Refresh Wineries
Refreshing Wines from Slovenia
THE BEST THINGS IN LIFE SHOULD BE SHARED WITH OTHERS
WELCOME TO THE
PUKLAVEC FAMILY

• Our wines are best described as fresh, fruity and accessible to all
• The same can be said of our family business
• We want as many people as possible to experience and enjoy our wines
• After all, you don’t keep the good things in life to yourself, you share them with others
MARTIN AND VLADIMIR

- Winemaking has been a Puklavec family tradition since 1934

- In the 1930s Martin Puklavec was appointed secretary of the wine farmers’ cooperative in Ljutomer-Ormož

- Thanks to his innovative leadership, Martin Puklavec has played a significant role in seeing the area become one of the greatest, and yet largely undiscovered, wine regions in the world

- In 2009, history repeated itself when a Puklavec once again took over the reins of the company

- Together with his family and the wine farmers’ cooperative, Vladimir Puklavec is determined to fulfill his father’s vision - to make the very best wine possible
SLOVENIA
WINE COUNTRY

- Slovenia, with its spectacular forests and mountains, is located in Central Europe and is bordered by Austria, Italy, Croatia, Hungary and the Adriatic Sea
- More than 2,400 years of winemaking
- Climate is a mix between Mediterranean, Alpine and Continental
- 21,000 ha. vineyards
- 1 million hl of wine is produced every year
- Slovenia is part of the EU since 2004. The local currency is Euro
THE SLOVENIAN WINE REGIONS

- Three different wine regions with fourteen recognized sub regions

- The wine-growing region of Podravje is subdivided into two wine-growing districts, from which the district of Štajerska is the largest in Slovenia
THE JERUZALEM-ORMOŽ REGION

- Winemaking has been around this north-eastern segment of Slovenia long before the Romans arrived.
- Legend has it that crusaders on their way to the holy land stopped on one of the most beautiful hills in the area to rest.
- Here they were met by hospitable locals, where they drank divine wine and decided never to leave.
- They named this village Jeruzalem.
- To this day it remains one of the most striking places with one of the most spectacular views over the surrounding vineyards.
PERFECT CONDITIONS

- p&f wineries devotes a total of 1,100 hectares to growing grapes, 650 of which it owns

- The vineyards are at an altitude of 250-350 meters, scattered over a number of hills

- The coordinates of our region are at the same height as the Bourgogne region in France and at a comparable latitude to New Zealand

- Thanks to the favourable climate, excellent soil and our unceasing passion, we are able to produce truly distinctive wines, with an unmistakable fruity taste

- More than half our vines are grown on steep, terraced slopes. Therefore all our grapes are harvested by hand, a process we cherish

- The local Furmint, a relatively rare grape, is the pride of our region. It has an exceptional taste thanks to its apple and pear aroma, and mouth-watering, fresh acidity
Macedonia

• Known for its characteristically cool climate, the Ljutomer-Ormož region is best suited to producing fresh, fruity white wines.

• In order to produce full-bodied red wine, we searched for another region to grow red grape varieties.

• We found the perfect spot in the sunny hills of Negotino in Macedonia.

• On our vineyards we grow Merlot, Cabernet Sauvignon and the local Vranec grapes.

• The climate of warm, dry summers and relatively cold winters create the perfect conditions for our reds.

• The area’s geological profile of light, sandy soils — with their high content of limestone, calcium and iron — contributes to the spicy, tempered taste and rich colour of our red wines.
Our archive holds wines over half a century old. The archive selection is a result of 11 different winemakers since 1956. Only the best wines are archived, most of them from special harvests. Cellar access is available through a single masterkey. All wines are analysed, tasted and approved. All wines are available through www.archivewines.com.
THE QUALITY OF OUR WINE

• We do everything we can to retain the natural aroma of our grapes, making our wines as pure, as possible

• Equipped with the latest technologies, we process the grapes with almost no oxygen and ferment them at a low temperature

• The result is that our wines retain much of their antioxidants, which play a key role in the quality and the typical taste of our wine

• In addition to our oxygen-free bottling line, we have also recently built a new fermentation hall for our premium grapes, fully renovated with state-of-the-art wine presses

• Most of the production processes take place in our exceptional seven-story cylindrical cellar in Ormož. The design of the cellar makes use of gravity to move and store seven million litres of wine every year

bottling line has a capacity of 5,000 bottles an hour

The nursery now has 240,000 plants
OUR OWN NURSERY

• We are one of the few wineries to have our own nursery

• To achieve exceptional standards, we believe it is paramount to start at the very beginning

• We work closely with the Agricultural Institute of Slovenia and produce 240,000 new vines every year in the nursery
IN THE PRESS

“This is a Sauvignon to make your mouth water”
*Jancis Robinson, UK wine writer*

“I suggest to try the blends of Sauvignon Blanc/ Furmint and Sauvignon Blanc/ Pinot Grigio, with these blends puklavec & friends will make friends”
*Harold Hamersma, famous Dutch Wine author*

“Slovenia has a world class sauvignon. Within the bottle is a hand-picked unoaked squeaky clean sauvignon with oodles of steely sparky stone-fruit flavours”
*London Times*

“A remarkable newcomer”.
*Wein+Markt, important B2B Magazine Germany*

“Try Tesco’s finest* Slovenian Sauvignon Blanc Furmint, which adds a gorgeous aromatic lift to an attractively citrusy sauvignon base. It’s one of the most delicious and original whites I’ve tasted this year”
*Fiona Beckett, The Guardian Magazine*

“...the quality delivered is unequalled in it's price category”
*Cuno van’t Hoff, Wijnalmanak*
AND NOW... THE MOST IMPORTANT THING OF ALL

Invite your friends and family around, open a bottle and enjoy it together.