



MIDALIDARE  
ESTATE

*Carpe Diem*  
*White Magnum*  
*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:** The vines are planted on the eastern hills on [Shipkata vineyard](#) and on the northern plots of [Prisovete vineyard](#), at average altitude 290-350 metres above sea level and 10% slope. The soils are of alluvial origin and are characterized by presence of clay and slime, with a high content of carbonates. These soils have the ability to retain water and make carbonates available to the plants.

The plantation is designed and planted with East-West exposure and enjoy northern air currents from the wide valleys. Constant presence of light wind balances humidity and prevents accumulation of too much moisture; more marked temperature excursions, above all, from the veraison phase. This last aspect is essential to guarantee the strong aromaticity of the wines.

The combination of clay soil 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:** The plants are from French and Italian origin with average age of 12 years. The forming is single vertical shoot positioning (VSP or single guyot), the density is 5000 plants per hectare. The yield is controlled at 9-10 ton/ha. Regulation of production, e.g., green pruning is made 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. No second regulation is made since the aromatic white varieties and especially Sauvignon Blanc need more leaf mass in order to obtain and concentrate aroma. Also, important viticultural practice is de-leafing the vines on the non-sun exposed side in the afternoons and stimulate formation of leaf mass on the sun-exposed side.

**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 soil composition is extremely suitable for the white grape varieties, in particular for the more aromatic varieties like [Sauvignon Blanc](#), [Chardonnay](#), Viognier. These soils have the ability to retain water and make carbonates available to the plants. And the carbonates are responsible for the mineral notes of the wine.

The geographical position of Shipkata vineyard is unique among all the Midalidare plantation. Northern air currents always give a temperature difference of 2-3 degrees centigrade less. The vines start growing always later than the same varieties in other plots. This fact gives multiple advantages. The design of Shipkata vineyard was made with a view to the types of wine Midalidare envisages to produce: a good body with strong aroma. So, the choice of planting the vines is not random. In fact, the East-West orientation is able to protect the bunches from the strong radiation of the afternoon summer sun, without altering - due to direct exposure to the sun - the aromatic complexes concentrated in the skin of the grapes. The specific features and the advanced viticulture are what makes Shipkata vineyard superb terroir for the white varieties of Midalidare.

**Prisovete vineyard:** Prisovete vineyard bears the name of the area in which it is located. The vineyard is the only one located on the north of Midalidare wineries. A hilly terrain on 330-350 metres above sea level consists of numerous scattered plantations on total 40 ha. Each individual plot has a different exposure and soil content and thus gives an advantage of individualizing the vineyards and comply with the respective requirements of each variety.

In the north area of Prisovete are planted Sauvignon Blanc, Traminer, Semillon and Pinot Gris. Chardonnay and Riesling are grown on the north-east. The Chardonnay used to produce the Midalidare sparkling wines is also grown on Prisovete.