

# A Familia Torres project promotes the sale of wines from small Chilean producers



The company will distribute different editions created by smaller producers in Chile, based on the Fair Trade model. All of them will be made with grapes from old vines, forming part of the exclusive Héroes del Vino collection.

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# HÉROES — DEL — VINO

**Familia Torres** is leading a unique new project in Chile, looking to provide a group of winegrowers with the tools they need to improve their field work processes and – most difficult of all – sell their wines. “We want small producers to stop having to sell their grapes for very low prices every year and to be sure they can sell under better conditions. We want them to express the identity of their vines, tell us their life story, and display it in a bottle of wine, as happens in the world’s great wine-making regions,” said General Manager **Miguel Torres Maczassek**.

In the first stage of the project, a group of winegrowers has been chosen to join Miguel Torres Chile in making a considerable long-term commitment to the program. This includes the company buying their grapes and making and selling their wines through its distribution network. To begin with, the initiative includes producers from the Itata Valley in the Ñuble region, who were given several workshops via INDAP, establishing production alliances to directly help these winegrowers.

Another attraction of the project is that it focuses on ancestral varieties: Moscatel, Cinsault, Carignan, and País. Recovering old grape varieties has been one of the key directions of Familia Torres’s work for some years.

This was the basis for **Héroes del Vino (Wine Heroes)**, a special project that helps small-scale producers recover their hope and enthusiasm as they fight for a fairer, more prosperous future. “We call it that because for us they are real heroes – guardians of the old varieties with amazing life stories in which the most important thing is working hard to keep up a business that will allow them a decent living without having to leave the countryside,” said Torres.

## THE FIRST HERO

**Tenaz**, is the name of the first wine to introduce the exclusive Héroes del Vino collection. It is created by **José Miguel Castillo** with Cinsault grapes from old vines growing alongside País grapes in fields in the Secano Interior area of the Itata Valley. Coming from a family which has been growing vines for decades, José Miguel has bought and planted his own vineyards. “I used to make my own wine. I kept it in big foudres and sold it in bulk. The customers came and filled their jugs. It was a very typical business in the area. But now I can only sell the grapes, and these days there are fewer buyers,” said the small-scale producer.



The inspiring story of this winegrower’s efforts has been forged, not only in the wonderful landscapes and surroundings of his vineyards, but also in the delicate care he shows each of his vines and, above all, in the ancestral traditions he still carries on to keep this legacy alive.



*"The grape business is going very badly. They pay a pittance and don't give you enough to keep going. That's why for me this new business with Miguel Torres Chile is a very good opportunity. It's a blessing, not only because I can sell them my grapes at a fair price but also because of the training I get. I'm excited about there finally being a wine made from my vineyard. It will be lovely to be able to say: there's my wine made from Cinsault grapes from the Secano Interior of the Itata Valley."*

**José Miguel Castillo**



Meanwhile, Eduardo Jordán, technical director and winemaker for Miguel Torres Chile, pointed out that "the vineyard is in Guarilhue, in the Huaro sector, less than 14 miles from the sea. That's why it receives considerable maritime influence from the cold Itata coast. The soils that give the vines life contain a granite matrix and a great deal of clay. They run quite deep, but the fertility is low, which controls the natural vigor of the plants."

**The 2019 vintage Tenaz** is a wine from the Itata Valley appellation of origin, made 100% from red Cinsault grapes. It is a genuine representative of the particular features of the Huaro area, with a limited production of just 10,000 bottles. On the nose, there are wild red berries, with hints of herb tea. On the palate, it is a refreshing, taut, rustic wine with wonderful length, which invites you to have a second glass.

**Tenaz cinsault 2019 from Itata Valley**, is exclusively available on the wine list and in the shop at La Bodeguita Miguel Torres in Santiago and also from the Grandes Terruños online store:

[www.grandesterrunos.cl](http://www.grandesterrunos.cl) for **\$14.990 CLP**, with free shipping in the metropolitan region for purchases over **\$30.000 CLP**. For queries and quotations, please write to [contacto@grandesterrunos.cl](mailto:contacto@grandesterrunos.cl).

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