

# HOUSE ORGAN

by caves "Canals & Munne"  
Num. 2 /1st semester 2011



CAVES

## OUR CAVAS INSUPERABLE (Brut Gran Reserva) and ROSÉ BRUT RESERVA ARE NOW AVAILABLE AT EL CORTE INGLÉS

We have recently reached an agreement of commercial cooperation with EL CORTE INGLÉS for some of our cavas to be available at the Supermarkets that EL CORTE INGLÉS has in Catalonia, specifically in the centres of:

- Plaza Catalunya
- Diagonal
- Francesc Macià
- Can Dragó
- Sabadell
- Tarragona



In this first stage, and with the aim of making the purchase more attractive for the Supermarket clients and visitors, several promotions will be carried out:

- Free pressure-top available with bottles
- Free bag available with bottles
- Free plates collection
- + Visit to the CANALS & MUNNÉ GREAT LEISURE CENTER (Old Cellar) in Sant Sadurní d'Anoia for 2 people with a minimum purchase. In the month of June and within this line of collaboration a Gondola was dedicated exclusively to our products. A Gondola that will be there once more from the 1st to the 14th of December 2011 ■



## 1915 by C&M (2007 vintage) A NEW CAVA GRAN RESERVA CUVÉE SUPREMUS WITH WICH CANALS & MUNNÉ CELEBRATES THE YEAR OF ITS FOUNDATION

It was in 1915 when José M<sup>a</sup> Canals Capellades with his enthusiasm, effort and dedication created the CAVAS CANALS & MUNNÉ, laying the foundations of what they are today. A Cellar of recognised prestige which combines tradition and modernity, craftsmanship and technology to achieve an optimum result. Unique, simply spectacular and characteristic for its limited and numbered production and the highest quality of all its wines and cavas.

A true philosophy that after 96 years is still prevailing, good proof of which is 1915 by C&M. The only cava whose coupage won the GREAT GOLD MEDAL at the 2010 BRUSSELS WORLD CONTEST, which made it the best cava of the world.

A true jewel on the table, of which only 2,000 bottles were made ■

### TECHNICAL DATA :

**Coupage:** 40% Pinot Noir, 30% Chardonnay, 20% Xarel-lo y 10% Macabeu

**Production:** Gran Cuvée Supremus made the traditional way, in the family's grounds.

**Aging:** 55 months (approx.)

**Types:** Brut Nature (Gran Reserva)

**Tasting:** Brilliant pale yellow. Delicate bubble, creamy and long lasting. Balanced taste, smooth and delicate. Straw and toasted aromas.

**Pairing:** Aperitifs, smoked foods, Iberian cured meats, fish, vegetables, soups and Japanese food.

**Presentation:** Elegant individual case.



## Concours Mondial de Bruxelles 2011

# THREE SILVER MEDALS FOR THE CAVA BRUT NATURE and THE WINES BLANC PRINCEPS MUSCAT AND ORGANIC

This year we won THREE SILVER MEDALS at the CONCOURS MONDIAL BRUXELLES held in Luxemburg the 6th, 7th and 8th of May, and as in this edition no cava was granted the Great Gold Medal, our SERRALET DEL GUINEU (1915 by C & M), which won it in the previous 2010 edition, is therefore still the best cava in the world.

Another acknowledgement to the quality of CANALS & MUNNÉ wines and cavas that for second year running were among the winners of this important contest, possibly the most prestigious of all.

A total of 7,386 wines and spirits from 49 different countries were evaluated by 284 oenologists, sommeliers and expert gourmets in this edition which places the winners as the world's best.

Beyond doubt. For breakfast, with the aperitif, for lunch, snacks or dinner CANALS & MUNNÉ cavas and wines are unique ■



## “GIROVI 2011” 16th WINES AND CAVA FROM CATALONIA CONTEST

# BRONZE MEDAL FOR THE CAVA BRUT NATURE GRAN RESERVA

The 16th edition of the WINES AND CAVA FROM CATALONIA CONTEST was held the past 9th of April at the Casino of Girona organised by the Mestres Tastavins i cellerers de Catalunya in which our cava BRUT NATURE Gran Reserva was awarded the Bronze Medal by the 200 tasters members of the jury. ■



## INSUPERABLE, OUR NEWEST, YOUNGEST AND MOST VIGOROUS CAVA

Today we are pleased to present our recently marketed 2006 vintage of the cava INSUPERABLE in its versions Brut and Semi Seco.

A GRAN RESERVA that gives a very pleasant flavour to the quality of our cavas. And which thanks to its aging (minimum 25 months) has a very good price/quality ratio.

### TECHNICAL DATA

**Coupaje:** Macabeu 40%, Xarel-lo 30% y Parellada 30%

**Production:** From the abovementioned grapes and from its corresponding base wine, it is bottled and aged for a minimum of 25 months in the bottle at our cellar. It is clarified with the most advanced and cutting-edge methods and it is left to refine for 1 to 3 months. It is finally uncorked and labelled before it is marketed.

**Tasting:** Pale yellow tone with fine pearl bubbles that form numerous ribbons and a lasting ring on the glass, pleasantly fresh varietal and floral aromas that reminisce bread and patisserie, gentle taste, balanced and slightly fruity. Very pleasant.

**Pairing:** BRUT. Aperitifs, smoked food, Iberian cured meats, green salads, vegetables, fish, poultry and desserts SEMISECO. Some aperitifs and salads (goat cheese with yogurt vinaigrette) and desserts.

**Production:** 40,000 bottles per year and numbered. Presented in boxes of 6 and 12, bottles placed vertically ■



## THE QUALITY OF THE CANALS & MUNNÉ WINES, CAVAS AND LIQUEURS RECOGNIZED AT NATIONAL AND INTERNATIONAL AWARDS AND WINE AND GASTRONOMY GUIDES

We have received many and very important prizes, medals, diplomas and acknowledgements for our cavas and wines in these past years. We wish to also stress the high marks with which we appear in the prestigious guides and publications, both national and international which certify, once more, the quality of our cavas and wines. And what is most important, the good quality/price ratio they are noted for.

With the aim of duly informing all the sector professionals, clients, consumers and friends in general we considered appropriate to publish a leaflet to show an overview of our most significant achievements on these matters over the past years ■



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## FOUR NEW VINTAGES AND A NEW WINE FOR THE “PRINCEPS” WHITE AND ROSÉ LINE

Within the latest products recently presented in the market we wish to highlight the 2010 vintage of the white and rosé PRINCEPS:

BLANC MUSCAT, ORGANIC WHITE, GRAN BLANC BARRICA, ROSÉ MERLOT

And the new BLANC SAUVIGNON, also 2010 vintage

Young wines guaranteed by the prestigious DO. PENEDÉS that surprise for their quality and taste and are noteworthy for their impetuous youth. Singular wines, made with extreme care and with great fruit potential which makes them very sweet on the palate. Exceptional wines for the most demanding palates. In all, wines capable of stimulating.

### TECHNICAL SHEETS:

#### BLANC MUSCAT:

**Coupage:** 80% Muscat y 20% Xarel-lo.

**Production:** Natural fermentation at low temperature.

**Tasting:** De color amarillo. Afrutado (plátano y frutos tropicales) y muy aromático. Suave y equilibrado.

**Maridaje:** Yellow tone. Fruity (banana and tropical fruits) and very aromatic. Smooth and balanced.

**Pairing:** Aperitifs or by the glass. Rice salads, soups, cream soups, pasta, fish, poultry and Japanese food.

#### ORGANIC WHITE::

From organic vines. Elaborated completely in artisanal way under the regulations in force regarding organic farming (approved by CCPAE).

**Coupage:** 50% Xarel-lo, 30% Chardonnay y 20% Sauvignon.

**Production:** Natural fermentation at low temperature.

**Tasting:** Pale yellow tone, fruity and aromatic. Smooth, balanced and harmonic.

**Pairing:** Aperitifs or by the glass. Rice salads, soups, cream soups, pasta, fish, poultry and Japanese food.

#### GRAN BLANC BARRICA :

**Coupage:** 60% Xarel-lo y 40% Chardonnay

**Aging time:** First fermentation and aging for 3



months in French casks.

**Tasting:** Taste of toasted and dry fruits. Aroma of delicious tropical fruits and varieties.

**Pairing:** Soups, grilled seafood, pâtés, paellas, risottos, fish and sauté white meats.

#### ROSÉ MERLOT:

**Coupage:** 85% Merlot y 15% Tempranillo

**Production:** Natural fermentation at low temperature.

**Tasting:** Of a precious pink tone, velvety and brilliant, with varietal aromas of strawberries, raspberry and rose petals.

It has a smooth gently and honeyed palate.

**Pairing:** Aperitifs or by the glass. Iberian cured meats, omelettes, pasta, pizzas, fish, fried food, poultry, meat and game.

#### WHITE SAUVIGNON: (New in 2011)

**Coupage:** 100% Sauvignon

**Production:** Natural fermentation at low temperature.

**Tasting:** Yellow crystalline tone. Fruity (tropical fruits, pear, apple, kiwi) and very aromatic.

Smooth and balanced.

**Pairing:** Aperitifs, salads, pizza, seafood and some fish ■

## WE WILL HELP YOUR BUSSINESS RISE AND RISE LIKE THE BUBBLES OF A GOOD CAVA.

CANALS & MUNNÉ offers the possibility for any type of business (restaurants, hotels, gourmet shops, patisseries, wine shops, etc.) to establish a strategic alliance to help promote their business, searching for the maximum profitability and contributing value.

Together we can do it!

Here is a good example. The advertisement of Restaurant TXALACA in Girona published without any cost for the business. With this advertisement TXALACA significantly increased the possibility of greater and better business opportunities.

There can be other opportunities! ■



## PRESENTATION OF CANALS & MUNNÉ IN SHANGAI (China), HOUSTON, BOSTON (USA), BRUSSELS (Belgium)

This first half of 2011 we presented our cellar and its wines and cavas to importers, distributors, restaurants, hotels, shops and to the press in general of the abovementioned cities in meetings that were held in some of the most well-known local establishments.

In all cases these meetings started with an initial introduction followed by a video with the presentation from CANALS & MUNNÉ, its history, wine making, awards achieved, etc., finishing the event with a tasting of our most representative wines and cavas (Blanc Princesps Muscat wine, cava Insuperable, Brut Nature and Gran Duc).

The outcome was very positive, in some cases we could even qualify it as spectacular as all those who attended showed a great interest in our products.

In the USA these actions were carried out with the initiative and the support from CATALÁN WINES-ACCIÓ ■



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## CANALS & MUNNÉ IN JAPAN

This year we also attended the FOODEX FOOD TRADE FAIR held in Tokyo in the month of March, and all the institutional/promotional acts and events that were held both in the fair itself and in different establishments in Tokyo, with the clear purpose of positioning our cavas and wines.

We can fortunately assert that we already have a notable acceptance and that we are gradually achieving an outstanding implementation within the Japanese market ■



## GOLF AND CAVA

CANALS & MUNNÉ has sponsored the “CIRCUITO BLANC I BLAU – MEMORIAL DANI JARQUE” organised by the “Español FC” supporters of the Golf and Pitch and Putt.

The circuit had 4 tournaments. The first three were played at the Handicap 1 pitch of San Andreu de

Llavaneras and the last one at the P&P Montseny de Gualba de Dalt, which coincided with the yearly gathering of the club supporters.

The presence of our cavas and wines contributed giving all the events the lively and festive touch of a good cava ■



## "CAVA GRAN RESERVA/JAMÓN DE HUELVA" EXHIBITION

The past 16th of May the Hotel Intercontinental in Madrid was the venue for the "CAVA GRAN RESERVA/JAMÓN DE HUELVA CATEGORÍA SUMMUM" exhibition, organised by PIMECAVA and the CONTROL BOARD OF THE DO JAMON DE HUELVA. A perfect pairing in which thirteen cava and 5 Jamón the Huelva sponsoring companies participated with the aim of promoting and advertising their products.

We were present with all the Gran Reserva cavas (more than 30 months aging) that constitute more than 90% of our production.

The opening was conducted by Eduardo Tamarit, General Secretary of Rural Environment of the MARM, who attended with the president of the DOP Jamón de Huelva, José Rodríguez de la Borbolla,

and the president of Pimecava, Mercè Rossell. The success was spectacular and a large amount of professionals of the hotel and restaurant sectors attended as well as oenologists, sommeliers and gastronomy professionals in general, along with many means of communication who showed an outstanding interest in both the products and were amazed at the extraordinary quality of our cavas ■



## NEW DISTRIBUTORS

Within our policy of expanding our commercial structure, both on a national and international level, these are the new Distributors that have recently joined our Sales Network, thanks to who we will be able to cover two important targets, to reach the market in a faster and more easy way at the same time as we achieve a substantial improvement in the service quality which will allow us to establish a more fluid, agile and effective relationship with our clients:

### a)- For the national market

**MADRID:**  
**CODIPRAL**  
Julio Rey Pastor, 5  
Tel. 91.434.05.53

**SANT CLIMENT  
DE LLOBREGAT**  
(Barcelona):  
**GROUP FRUCTUS \_WEB S.L.**  
Travesía Prat de la Riba, 100  
Tel. 93.637.68.80

**MONTCADA I REIXAC:**  
**DISTRIBUIDORA SALAZON - (Barcelona)**  
Concordia, 2  
Tel. 93.575.05.06

**GUADASSUAR- (Valencia):**  
**MADERAS PERALES, S.L.**  
Padre Estanislao, 19  
Tel. 658.85.96.15

### b)- For the international market

**QUALITY XPORT IMP. EXP. E COM ALIM. BEB.**  
Rua Nebraska, 724  
Brooklin Novo  
Mr. Leonardo da Fondaseca Fabricio  
Tel. 55-116573342  
**SAO PAULO (Brasil)**

**SPANISH WINE IMPORTS LLC**  
6710 Benjamin Rd. Suite, 100  
Mr. Gregory L. Otero  
Tel. 001-813.889.9463  
**TAMPA – FLORIDA - (EEUU)**

## IN THE PAST MONTHS THE “CANALS & MUNNÉ GREAT LEISURE CENTER” RECEIVED SOME OUSTANDING “VIP” VISITORS

In January the company RÉFRICA with its employees came to visit our cellar and enjoy one of our typical “calçotadas” and had the opportunity to get to know and discover the magical world of wine and cava, becoming oenologists for one day. (Photo 3)

Barça handball player Iker Romero and basketball player Carlos Navarro, who are regular customers at our cellar, visited us on the 6th of February to spend a relaxed, amusing, funny and above all very appetizing Sunday. (Photo 1)

Also in May the members and friends of the *Penya Pericus* of the Golf and Pitch & Putt enjoyed a unique oenological and gastronomic experience tasting our typical Catalan cuisine with our wines and cavas, while the kids played in the children’s park. (Photo 2)

Once more they all agreed that these trips to our facilities, with oenological visit to the Cava Nueva (new cellar) and lunch at the Cava Vella (old cellar- now the CANALS & MUNNÉ GREAT LEISURE CENTER), are a very attractive and stimulating weekend outing ■



- 1- Barça players with representatives of Canals & Munné
- 2- Members of the “Pericos” group.
- 3- Employees of the company RÉFRICA during the event.

PUBLISHED BY:



Plaça Pau Casals N° 6, 08770 - Sant Sadurni d’Anoia - Barcelona  
Tels.: + 34 93 891 03 18 - e-mail: [info@canalsimunne.com](mailto:info@canalsimunne.com)  
web: [www.canalsimunne.com](http://www.canalsimunne.com)