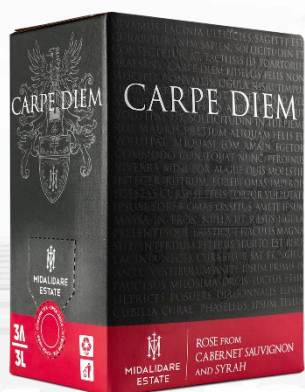




MIDALIDARE
ESTATE

Carpe Diem

Rose, Bag-in-
Box 3 L



Chemical Analysis:
Alcohol content: 13 % vol.
Total acidity: 6.62 g/l
Residual sugar: 1.2 g/l
pH: 3.19

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: Wine Rose from Cabernet Sauvignon and Syrah from Bulgaria, PGI Thracian Lowlands, Mogilovo. Midalidare estate grown and bottled: Karaliets, Dabovets (Bio certified) and Shipkata vineyards.

Grape variety: Blend of 60% Cabernet Sauvignon from Karaliets & 40% Syrah from Dabovets and Shipkata.

Terroir: The vines are planted on the eastern part of Karaliets and Dabovets and on the north part of Shipkata, at average altitude 290-390 metres above sea level and 10% slope. Both varieties are on southern exposure. The soils are average to low sandy and clayey on Karaliets, red clay with high presence of iron oxides on Dabovets and alluvial with high presence of limestone on Shipkata. The unique microclimate of Mogilovo area is characterized by great temperature amplitudes, mild winter, hot summer and optimal proportion of sunshine and rainfall.

Viticulture: Vines are of French origin, at average age of 16 years for Cabernet and 10 years for Syrah. 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 color, in the veraison period. Leaf mass regulation is made on Syrah vines three times during the growing period.

Harvest: The harvest begins a bit earlier comparing the one of the same grape varieties for red wine. Grapes are hand-picked in the early morning and carried out in 10-12 kg boxes.

Winemaking notes: After 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 for gentle pressing. A cold soak for 24 to 48 hours takes place in order to allow aromas from the skin to penetrate the grape juice. The grapes are then strained and delicately pressed into stainless-steel tank with a capacity of 500 to 5000 litres. Clarification for a few days preceded the yeasts' introduction and slow fermentation for about two weeks at controlled temperature. Upon finishing the fermentation, the wine is cooled and kept on the lees for 30-50 days, batonnage (stirring) is carried out if necessary. Filtration, clarification and blending complete the winemaking process.

Tasting notes: Fascinating light pink color with fine grey shades. Delicate aroma of berries, strawberry leaf, and lemon. The taste is perfectly balanced, dominated by strawberry and grapefruit. Carpe Diem Rose is a light, fresh and harmonious wine, long and mineral finish.

Serving suggestions: Excellent as an aperitif. Pairs lovely with fish, seafood, white meat, lean red meats, spicy food. Perfect match for duck Confit, shrimp Fajitas, grilled salmon. Serve at 9-13°C in Flared Lip Rose glass (tall stem, flared rim) or regular White wine glass.

Storage and maturity: Cool and dark place, at temperature 8-12°C. Mature; keep up to two years.