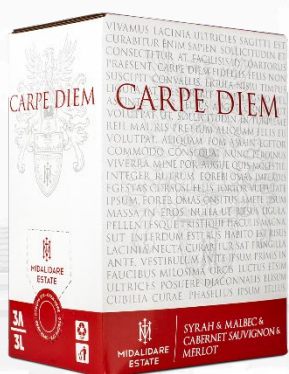




**MIDALIDARE
ESTATE**

Carpe Diem Red, Bag-in-Box



Chemical Analysis:
Alcohol content: 14.5% vol.
Total acidity: 6.45 g/l
Residual sugar: 3.6 g/l
pH: 3.4

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 a variety of dishes. With Carpe Diem wines, emotions come to life in the enjoyment of the present.

Appellation and origin: Red wine, blend of Merlot & Cabernet Sauvignon & Syrah & Malbec "Carpe Diem" from Bulgaria, PGI Thracian Lowlands, Mogilovo. Midalidare estate grown and bottled: **Karaliets vineyard**, **Shipkata vineyard** and **Dabovets vineyard** (Bio certified).

Grape variety: 60% **Merlot** from Karaliets, 20% Syrah from Shipkata, 10% Cabernet Sauvignon from Karaliets & 10% Malbec from Dabovets.

Terroir: The vines are planted on the southern hills of Karaliets, Shipkata and organic certified Dabovets vineyards, at average altitude 290-360 metres above sea level and 6%-10% slope. The soils are alluvial, average to low sandy, with a high content of clay on Karaliets, alluvial with high presence of limestone on Shipkata and red clay with high presence of iron oxides on Dabovets. The unique microclimate of Mogilovo area is characterized by great temperature amplitudes, northern air currents from the wide valleys, mild winter, hot summer and optimal proportion of sunshine and rainfall.

Viticulture: Vines are of French origin, at average age of 15 years. The orientation of rows is East-West, with southern exposure. 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. The second regulation is made when the bunches start to change colour, in the veraison period. Water balance is controlled daily.

Harvest: The harvest for Carpe Diem Red takes place in the early morning, at the end of September for Merlot, in mid-October for Syrah, in the second half of October for Cabernet Sauvignon and at the end of October for Malbec. Manually harvested grapes are carried out with 10-12 kg boxes.

Winemaking notes: The varieties undergoes separated winemaking, and their proportion in the blend may vary depending on the vintage. After 24-hour cooling the grapes are carefully double sorted by hand. At first the whole clusters are sorted and after being destemmed, the second sorting of the grapes is carried out. The fine selection of grapes is sent by gravity to stainless fermenters whose shape resemble an open wooden vat, specially designed by Midalidare. There, at controlled temperature, cold soak takes place in order to obtain maximum coloring substance and fruity flavor from the skin. Gentle warming preceded the yeasts introduction and slow fermentation at controlled temperature. A post maceration is carried out. Then the wine is drained from the fermenters and part of the blend is fed for ageing into 225-litres French oak barrels (barrique). Malolactic fermentation takes place under controlled temperature. Carpe Diem Red is partially aged for 6 to 10 months. Rough filtration and blending complete the process.

Tasting notes: The wine has a dense ruby red colour with violet hints. Aromas of ripe cherries, plums, blueberries, whit spicy notes and cocoa and smoky tones. **Carpe Diem Red** reveals velvet body, soft tannins, and perfect fruity taste with spicy aftertaste.

Serving suggestions: Carpe Diem Red is perfect match for roasted goat, steak & potatoes, beef stew. Serve at 16-18°C, in **Cabernet/Merlot** or Bordeaux glass (tall stem, larger bowl, wide rim) or regular Red wine glass.

Storage and maturity: Cool and dark place, at temperature 12-15°C. Mature; could benefit from further ageing. Keep up to 2-4 years.