



ALTOCEDRO

The Sustainability Story of Altocedro

HISTORY & FAMILY VALUES

In 1999, Karim Mussi was the first to see the potential of **La Consulta** in the Uco Valley. It was there that he bought a **100-year-old winery** and planted his first vineyard.

Altocedro, translated as the high cedars, is named for the cedar trees of Lebanon planted around the property **as an homage** to his ancestry. **Tradition & heritage** are important, today he and his sister pay tribute to their Lebanese culture by recreating their mother and grandmother's recipes at the winery.

La Consulta is considered one of the **5 Great Terroirs** of Argentina.

ESTATE-GROWN

Karim's belief is to create terroir driven wines and has based his winemaking on **3 fundamental pillars**: Innovation, **Terroir** Awareness, and Vineyard **Sustainability**. His philosophy is to pay respect to the land and nature to create wines that are **"Born and Raised"** in La Consulta.

100% Estate-grown fruit from old vines, many over 100 years old. Karim own a nursery supplying **new** vines and **original** pre phylloxera/ungrafted vines.



SUSTAINABLY-FARMED

Altocedro believes in using **minimally invasive** and **low intervention** in their vineyards and winemaking. Vine runners are used to replace missing plants thus keeping the integrity and original identity of the vine. **Vegan practices** are used and the wines are unfinned and unfiltered. For fertilization, **local compost, recycled pumice and biodiverse soils** are used. Pest control is done naturally using copper sulfite. The vineyards are maintained with manual weed control and **no plowing or tillage**. The vineyards use **100% wastewater cleaned by ozone or steam** for irrigation along with water from the Andes. The winery is **gravity-fed** with no pumps or pipes, into the concrete fermenters which require less cooling and heating during fermentation. All this makes the winery **green**, energy efficient with a **low environmental impact**.



COMMUNITY OUTREACH

Altocedro believes in **giving back to the community**. They work exclusively with local people and **prioritize buying from local producers**. Using mainly manual practices the winery is low emissions and **better for the environment and community**. They have instituted **permanent educational training opportunities** and have many rewards plans with different compensatory benefits. In addition to their standard safety controls and procedures they have been especially vigilant to be Covid compliant.

