

PYROS

PASSION

*A relatively new production zone in Argentina, the **Pedernal Valley** has been growing in awareness and popularity for the high quality of its wines. The cool, desert climate is characterized by extremely high altitudes, which produces wines of striking intensity, with **expressive aromas and flavors, good tannic structure and high natural acidity.***



INTEGRITY

Claude and Lydia Bourguignon are two of the world's most respected soil experts. Consultants around the world, they specialize in working with biodynamic and organic vintners, who view their farms as living, breathing ecosystems. When visiting the Pyros vineyards, **they were in awe of incredible soil composition, which includes prized limestone.**



FAMILY

The Pedernal Valley's beauty, untamed nature, and diverse terroir was an inspiration to **Mijndert Pon**, the founder of Bodegas Salentein and Bodegas Callia, when he visited the region in 2008. His vision to showcase the exceptional fruit grown in the Pedernal Valley led to the creation of **Pyros Wines; the first world-class wine collection reflecting this unique terroir.**



CURIOSITY

The winery takes its name from the plentiful silica (flint) stones covering the Pedernal Valley. Pedernal is the Spanish term for flint. Striking these stones against each other creates a shower of sparks that, according to the local legends, was used by the native people of the region to light their fires. The stones, their flame and spirit give rise to the name PYROS, meaning fire.



TERROIR

Bordered by the "Cordillera Oriental" mountain range and the Andes, **Pedernal sits at 4,100 - 4,900ft a.s.l.** Large diurnal shifts ensure **thick skin development on the grapes and a prolonged ripening period.** The alluvial soil is made up of limestone and flint, with some sand and clay. Low amounts of organic matter allows for optimal water retention, with good drainage and little compactness.



PYROS

Appellation Malbec

DID YOU KNOW?

Known for its big, bold flavors and supple texture, Malbec is most famous for its runaway success in Argentina. However, the variety actually originated in Bordeaux.

A French agronomist who saw great potential for the variety in Mendoza's hot, high-altitude landscape, brought Malbec to Argentina in 1868. But it did not gain its current reputation as the country's national grape until a surge in popularity in the late 20th century.

GRAPE VARIETAL //

100% Malbec

Malbec is a thick-skinned grape variety that requires a lot of sunshine to grow.

The variety ripens mid-season, so in warm climates, sunny such as valley floors, it can produce very deep-colored, rich and fruity wines. When grown in cool, high altitude climates like Pedernal, where the sunshine is very strong, the grapes produce thicker, protective skins that impart structure and complexity, but with juice that has higher acidity and freshness.

STYLE //

This wine is made with grapes of Malbec coming from Plot N°8 of the estate, located at the highest point at Valle de Pedernal, at 1,400 meters above sea level.

Thanks to the natural characteristic of the terroir and the ageing process (12 months in oak barrels), this wine represents the living expression of the Valley with an outstanding fruit, floral and spiced profile that results in elegant and unusual wine of great character and personality.



APPELLATION //

Pedernal Valley

Located in the southwest just 90 km (56 miles) from the city of San Juan, grapes in the valley are cultivated from altitudes of 1,250 to 1,500 meters above sea level. The valley is self-contained and isolated, free from natural diseases and far from civilization, which creates unique growing conditions.

Viticulture in the Pedernal Valley began in the mid '90s, and today there are approximately 850 hectares planted in the whole valley.

ABOUT THE WINERY //

In 2008 Mijndert Pon, founder of Bodegas Salentein, visited the Pedernal Valley in San Juan and was inspired by the tremendous beauty, untamed nature and diverse terroir. His vision to showcase the superlative fruit grown in the Pedernal Valley led to the creation of Pyros Wines, the first world-class wines collection reflecting the unique terroir of the Pedernal Valley.

PYROS

Single Vineyard Block No. 4 Malbec

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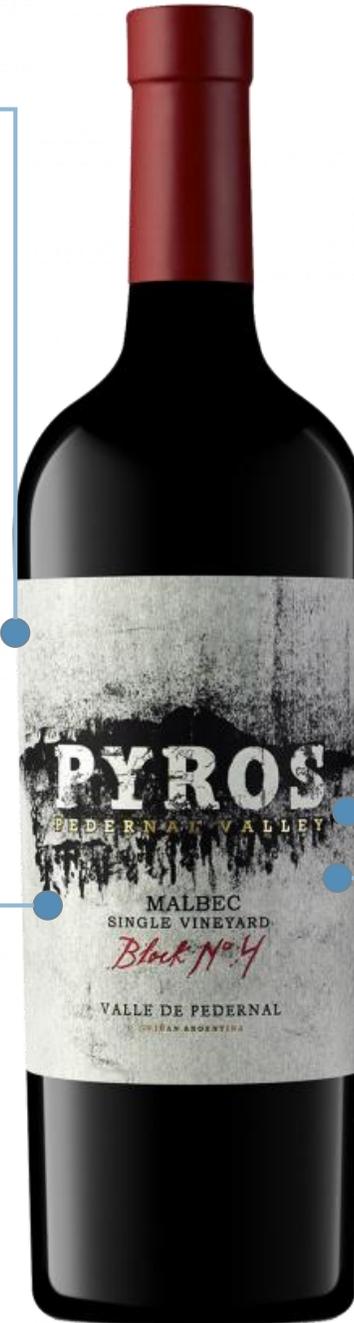
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STYLE //

This 100% Malbec represents the most unusual, elegant and expressive example of a high-altitude Malbec from Pedernal Valley. It is made with grapes exclusively grown on Block No. 4 of Pyros' Firestone estate.

This wine has an intense violet color with wild flowers, black fruits, blueberries and nicely integrated oak aromas. It is deep and rich, with flavors of black berries, spice, and minerals. Stunning, intense and luscious



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