARA

BE FUN. HAVE SUCCESS.

BE THERE TO

# LLAUNCH

WHAT'S SURE TO BE A

# LLEGEND

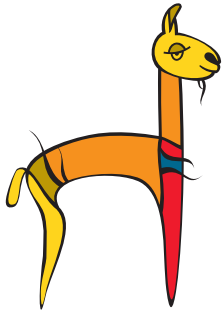
With a full line a of estate grown an bottles wines, Quara features popular favorites like Merlot, Cabernet Sauvignon and Chardonnay, as well as typical Argentine varieties like Malbec, Torrontes and Tannat. These are bold, expressive wines for those seeking the next thing now.



Learn more. Llog onto [avbrands.com](http://avbrands.com)

# QUARA

CAFAYATE VALLEY



**Quara** (kwä' ra) n. (Zool) member of the biological family 'camelidae' a domesticated South American type of llama used as a beast of burden by the Incas. Also, Quara: n. a fun and unique wine brand from Argentina that captures the history and terroir of Argentine winemaking and expresses it with a fresh new approach.

## THE LOCATION

QUARA wines are estate grown and bottled at the Lavaque family's winery in the Cafayate Valley. Cafayate Valley is located in the province of Salta—the northernmost wine-producing region in Argentina. The vineyards are situated on an eastern facing slope of the Andes Mountains at almost 6,000 feet above sea level. Wine production in this area dates back to the times of the Spanish Conquest and

the Lavaque estate is testament to this heritage as the winery is more than 200 years old. QUARA wines have a unique character that is distinctly Argentinean.

## THE PHILOSOPHY

"In Argentina we view wine the same way we do life. It should be full, inspired and distinctive. It's in our hearts to be impulsive and live for today. Yet in our heads, we strive to do this for many more tomorrows. Following in the footsteps of my great, great, great grandfather, I too put this kind of passion into our wines. Here's to all those like-minded souls who understand that the greatest accomplishment in life is one's ability to enjoy it."

*Francisco 'Pancho' Lavaque, 5th Generation Winemaker*

## THE WINES

**TORRONTES** (tor' on tez) n. a uniquely fragrant white with bold floral and tropical fruit aromas. Dry and crisp finish with a touch of oak for complexity. Originally a grape native to Spain, Torrontes has now become Argentina's flagship white.

100% Torrontes- Cafayate Valley

**MERLOT** (mer lo') n. A young fruity red with blueberry and herbal notes. The softest wine of the bunch. The exceptional Argentinean altitude, sunlight, and soil give the wine a unique character.

100% Merlot- Cafayate Valley

**MALBEC** (mä' bek') n. deep purple in color with rich berry and plum flavors. Good structure, balanced acidity and a long velvety finish. Malbec is the premier varietal of Argentina. The adaptation of this variety to Argentine soil has far surpassed the quality of Malbec found anywhere else in the world, including its motherland, France.

100% Malbec- Cafayate Valley

**CABERNET SAUVIGNON** (kab er na' so ven yon') n.

A lush red with blackberry and plum flavors. The aromas are brightened by the distinctively South American touch of mint. The Cabernet Sauvignon grapes, a variety that is more expressive when grown in Argentinean soil, are selected from the Lavaque Family's Estate vineyards in the Andes mountains at 6,000 feet above sea level.

100% Cabernet Sauvignon- Cafayate Valley

**TANNAT** (tä'n not') n. A round and balance red with bursts of black fruits complemented by sweet-spicy notes and a pleasant mocha character. A French grape originally used for blending in Bordeaux's; Tannat has made a distinctive statement when bottled as a single variety like has been done in South America.

100% Tannat- Cafayate Valley

**CHARDONNAY** (shär d nay) n. A well-structured white with aromas of banana and other tropical fruits. A touch of oak adds soft vanilla notes. Drastic swings in day and night time temperature allow for maximum ripeness and optimal sugar preservation, creating a fresh Chardonnay with great depth and character.

100% Chardonnay- Cafayate Valley

## THE RATINGS

Torrontes	2007	88 Best Buys Torrontes	The Wine Advocate: eRobertParker.com <sup>SM</sup> <b>THE WINE ADVOCATE</b>	December 07
Torrontes	2004	Best Value of the Year 2006	<b>Wine &amp; Spirits</b> "20th Annual Buying Guide"	Winter 06
Chardonnay	2005	Gold	Tasters Guild Consumers' Wine Judging	September 06
Malbec	2006	87 Best Buys Malbec	The Wine Advocate: eRobertParker.com <sup>SM</sup>	December 07
Malbec	2004	88	The Wine Report	Oct/Nov 06
Malbec	2004	Good Value/Best Buy	<b>Wine &amp; Spirits</b>	October-06
Malbec	2004	89	<b>Wine &amp; Spirits</b>	October-06
Tannat	2004	Critics Award	The Critics Challenge	May-06
Tannat	2004	Silver	Tasters Guild International Wine Judging	April-06
Merlot	2004	84	<b>WINE ENTHUSIAST</b>	November 15-05

