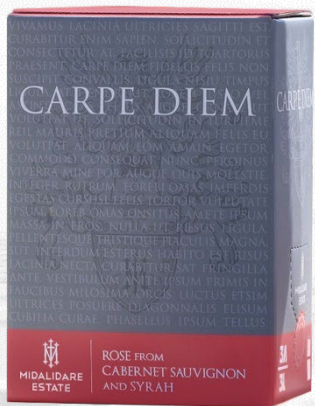




MIDALIDARE
ESTATE

*Carpe Diem
Rose Cabernet
Sauvignon &
Syrah Bag-in-
Box 2019
Terroir*



Carpe Diem is Midalidare's brand for friends, for fun, for everyday moments in life. The brand consists of red, rose, and white wine, all of them blended of several varieties. Carpe Diem wines are young, vibrant, and expressive. They are suitable for every taste, every moment and are excellent paired with variety of dishes. With Carpe Diem wines, emotions come to life in the enjoyment of the present.

Terroir: Cabernet Sauvignon vines are planted on the eastern part of **Karaliets vineyard**, and Syrah vines are planted on the eastern parts of **Dabovets vineyard** and north part of **Shipkata vineyard** at average altitude 290-390 metres above sea level and 10% slope. Vines on both vineyards are with south exposure. The terroir characteristics are: average (Karaliets), high (Dabovets) and low (Shipkata) altitude; big temperature amplitude; mild winter, hot summer; optimal proportion of sunshine and rainfall; average to low sandy and clayey soils (Karaliets), clayey soils with high presence of iron oxides (Dabovets) and alluvial soils with high presence of limestone (Shipkata).

The combination of soils that guarantees the right vigour, marked temperature range, perfect exposure, and carefully considered advanced viticulture ensure the development of great aromatic complexes and thus perfect characteristics of the wines.

Viticulture: Vines are of French origin, at average age of 13 years for Cabernet Sauvignon and Syrah from Dabovets and 7 years for Syrah from Shipkata. The forming is double vertical shoot positioning (VSP or double guyot). Regulation of production is twofold - the first operation is always done when the height of the shoots is 15-20 cm. Only one shoot per bud is left. This creates spaces suitable for the growth of the shoots, more air circulation. The second regulation is made when the bunches start to change colour, in the veraison period. The evaluation is done carefully every year. Excess and low-quality bunches are eliminated in order to obtain a correct plant production. Leaf mass regulation is made on Syrah vines three times during the growing period.

Karaliets vineyard: Karaliets vineyard is situated in the east of the Mogilovo village territory, near the second eastern winery of Midalidare. Its size is 60 hectares. The soils are average to low sandy and clayey and alluvial in the southern area. The vines are planted entirely with southerly exposure. **Merlot** and Cabernet Sauvignon are the varieties planted on Karaliets.

Shipkata vineyard: Shipkata vineyard is located in the east of Mogilovo. This is the plot with the lowest altitude, situated in a 44 hectares area in the very heart of the valley. The soils of Shipkata vineyard are of alluvial origin and are characterized by presence of clay and slime, with a high content of carbonates. Shipkata vineyard is situated on hilly terrain with 10% slope. The average altitude is 290-310 metres above sea level. The specific features and the advanced viticulture are what makes Shipkata vineyard superb terroir. Syrah, Petit Verdot, **Sauvignon Blanc**, **Chardonnay** and Viognier are grown on the vineyard.

Dabovets vineyard: Dabovets vineyard is the pride of Midalidare estate. Situated northeasterly over the smaller eastern winery, the vineyard illuminates the view with its specific red clayey soils. After a long period and application of compulsory requirements and practices, in 2018 the vineyard was officially certified for a production of organic grapes.

The soils are characterized by a high content of clay with specific red color. In pedology some soils are defined as red earth, with an accentuated presence of clayey fraction. Red colour indicates variety of iron oxides. The iron oxides differ in colour and may change the shade of the soil according to their conditions. It is therefore possible to determine the degree of soil drainage with a certain approximation. Compared to typical clayey soils, red soils have excellent drainage characteristics. The colour of Dabovets vineyard is red-brown and is particularly suitable for the production of wine.

Terroir of Dabovets is extremely suitable for reds Syrah, Malbec, Cabernet Franc, Pinot Noir and **Mourvedre** and white Chardonnay.