

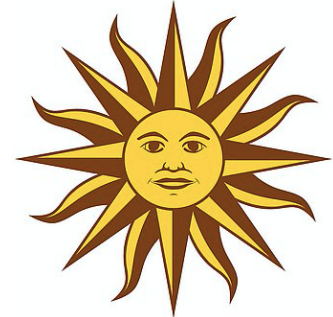
# The Wines of Uruguay

## Tannat and Beyond



Enhancing Spirits & Wine Education worldwide!

**Lucia Volk, PhD & CWE**  
**August 14, 2019**



# *Thank You and Welcome To:*

- Martín López and Martina Litta of I.NA.VI = Uruguay's National Institute for Viti- and Viniculture (1987)



- Pía Carrau, Paula Pivel, Cristina Santoro, Kathi Weisbecker, Gonzalo García, Francisco Pizzorno, and Julio Tealdi

# Why talk about Uruguay?

- 2<sup>nd</sup> smallest country in Latin America, ~the size of WA State
- 3.4 million citizens
- 85% of its land is dedicated to agriculture





Because everybody else is talking about it...



***Wine & Spirits, June 2019***  
***Forbes, February & April 2019***  
***The Drinks Business, February 2019***  
***The World of Fine Wine, February 2019***  
***New York Times "Frugal Traveler," January 2019***



## BIBENDUM TOP WINE TRENDS FOR 2019

21st November, 2018 by La Fede

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### 2. Diversity of the Americas



Planet earth with some clouds. America's view.

"There's great excitement in the Americas beyond Chile, Argentina and the US. In the south, Uruguay seems to be the answer to 'what's next?', with wines from the country found on 39% of premium wine lists. The strength of this trend is diversity: it's not just Tannat, the country's hero variety, but whites, other reds, sparkling and dessert wines feature as well.

"Heading to North America, we turn our attention to Canada. Renowned for its Icewine production, 30% of premium lists now also feature still red wines from the country. These command premium prices, starting from £60 a bottle, fitting in with the current consumer trend of premiumisation."

# Increasing Global Recognition

LA CALIDAD DE NUESTROS VINOS  
SE SIGUE PREMIANDO INTERNACIONALMENTE

14 MEDALLAS EN VINALIES INTERNACIONALES 2016



14 VINOS URUGUAYOS FUERON PREMIADOS  
CON 5 MEDALLAS DE ORO Y 9 DE PLATA



# Fun Facts about Uruguay



- won 1930 & 1950 Soccer World Cups
- no hill in the country is over 1,686 ft. (514m)
- relies on 95% renewable energy sources
- outlawed smoking in public in 2006
- legalized recreational cannabis and same sex marriage in 2013
- cattle: people = 4:1

- Uruguayan beef is entirely grass-fed, pasture-raised, hormone-free (since 1968) and traceable via computer chip (since 2001)





# What works for beef, works for wine:

**URUGUAY WILL BE  
THE FIRST COUNTRY  
IN THE WORLD THAT  
WILL HAVE TOTAL  
TRACEABILITY OF ITS  
PRODUCTION IN 2019.**

This will guarantee the quality of the entire national production anywhere in the world.



- President José Mujica (2010-2015)  
“the world’s humblest head of state”



... here shown enjoying a cup of mate tea.



# Underrated Uruguay

“Uruguay is an underrated destination. It’s a very laid-back place, the people are really nice, the beaches are incredible, and there’s great food.”

Anthony Bourdain.  
National Geographic  
May 2015



# We will cover:

- 1) History of Uruguay's Wine Industry & People
- 2) Geography, Climate, Soil & Numbers
- 3) Grapes of Uruguay: Tannat and Beyond
- 4) Tasting the Diversity that is Uruguay





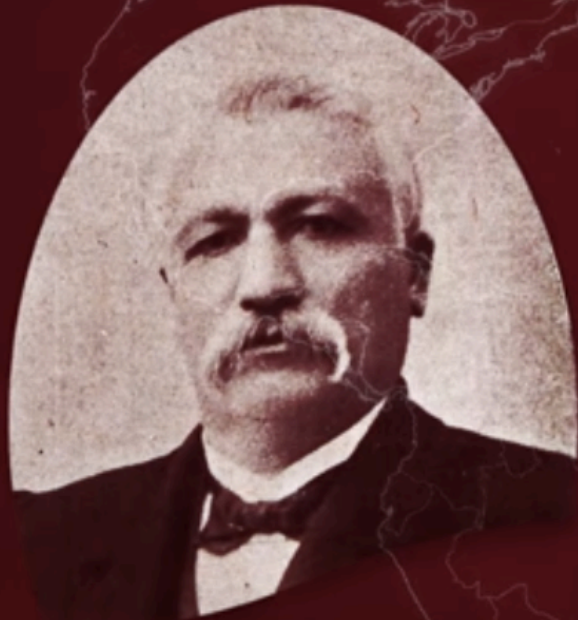
# 1) Uruguay's Wine History

- Don Pascual Harriague (1819–1894) came to Montevideo from Basque Country in 1838
- Settled in Salto in 1840, planted his first vineyard in 1870 and bottled his first “Harriague” (aka Tannat) wine in 1876
- Won a Silver Medal for his wine at the Barcelona World Exhibition, 1888



# April is Tannat Month in Uruguay!

¡Celebremos el mes del Tannat!



Pascual Harriagu

URUGUAY

April 14 is  
Tannat Day!

# More History

- 1920s-50s: Golden Era of Uruguay
  - Supplied wool, leather, beef, and loans to US, UK, France during WWI + II
  - 1929: arrival of Catalan Juan Carrau Sust
  - 1930s Montevideo one of the trendiest cities in the world
  - by 1950s: 47,000 acres under vine, mostly *labrusca* varieties
- 1950s-1990s: Uruguay's total vineyard area shrinks by half to 22,250 acres



# More Wine History

- 1970s: Denis Boubais confirms that the “Harriague grape” is indeed Tannat
- 1980s: “reconversion” = government-assisted replanting for quality
  - new rootstock + virus-free plant material from France
  - more *vinifera*
  - better vineyard sites
  - lowering of yields

# Some More Wine History

- 1990s: MERCOSUR trading block requires Uruguay to change its wine strategy to stay competitive with Chile & Argentina
  - > increase premium wine production
  - > reduce production of bulk wines
  - > employ foreign consultants
- 2000s: Expansion of Wine Tourism via *Los Caminos del Vino*



## Uruguay's international consultants include:

- Hans Vinding-Diers → Pisano
- Paul Hobbs → Familia Deicas
- Alberto Antonini → Garzón
- Michel Rolland → Narbona
- Duncan Killiner → Alto de la Ballena, Pizzorno





# Uruguay's Game Changers\*



Dr. Francisco  
Carrau



Dr. Reinaldo  
de Lucca



Fernando  
Deicas



Daniel  
Pisano

\*according to Evan Goldstein, *The Wines of South America: The Essential Guide*

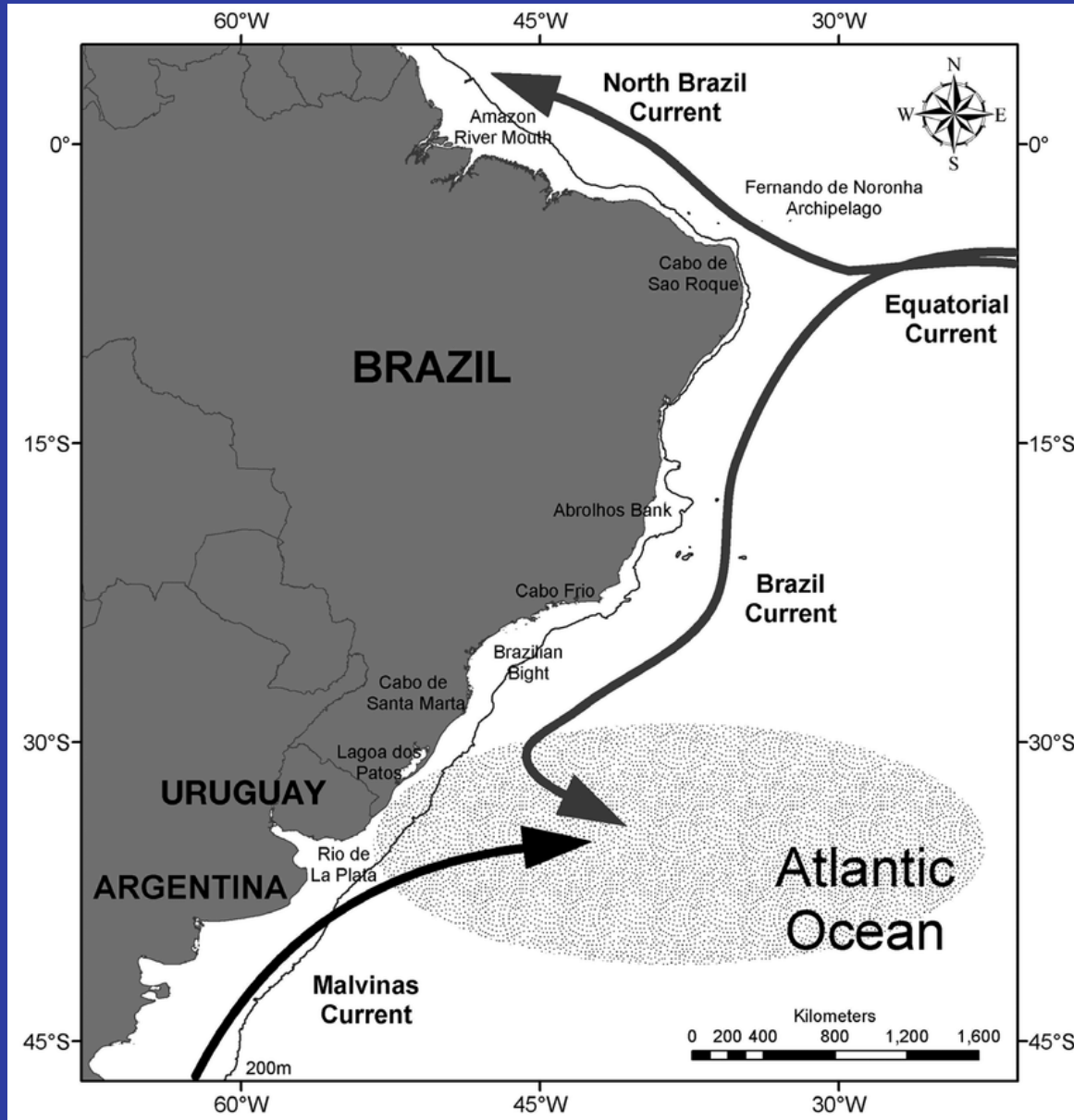
Questions or Comments about  
Uruguay's Wine History & People??

## 2) Geography, etc.



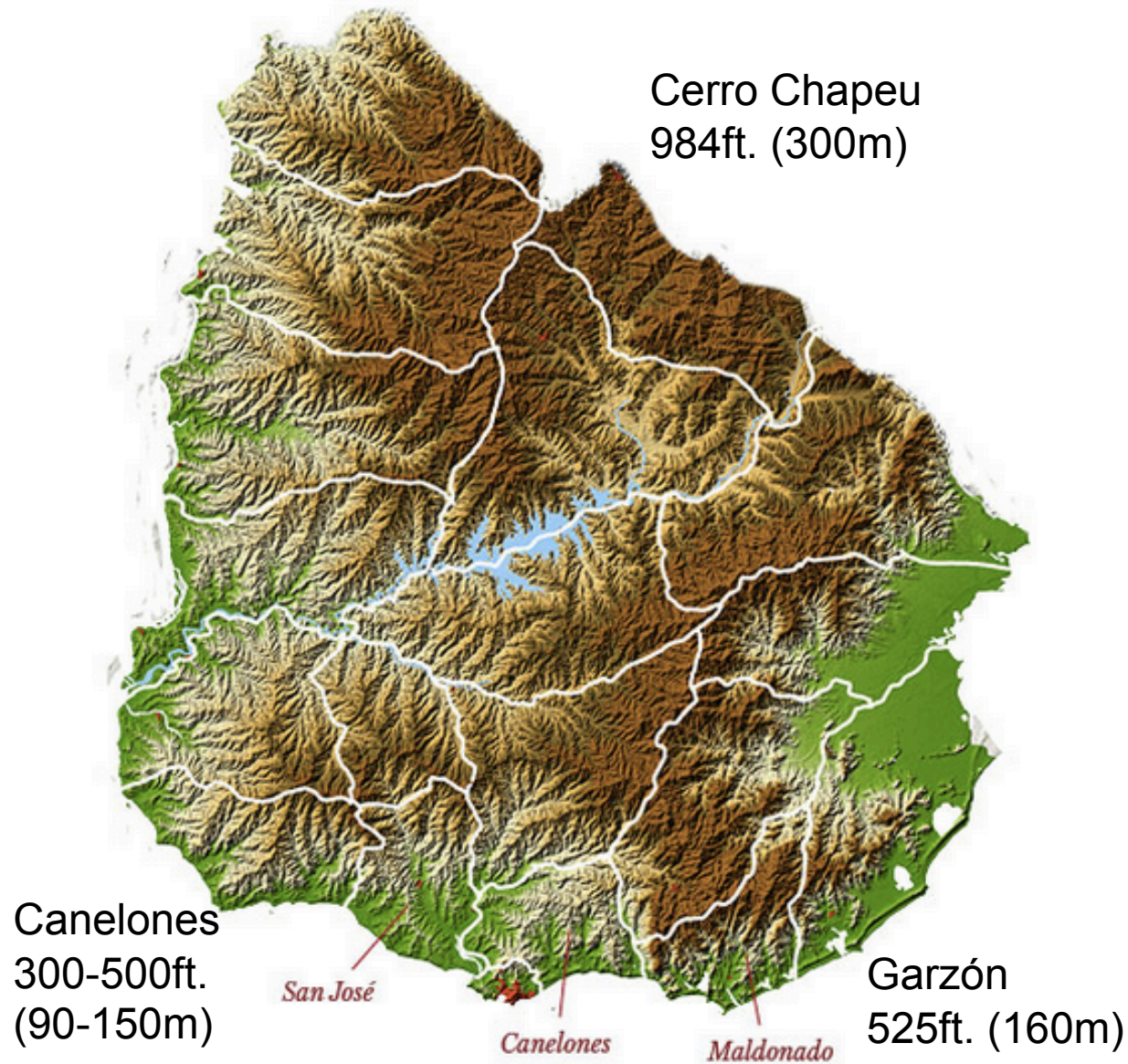


# Ocean Currents



# Geography

Vineyard  
Altitude



# Climate

- moderate maritime climate
- annual rainfall: >1,000mm/40 inches (compared to 900mm in Bordeaux)
- average annual temperature: 63°F/17°C
- moderate winters
- sunny, humid summers
- cooling, drying ocean breezes
- significant diurnal temperature changes

# Soil

- 99 different soil types identified in Uruguay
  - *Canelones, Montevideo*: predominantly clay soils and sandy loam over limestone bedrock
  - *Maldonado*: mix of granite and sand, less fertile overall, excellent drainage
  - *Rivera*: red, sandy, free-draining soils





# Viticultural Challenges

- soil fertility -> overly vigorous vines -> careful leaf work & green harvest
- humidity -> fungus -> pest management

# Viticultural Advantages

- cooling ocean breezes & diurnal temperature changes -> preserve acidity and aromas
- abundant water -> dry farming



# Uruguay's Wine in Numbers

- ~22,250 acres planted
- 65% of vines are 10-30 years old
- 180 wineries & 3,000 growers
- 90% of wineries are family-owned, producing an average of 20,000 cases
- average vineyard size: 12 acres (5 ha)

# Wine Labels: VC and VCP

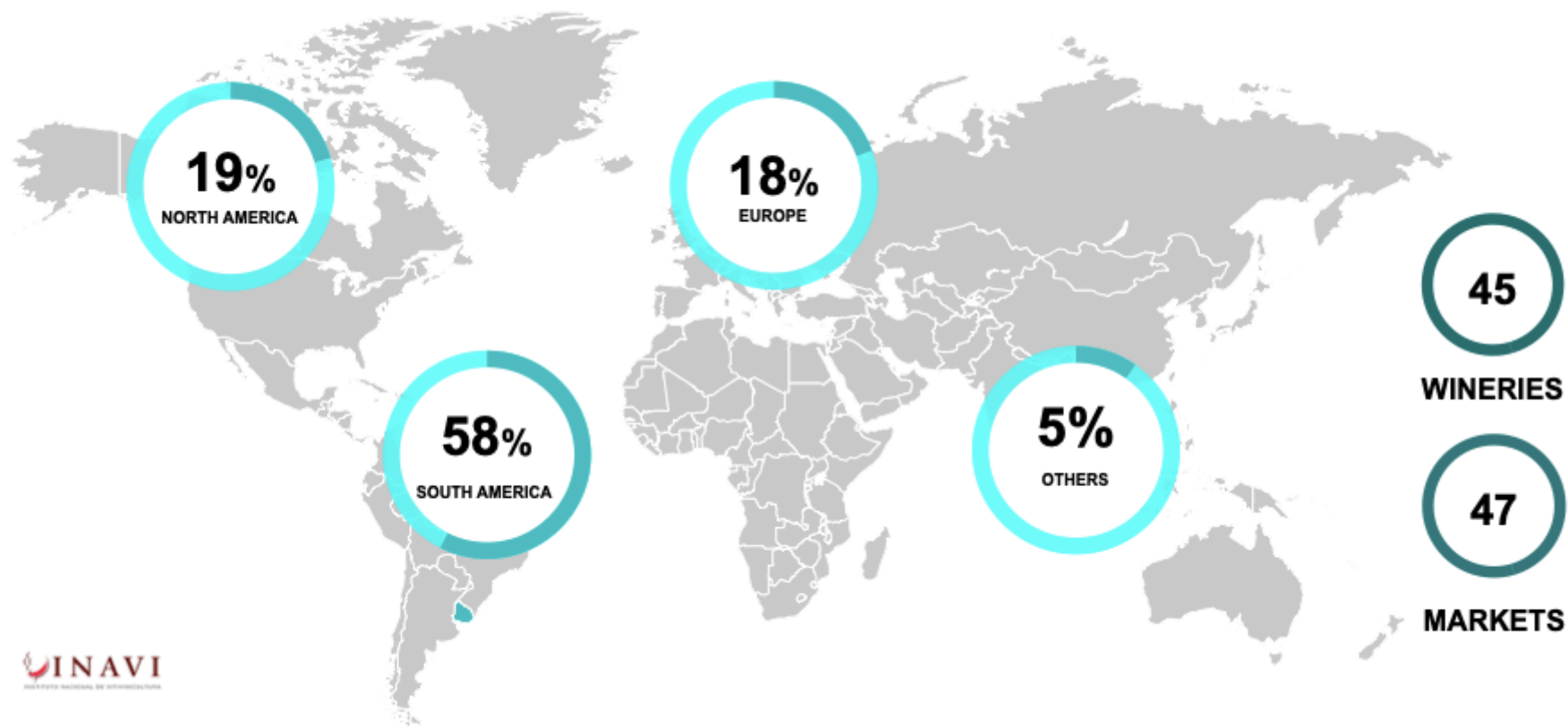
- 60% of wineries exclusively produce *Vino Común* (VC) usually sold as jug wine
- Remaining 40% produce both *Vino Común* and *Vinos de Calidad Preferente* (VCP) or only the latter
- VCP = 12% of total wine produced:
  - *Vinos de Calidad Preferente* (VCP) must be
    - from *vinifera* varieties
    - sold only in bottles



# Uruguay's Wine in Numbers

- 80% red
  - Tannat, Black Muscat, Merlot, Cab. Sauvignon, Cab. Franc, Marselan, Syrah, Pinot Noir, etc.
- 20% white
  - Ugni Blanc, Sauvignon Blanc, Chardonnay, Viognier, Gewürztraminer, Albariño, Semillon, etc.

# 2018 Wine Exports\*\*



\*\*Only about 5% of Uruguay's wine gets exported.

# Wine Export in US\$

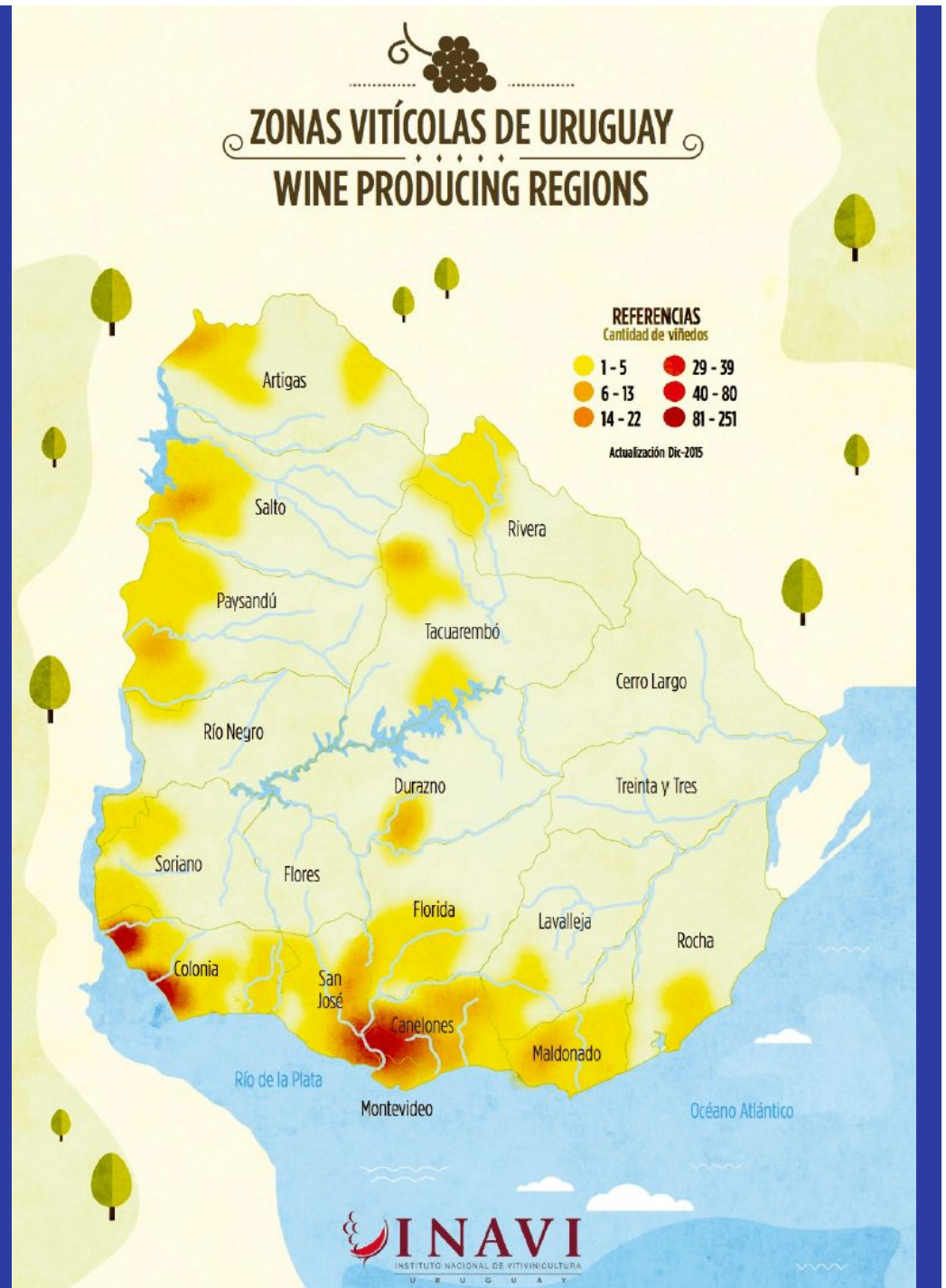
	<b>Bottle wine USD</b>	<b>Bulk USD</b>	<b>Total USD</b>
2004	3.255.837	34.168	3.290.005
2005	4.014.902	158.140	4.173.042
2006	5.036.673	465.272	5.501.945
2007	7.576.755	1.705.263	9.282.018
2008	6.884.018	3.572.352	10.613.690
2009	5.821.892	135.542	5.957.435
2010	6.874.223	270.381	7.145.355
2011	7.999.501	81.554	8.081.055
2012	7.445.773	8.300.856	15.746.629
2013	7.484.813	6.098.935	13.583.748
2014	8.493.655	993.098	9.486.753
2015	8.196.075	143.350	8.339.424
2016	9.272.202	348.538	9.620.740
2017	14.015.984	641.405	14.657.389
2018	15.904.522,58	5.134.818,87	21.039.341,45

# Uruguay's Wine Regions:

16 of 19 *departamentos* in Uruguay plant vine

- Canelones
- Montevideo
- Maldonado
- Colonia

are home to 90% of Uruguay's vineyards





# Number of Vineyards in Uruguay

DEPARTAMENTOS	CANTIDAD VIÑEDOS	% DEL TOTAL DE VIÑEDOS	SUPERFICIE EN HECTAREAS	% DE LA SUPERFICIE TOTAL NACIONAL
CANELONES	894	66,9	4.135	65,2
MONTEVIDEO	198	14,8	737	11,6
COLONIA	88	6,6	396	6,2
SAN JOSE	51	3,8	372	5,9
MALDONADO	35	2,6	375	5,9
PAYSANDU	22	1,6	138	2,2
SALTO	17	1,3	61	1,0
TACUAREMBO	8	0,6	11	0,2
ARTIGAS	4	0,3	19	0,3
FLORIDA	4	0,3	20	0,3
SORIANO	4	0,3	4	0,1
RIVERA	3	0,2	33	0,5
DURAZNO	3	0,2	19	0,3
LAVALLEJA	3	0,2	8	0,1
ROCHA	3	0,2	14	0,2
<b>TOTAL NACIONAL</b>	<b>1.337</b>	<b>100</b>	<b>6.343</b>	<b>100</b>

Source: Uruguay-wine-production-statistics-2018.pdf

*OK, All:  
It is Time for a Drop Quiz!!*



## *Drop Quiz Time*

1. Uruguay's wine industry was founded by \_\_\_\_\_ in the region of \_\_\_\_\_.
  - a) Sergio Harriague, Canelones
  - b) Francisco Carrau, Canelones
  - c) Pascual Harriague, Salto
  - d) José Mujica, Salto

## *Drop Quiz Time*

2. Which geographic feature has a cooling effect on Uruguay's vineyards?

- a) Malvinas Current
- b) Benguela Current
- c) Zonda Winds
- d) Roaring 40's

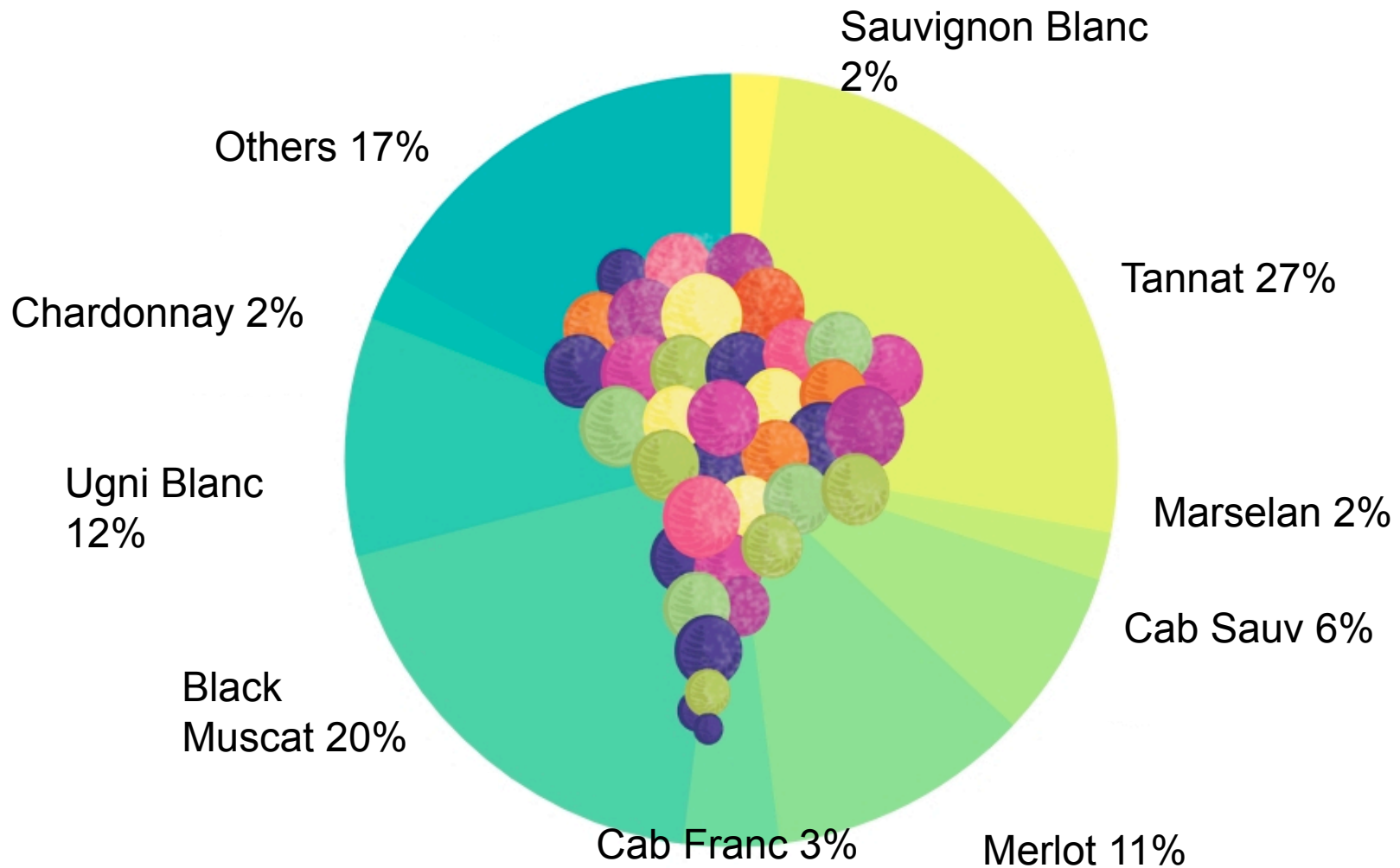


## *Drop Quiz Time*

### 3. *Vinos de Calidad Preferente (VCP)* wines

- a) make up 12% of Uruguay's wine total
- b) have to be from *vinifera* grapes
- c) have to be filled and sold in bottles
- d) all of the above

### 3) Uruguay's Grape Varieties



Source for 2018 numbers: INAVI publication: ESTADÍSTICAS DE VIÑEDOS

# Tannat

- first mentioned in Madiran, southwest France, in 1783
- thick-skinned → deep purple/black color
- 5 seeds per grape (not 2-3) → very tannic
- traditional Madiran Tannat needs aging, and/or blending with more mellow reds





# Patrick Ducournau

- invented micro-oxygenation in 1990s to soften his Tannat
  - insert oxygen at molecular levels after primary fermentation to stabilize color
  - after malolactic allow minute quantities of oxygen into maturing wine to soften and integrate tannins



# Healthy Tannat

- High in antioxidants:
  - polyphenols, procyanidins, flavenoids, and resveratrol
  - 3x as much as Cabernet Sauvignon
  - 4x as much as Merlot





# Vinifying Tannat

*Traditional French:* blend with slightly less tannic Cab. Sauvignon or Cab. Franc + extended aging

*Modern French:* micro-oxygenation (*microbullage*) to soften tannins; new clones\*

*Traditional Uruguayan:* pre-Phylloxera clones used in blend with a variety of grapes

*Modern Uruguayan:* micro-ox, as well as new French clones\*

\*clonal selection for deeper color, higher alcohol potential and yields

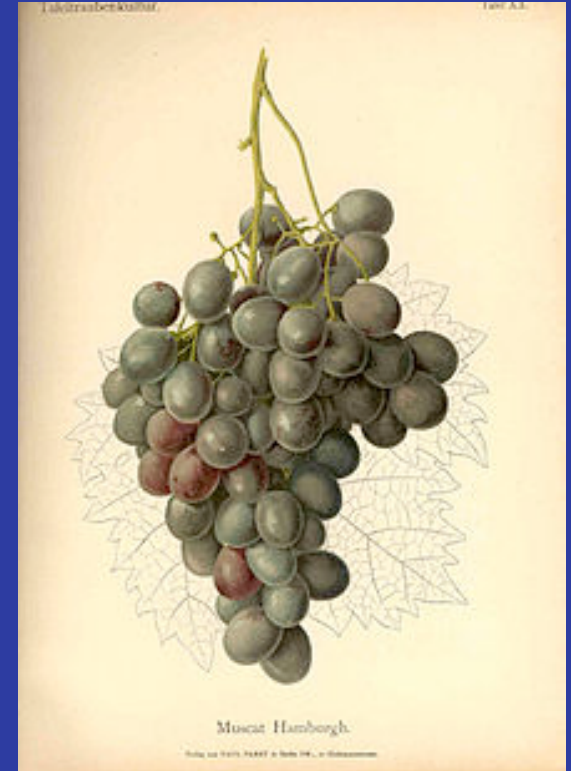
# How much Tannat is there?

- About 14,500 acres of Tannat worldwide
  - France: 7,300
  - Uruguay: 4,200
  - Argentina: 2,000
  - Brazil: 800
  - Portugal: 100
  - Peru: 100

Source: Julia Harding, 2019

# Black Muscat or Muscat Hamburg

- cross of Schiava x Muscat of Alexandria
- used both for wine and as table grape
- if used for wine, usually for blush/rosé style wines
- considered “the weakest Muscat” in terms of aromas
- skins give good color



# Uruguay's Lesser Known...

- Ugni Blanc
  - Uruguayans are allowed to produce brandy from the Ugni Blanc grape and call it Cognac
- Marselan
  - Uruguay is the world's second largest producer with 140 ha
- Albariño
  - thick skins allow it to ripen well in humid, wet weather (think Galicia!)



## 4) Tasting the Diversity of Uruguay

1 Traditional Method Sparkling Wine

2 Whites: Sauvignon Blanc and Albariño

2 Tannats

3 Tannat Blends

1 Tannat Dessert Wine





# Cerro Chapeu in Rivera (1997)





# SUST Brut Nature 2014

- 70% Chardonnay-30% Pinot Noir
  - handpicked grapes
  - whole bunch pressing
  - spontaneous ferment
- 36 months on lees
- Alcohol: 13.3%
- TA: 6.8 g/L
- pH: 3.4
- RS: 2 g/L
- 500 cases



BODEGA  
CERRO  
CHAPEU



# Bodega Marichal, Canelones (1938)



# Sauvignon Blanc 2019

- 100% Sauvignon Blanc
- hand-harvested in February
- 15-day fermentation
- no ML, no oak
- Alcohol: 13%
- TA: 5.8 g/l
- pH: 3.3
- RS: 1.9 g/l



MARICHAL

*La familia Marichal llegó por el mar  
a la tierra de las aves y de la paz natural*



# Bodega Garzón, Maldonado (2009)



2018  
**NEW WORLD  
WINERY OF  
THE YEAR**  
WINE ENTHUSIAST

# Albariño Reserva 2019



- 100% Albariño
- Stainless steel fermentation
- 3-6 months on the lees
- Alcohol: 13.5%
- TA: 6.9 g/l
- pH: 3.35
- RS: 3.7g/l
- 10,000

BODEGA  
**GARZÓN**  
URUGUAY



# Familia Deicas, Canelones (1979)





# Single Vineyard Tannat *Valle del los Manantiales* Garzón-Maldonado 2016

- 42-acre “Valley of Springs” property; sandy loam with decomposed granite
- coolest Deicas vineyard
- 6 months in new and used French oak
- Alcohol: 13%
- TA: 5.4 g/l
- pH: 3.56
- RS: 1.9 g/l



FAMILIA DEICAS



# Bodega Bouza, Montevideo (2002)





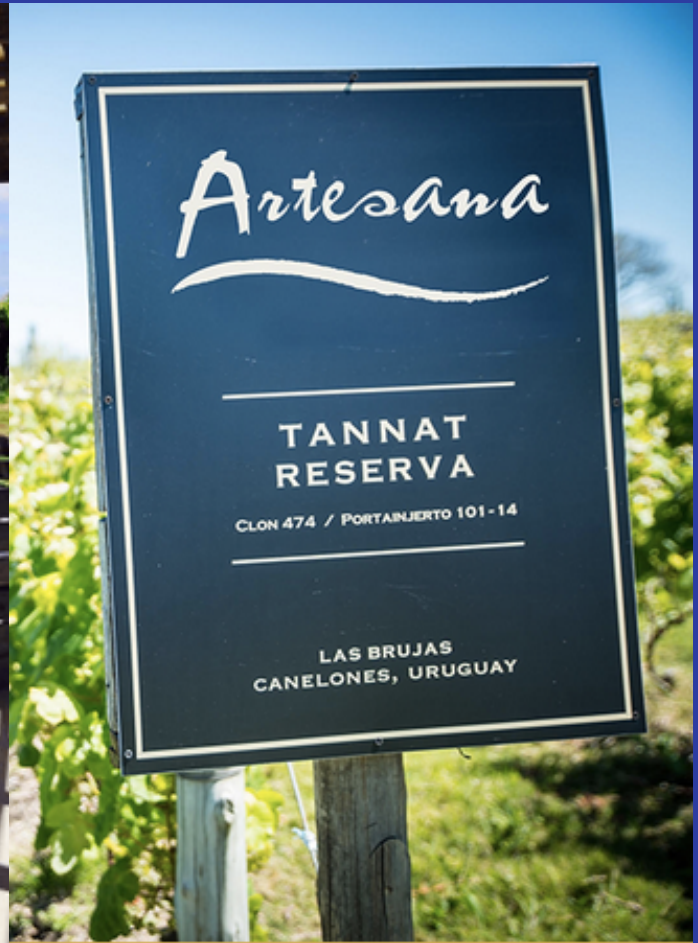


# Parcela Única B6 2017

- 100% Tannat
- Melilla Estate Vineyard
- Hand-harvested, berry-selection
- 12-day cold maceration
- 17 months in new French oak
- Alcohol: 15.6%
- TA: 3.0 g/l
- pH: 3.59
- RS: 2.8 g/l
- 335 cases



# Artesana, Canelones (2007)



# Artesana



- Tannat-Zinfandel-Merlot 2017 [50%-10%-40%]
- 10-day cool maceration & separate stainless steel ferment
- 16 months in new and used French and American oak
- Alcohol: 13.9%
- TA: 5.5 g/l
- pH: 3.43
- RS: 1.8 g/l
- 275 cases





# Pizzorno Family, Canelones (1910)





## Primo 2015

- Tannat-Malbec-Cab.Sauv.-Petit Verdot
- hand-picked, fermented separately in concrete tanks, followed by 12 months in American oak
- best barrels are blended and aged 12 more months in French oak
- Alcohol: 13.5%
- TA: 3.4 g/l
- pH: 3.65
- RS: 1.7 g/l
- 200 cases





# Alto de la Ballena, Maldonado (2001)





- Tannat-Viognier Reserva 2015  
[85%-15%]
- Viognier fermented in new French oak, its pressed skins added to Tannat ferment in stainless steel
- Blend is aged in new American oak for 9 months
- Alcohol: 14.5%
- pH: 4.43
- RS: 1.51 g/l
- 1,250 cases





# Pisano, Canelones (1924)



Eduardo (Viticulturist); Gustavo (Winemaker); nephew Gabriel; Daniel (Sales)

Photo credit: Rosie Allen <https://www.thewinesociety.com/explore-pisano>



# EtXe Oneko

## Licor de Tannat 2011

- 100% Tannat
- Harvested when raisined and over-ripe, fermented and fortified to 16,5%
- 6 months in French oak
- TA: 4.73 g/l
- RS: 86 g/l
- 200 cases



# Thank You:





Questions? Comments??



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  - <https://www.youtube.com/watch?v=nxlvkeNikPw>
- <https://vimeo.com/214095005> (Fernando Deicas)
- <https://www.youtube.com/watch?v=0jzMdtsGMiQ> (Carrau Cerro Chapeu)
- <https://www.youtube.com/watch?v=10sU8wStNOE> (Garzón)
- [https://www.youtube.com/watch?v=\\_35U8CbRBBw](https://www.youtube.com/watch?v=_35U8CbRBBw) (Wine Folly on French vs. Uruguay's Tannat)



