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FOR IMMEDIATE RELEASE

VINO DEL SOL LAUNCHES "MANOS NEGRAS" Exciting New Argentine Wines Focused on "Latitude Winemaking;" Interviews with Winemaker from Chicago Tribune and Wine Spectator

Vino del Sol, a leading U.S. importer of Argentine wines, is proud to announce the newest member of its "Best of Argentina[®]" portfolio: Manos Negras. Said Vino del Sol President Matt Hedges: "We are thrilled to be introducing Manos Negras. As the Argentine Wine Specialist[®], we seek to bring to the U.S. the most exciting representations of distinct Argentine *terroirs*. Manos Negras, with its stunning Altamira Malbec, Patagonian Pinot Noir, and San Juan Torrontés, certainly fits that bill. The initial market response has been outstanding." The U.S. launch of Manos Negras was marked by both Wine Spectator and the Chicago Tribune.

Manos Negras winemaker Jeff Mausbach in an [article](#) by **Wine Spectator**:

Jeff Mausbach is the newer kid on the block, so to speak. Mausbach did spend 13 years as the Wine Education Director for Bodega Catena Zapata, so he's not exactly wet behind the ears. But he did just decide to head out on his own and start his own label, called Manos Negras ("black hands")... Mausbach has teamed up with two New Zealand winemakers, Jason Mabbett and Duncan Killiner, for his project. "They came here for the same things I did—wives and wine," said Mausbach... "We're three ex-pats, as opposed to an Argentine family with generations of experience and our own vineyards," he continued. "So, the project is going to be different. I call it '**latitude winemaking**.' Rather than focus on one spot, or one varietal, we're moving north and south where you find great differences in soil and climate. That way we're finding specific vineyards and varietals that perform the best in different areas. This way we can really engage with Argentina as a winemaking country, rather than as a varietal-specific producer." To that end, Manos Negras is debuting with a 2009 Torrontés, sourced from a 65-year-old pergola trained vineyard in San Juan, along with a 2007 Malbec sourced from 50-year-old vines in the cool, Altamira section of southern Mendoza. A third wine, a 2008 Pinot Noir from Patagonia, joins the portfolio; it's sourced from 10-year-old Dijon clones (relatively rare in Argentina) planted on very fine-grained, red clay soil on the Neuquén side of Argentina's southern wine producing region. All three are slated to retail in the \$15 to \$17 range.

Manos Negras in the **Chicago Tribune** on what makes Argentina special:

"Argentina has a very diverse collection of wine-growing regions, from Patagonia in the south to Salta in the north, spreading some 1,800 miles along the Andean corridor," he noted. "Despite these huge swings in latitude, there is one constant: a unique combination of sunny, dry desert conditions with very cool day and night temperatures. If you think about it, this is a very unique character. Most sunny places are hot and most cool places don't have a lot of sunshine. I like to call this concept 'refrigerated sunshine.'... So, in a nutshell, Argentina has a very attractive style of wine that is a real reflection of its terroir, its growing conditions," he added. "This style of ripeness with freshness is what is taking the world market by storm, especially in the U.S." (Chicago Tribune, May 26, 2010).

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