

the torres family

A WINEMAKING DYNASTY

Family-owned wine producer Miguel Torres, S.A. has been a key player in the evolution of the Spanish wine industry for over 130 years. Passed down in an unbroken succession from father to son, each generation has made their own unique contributions. Today, it's one of Europe's great wineries.

In the 1930s, Miguel Torres Carbó assumed leadership and began to market Torres wines around the world. He listened to what his customers were saying. They were interested in Spanish wines—but not the style then popular in Spain, which often had a harsh or oxidized taste.

As a result, Miguel A. Torres (Carbó's son and the current president), was sent to France to study the more sophisticated winemaking practices of the French. These studies bolstered his hunch that the fine soil and climate conditions on his family's property in Spain would allow them to employ the French techniques to make great wine.

In the 1960s, Torres decided to invest in modern equipment—most importantly, stainless-steel tanks. These allowed the family to exercise more precise control over the fermentation process, creating a more subtle, fresh wine. In another monumental step for Spanish wines, Miguel Torres introduced French grape varietals to Spain: Cabernet Sauvignon, Merlot and Chardonnay.

In 1979, the Torres firm became the first European winemaker to recognize the remarkable potential of Chile as a wine-producing region. They established a



bob paulinski

Master of Wine (M.W.), is the Chief Wine Merchant of the Sam's Club® Wine Department. Bob is one of only 24 Americans to have been awarded the prestigious Institute of Masters of Wine certification in its entire 50-year history.

winery at the foot of Andean volcanoes in the central valley of Chile which today covers more than 400 hectares (more than 980 acres). These vineyards produce lush Cabernet Sauvignon, Chardonnay, Sauvignon Blanc and Merlot grapes for the Torres labels.

Today, the fifth generation of the Torres family is continuing the tradition of hands-on involvement in every aspect of winemaking. Miguel Torres Jr. is the head of marketing and communication; his sister Mireya is the technical director.

When asked about his company's philosophy, Miguel Torres Jr. said, "The advantages of modern winemaking technology are now available to everyone. But we are striving for something special: wine with personality. We believe that our customers are interested in wines that clearly tell the story of their *terroir*.*"

He added, "We are pleased to see our wines in Sam's Club because we want to work with people who share our passion about promoting wine and culture. Bob Paulinski, Sam's Club wine buyer, truly understands fine wines. Bob is interested in quality, not just in finding the least expensive product. Our pricing philosophy has always been to over-deliver on quality—so we are a great fit."

THE FOLLOWING TORRES WINES ARE AVAILABLE AT SELECT CLUBS:

Tormenta® Cabernet Sauvignon (Organic)

From their organic vineyard in Chile, Tormenta reflects the pure spirit of Cabernet Sauvignon. It has an intense nose with hints of blackberry, green pepper and spices. Tormenta is perfect with Mediterranean food, from tapas to grilled lamb.

Malena™ Garnacha

The Grenache, or Garnacha, grape is a long-standing Spanish favorite. Torres selects fruit from older vines for the most flavorful juice. It's lightly oaked and soft on the palate with lots of intense fruit and a slightly spicy nose. The Malena Garnacha is an excellent complement to grilled meats or paella.

Mas La Plana®

This is the wine that made the Torres brand famous. Mas La Plana is 100 percent Cabernet Sauvignon from some of the first Cabernet vines planted in Spain 35-40 years ago. Mas La Plana is a special-occasion wine with tons of complexity and powerful fruit. It is said that Mas La Plana tells a story as you drink it.

For more information on Miguel Torres, S.A., visit www.torreswines.com. 

*Terroir is a French word meaning "land" which is used to indicate the microclimate or growing conditions (like climate and soil) that have influenced the character of the finished wine.

Please visit samsclub.com/wine for more news from Bob Paulinski.

off the beaten path

A. Miguel Torres Winery



B. Tormenta Cabernet Sauvignon

C. Malena Garnacha

The Malena has been awarded 89 points and was rated #16 of the top 100 wine buys for 2006 by *Wine Enthusiast Magazine*.

D. Mas La Plana

Wine brands may vary by Club. Wine is available in select Clubs. Please drink responsibly.