



MONTCALM
WINE IMPORTERS, LTD



Argentina



WINERY	Familia Cassone
WINE	Finca La Florencia Malbec
COUNTRY	Argentina
REGION	Lujan de Cuyo, Mendoza
VARIETAL	100% Malbec
AGE OF VINEYARD	100 year old vines
LOCATION OF VINEYARDS	Lunlunta and Agrelo, Luján de Cuyo
VINIFICATION	Harvested by hand in small crates. Traditional vinification with cool maceration in stainless steel tanks.
AGING	Aged for 6 months in French (80%) and American (20%) oak barrels.
ALCOHOL CONTENT	14.5%
OENOLOGIST	Estela Perinetti & Federico Cassone

TASTING NOTES

La Florencia Malbec is a flavorful red that offers intense fruit aromas of blackberry and cassis and some floral notes. Upon tasting, delicious flavors of blackcurrant, plum, dried herbs and raspberry are revealed, continuing onto the palate with a smooth, dry finish. A round red with medium body which will match perfectly with any meat dishes.

ABOUT THE WINERY

The Cassone family first arrived in Argentina from Piedmont right after World War I. Entrepreneur Roberto Cassone started making wine in the 1950s in very small quantities and passed down his knowledge and enthusiasm for wine to his son and current owner, Eduardo Cassone. In 1998 Eduardo, together with his wife Florencia and their three sons, built a small winery in Mendoza with which they could fully exploit the old family vineyards.

The majority of the vineyards are 90+ years old and are located in the prime Drummond area of Luján de Cuyo in Southwest Mendoza, with elevations ranging from 3,200 to 3,600 ft above sea level. Growing conditions are ideal with hot and dry summers, low rainfall and limited presence of pest and bacteria, so that the vines are naturally organic. The wines are fermented in their high-tech winery before ageing in French and American oak barrels. These are wonderful wines that marry modern freshness of fruit with structure and complexity.

www.familiacassone.com.ar