

MIDALIDARE



MIDALIDARE ESTATE

Midalidare is more than just an estate. It is a dream came true. A dream built on the philosophy of synergy between men and nature. Hard work, endurance, respect and great passion are the heart of Midalidare.

We are a leading company in wine industry in Bulgaria and apprised traditional method sparkling wine producer. Modern expression of time-honored winemaking is what makes our wines unique. Wines of tradition and innovation, know-how and state of art technology, attractive character, and exceptional style.

Corporate Values



Innovation

The credo of the company is the process of motion. Elaboration, innovations, investments and development are what make a company successful.



Great eye for every detail is involved combined with permanent quality control. Year after year, harvest after harvest, a reputation of high-quality wines is built.





People

Passion is for people and people is the driving force of Midalidare. Harvest by harvest the team builds up experience and confidence.

Sustainability

Midalidare work is subject to humanity, recycling and environment care. Growing in harmony with natural and social environment is of great value.



Mission

Midalidare is a company devoted to its mission: to create the highest quality wines made in the best possible way in accordance with its resources and to what nature has to offer. Natural gifts are combined with dedicated work within the long process of creating incredible wines. Year after year, harvest after harvest, a reputation of high-quality wines is built.

Midalidare does not only create wines, but passion and desire to transform unique natural's gifts into a masterpiece! High standards require dedication and aspiration, and values determine the appearance of the company.

Tradition, ethics and respect are the backbone of a sustainable company. A company should be led by stated goals, solid mission and clear vision. A company should be responsible and consistent, viral and developing. Midalidare Estate is sustainable, teamwork driven company looking forward to the future of winemaking.

<u>Business model</u>

From vineyards to the market: our operations cover the entire production and supply chain, guaranteeing the high-quality of our wines.



Vineyards



Winemaking



Supply chain



Distribution

<u>Origins</u>

The combination of climate and soil conditions in Mogilovo is remarkable. What makes the region and the terroir unique is the big temperature amplitude: up to 20°C.

The altitude of vineyards from 290 to 390 meters above sea level. The climate is characterized with mild winter and warm summer. The vines are benefited from more than 2800 hours of sunshine per year and more than 100 clear days per year.

The ground is highly heterogeneous due to the difference in the soil forming rocks in the separate zones of the area. The diversity of cinnamon forest soils and alluvial soils, limestone, sandy and clay rows and the magnificent red clay of Dabovets vineyard are a further prerequisite for the wine variety in the estate of Midalidare.



Dabovets
Organic certified, 15.4 ha



Shipkata 44 ha



Karaliets 60 ha



Prisovete 40 ha

<u>Origins</u>

A detailed study of the climate and soil composition of the land precedes the planting and cultivation of the vines. The varieties presented are the ones suitable for the terroir, and whose development has been carefully monitored over the years, Each variety has a carefully chosen branch and grapevine rootstock and the overall management of the vineyards is directed towards extraction of the best of the land in Midalidare.

The red varieties in Midalidare are presented by Cabernet Sauvignon, Cabernet Franc, Syrah, Malbec, Merlot, Pinot Noir, Mourvedre, Petit Verdot and Pinot Meunier. The whites are Chardonnay, Sauvignon Blanc, Pinot Gris, Riesling, Traminer, Semillon and Viognier.



Midalidare in a nutshell

159,4 ha plantation

- 1 organic certified vineyard

3 production facilities

- 1 partly underground facility for traditional sparkling winemaking
 - 2 facilities for still wines

Estate grown and bottled wines

- Capacity of 500 000 bottles
- 4 types of wines sparkling, dry white, dry rose, dry red
 - Price range –entry to premium wines

Highly renowned wine brand

- ▼ Top 5 Bulgarian wine producers
- Best Bulgarian sparkling wine producer

Wine brands with outstanding reputation

Midalidare Sparkling Wines

- The Tony Jordan Rising Star Trophy 2019 & Chairman's Trophy 2020
 - World Champion Blanc de Blancs 2020
 - Mational Champion 2019, 2020, 2021, 2022
 - Best in Class Bulgarian Magnum 2019, 2020, 2021
- Best in Class Bulgarian Blanc de Blancs 2019, 2020, 2021,2022
 - ₱ 7 gold & 15 silver medals
 - Best Bulgarian wine 2019
 - Best Bulgarian Sparkling wine 2019, 2022



Wine brands with outstanding reputation



Grand Vintage Syrah

- **13 Gold medals 2009 2018**
- ₱ 8 Silver medals 2009 2018

Grand Vintage Malbec

- 3 Gold medals 2009 2018
- 3 Silver medals 2009 2018

Grand Vintage Cabernet Franc

- **3 Gold medals 2009 2016**
- 3 Silver medals 2009 2016

<u>Timeline</u>







2003-2004

Plantation of the vines

2009

First winery opening First vintage production

2010

First vintage presented on the market

<u>Timeline</u>







2011

Second winery opening

2014

Sparkling wines first tirage

2018

Organic certification Dabovets vineyard

<u>Timeline</u>







2019

Midalidare Sparkling
Accolades CSWWC
The Tony Jordan Rising Star
Trophy

2020

10 Years on the market Planting a new vineyard 2020

World champion Blanc de Blancs CSWWC

Timeline







2021

3rd starry year in a row for Midalidare Sparkling brand 2022

Sparkling winery and wine tour Grand opening

2022

Most successful year for Midalidare sparkling brand at CSWWC 2022

Sparkling wines regular











Midalidare Reserve Brut NV

Midalidare Premier Extra Brut NV

Midalidare Deluxe Brut NV

Midalidare Rose Extra Brut NV

Midalidare Blanc de Blancs Brut NV

Sparkling wines in Magnum











Midalidare Reserve Brut NV Magnum

Midalidare Premier Extra Brut NV Magnum

Midalidare Deluxe Brut NV Magnum

Midalidare Rose Extra Brut NV Magnum

Midalidare Blanc de Blancs Brut NV Magnum

Premium & Limited Reds











Midalidare Reserve

Midalidare Multivintage

Winemaker's Choice Syrah

Grande Cuvee Regular & Magnum

Rock'NRolla *Regular & Magnum*

Premium & Limited Whites



Calista Chardonnay



Winemaker's Choice Sauvignon Blanc



Premium Selection Sauvignon Blanc



Midalidare Viognier

Grand Vintage



Grand Vintage Malbec *Regular & Magnum*



Grand Vintage Syrah Regular & Magnum



Grand Vintage Cabernet Franc *Regular & Magnum*

Single Brand Reds



Nota Bene Merlot & Malbec & Syrah Regular & Half



Mogilovo Village Cabernet & Merlot & Petit Verdot

Midalidare Reds



Franc *Regular & Half*



Midalidare Merlot & Cabernet Midalidare Cabernet Sauvignon & Petit Verdot Regular & Half

2023

Midalidare Whites



Midalidare Pinot Gris



Midalidare Sauvignon Blanc & Semillon



Midalidare Riesling



Midalidare Traminer

Rose de Mourvedre



Rose de Mourvedre Singe Barrel



Rose de Mourvedre

Single Brands Whites & Rose



Synergy Sauvignon Blanc & Pinot Gris



SeeS Rose Cabernet Sauvignon & Cabernet Franc



Silver Angel Sauvignon Blanc *Regular & Half*

Angel's Share



Angel's Share Syrah Regular & Half



Angel's Share Chardonnay Regular & Half

Carpe Diem: Half, Regular, Magnum, Bag-in-Box



Carpe Diem Red



Carpe Diem Rose



Carpe Diem White

42/25



VINAVISEN







42/25 Chardonnay & Viognier & Sauvignon Blanc

42/25 Sauvignon Blanc

42/25 Rose Syrah

ESTATE

42/25 Merlot

42/25 Syrah & Cabernet Sauvignon

Sustainability

Sustainable agriculture

- Separate organic composting
- Organic certified vineyards, 15.4 ha
- Energy saving equipment for treatment and harvesting
 - Water management at the vineyards

Sustainable winemaking

- Recycling base at the winery
- Reuse or recycling of wood materials
- Energy saving equipment for primary winemaking
 - Microbiological treatment plant

Innovation & Research

Strategic programs

- Grapevine health in production
 - Grape and wine quality

- "Lien de la Vigne" membership
- Frost fan minimizing the spring frost hazard
- - Hi-tech systems and equipment for harvesting
 - Hi-tech systems and equipment for primary winemaking
 - Quality control
 - Microbiological research
 - State-of-the-art wine production

Accommodation



Midalidare Hotel & Spa



Midalidare Gastro Pub



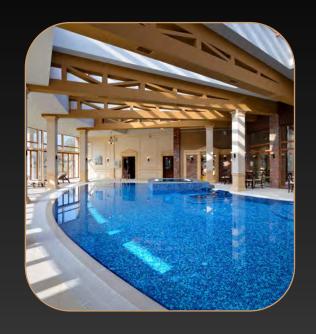
Estate Guest House



Mogilovo Dam Chalets

MIDALIDARE ESTATE

Relax & Amusement









SPA Centre

Sports Centre

Gastro Pub

Mogilovo Dam

Wine tour "The road of the Wine"



Library of varieties



Winemaking



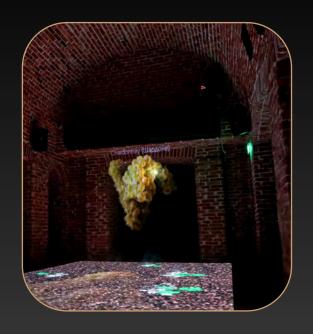
Wine museum



Wine tasting

Corporate presentation MIDALIDARE ESTATE 2023

Wine tour "The road of the Sparkling Wine"









Interactive presentation of sparkling winemaking

Remuage

Exciting video

Dome screen room

Wine tasting

2023

Social activity

Cultural events









International 3D Street painting festival

Midalidare Rock In The Wine Valley

Wine and Book

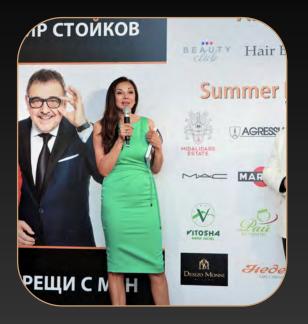
Live music events

Social activity

Charity and social responsibility









Let's clean Bulgaria together

Charity "Christmas Eve for the Opera"

Support Book presentation

Let's build a new home for the bear Rosa





MIDALIDARE ESTATE

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