

ECOTREBU

THE SOUL OF ORGANIC WINES

WHO WE ARE

Funded in 2010 with the purpose to innovate and create a unique, exclusive and customized vision of European wines.

WINES & COMPANY, SL has a team of international experts in sales and production which allows us to have a deep knowledge of all the actors of the industry from growers to the final consumer ensuring to match perfectly its taste and expectations.

This expertise leads to obtain the best ratio quality/price in the main producing countries and to create high quality blends in the entry/medium segment with stunning differences in regards with our competitors.

We are proud to see our efforts rewarded with successes of innovative brands like Toro Bravo with multiple awards.



RESPECT IS AT THE CORE OF WHAT WE DO:

RESPECT FOR OUR CONSUMER:

We listen to our customers, care about what they want to drink, and how much they want to spend. Our primary goal is to bring them enjoyable experiences at affordable prices. Our shared values are embodied in all our wines:

- **Safety:** Our wines meet the highest quality standards and food grade certifications.
- **Environment:** We use the lightest packaging available, produce vegan products as a minimum and reduce our carbon footprint by using local producers for our dry goods.
- **Authenticity:** We focus on wine growing regions, terroirs and grapes that are not necessarily the most popular or fashionable but that are rooted in history and tradition instead.

RESPECT FOR OUR GROWERS:

We establish long-term contracts with the cooperatives we partner with, giving them an alternative from selling their wines on the domestic markets. We also share our technical winemaking expertise with them, and they share theirs with us, so we're always learning from each other like partners do.

RESPECT FOR OUR WINES AND COMPANY STAFF:

At Wines and Company, each person is important. We respect and welcome each coworker's background, opinions and approach to achieve their individual goals as well as the objectives we have set as an organization.

RESPECT FOR ALL THE PEOPLE BEHIND THE SCENES THAT MAKE EACH PROJECT POSSIBLE:

There are so many hardworking folks behind every project: grape pickers, on-site production workers, plant workers, logistic coordinators, truck drivers and many more. We want to celebrate each and everyone of these contributors without whom our projects would not be possible.

Sustainability is on everybody lips and can seem like a meaningless buzzword. Our goal is making sustainability profitable:

Showing respect to consumers by delivering a product that is sustainable has an economic value. It is not costly to be sustainable; it simply requires more planning but at the end it makes good economic sense.



PRESENTATION OF THE BRAND

The soul of organic wines

Today's world will be the legacy of future generations. We have the opportunity to make decisions for tomorrow right now.

Each of us has a unique vision for the future. Ecotreebu's deep roots honor the universal aspiration to connect with nature, care for our future while living in the present.

The wines from the Ecotreebu collection are the outcome of what serious winemaking aims to express via joyful wines, made from **organically produced grapes** handled with care and respect. Ecotreebu is our colorful salute to Mother Nature, with less intervention for more **fruit expression**, naturally pleasant on the palate, silky, velvety, and full of fruit layers.

Because it's pointless to harm animals in the winemaking process, we've gone **organic** and **vegan** for these wines.

Cheers!

ECOTREEBU



5 DISTINCTIVE FEATURES OF ECOTREEBU

1 What is Ecotreebu ?

Inspired by nature, colorful to express its modernity, Ecotreebu is at the crossroad of many paths and words :

Eco from Ecologico means organic in Spanish

Tree because it is the universal value of our care for Mother nature

Treebu is a pun meant to mix tribu (tribe) and tree.

We couldn't make everything the same as before when we conceived the collection. For us, innovation is a way to commemorate our elders' expertise with a **fresh perspective**. We are careful to guarantee that our wines are treated with the care and attention they deserve by following the culture of organically produced grapes from the vineyards and ensuring that the winemaking process is gentle on the grapes and respectful of the humans. Organic connoisseurs deserve a **distinctive touch**.

2 Striking Packaging

This **striking design** is the outcome of a partnership with a Latin American street artist. This design embodies so many of our **values**: the celebration of our roots, the respect for nature, the connections between our past and present.... We just set our values with the artist and he returned with his ideas, which we adored!

Ecotreebu, like everything we do, is a **celebration of people** and **talents** collaborating to reach a common purpose.

3 Having a fun time is a serious business

How do you renew yourself in a country with as many traditions as Spain?

It's a challenge that the team at Wines & Company seized on with a singular purpose in mind: to create very cheerful, fruitful, and enjoyable wines with the Ecotreebu collection. We want our consumers to enjoy Ecotreebu not only because it's organic, but because it's a **one-of-a-kind wine** that delivers an unforgettable experience with every sip.

For Ecotreebu, the actual challenge was to create a pleasant wine at an **accessible price** using **organically grown grapes**.

How did we manage to accomplish this?

We started with the final goal in mind and worked backwards to ensure that every step from the vineyards to the glass was properly completed so that we could achieve the ideal results we had envisioned.

5 DISTINCTIVE FEATURES OF ECOTREEBU

4 Vegan wine

What is a vegan wine?

A vegan wine is a wine that is free from the use of ingredients from animal origin during its process. So why aren't all wines vegan if they come from the grape which is a plant product? What makes a wine non-vegan?

According to the European Union of Vegetarians: "Vegan are foods that are not products of animal origin and in which, at no stage of production and processing, use has been made of or the food has been supplemented with ingredients (including additives, carriers, flavourings and enzymes) or processing aids or substances which are not food additives but are used in the same way and with the same purpose as processing aids in either processed or unprocessed form that are of animal origin ».

The main difference between a traditional wine and a vegan wine lies in the **clarification process**. It is a process to which the wine is subjected to remove all impurities and clean it before bottling.

The problem is that in the **clarification** of traditional wines we can find ingredients such as egg albumin, casein (a protein derived from milk), ichthyocolla (which comes from the swim bladder of fishes) and gelatin (which is extracted from animal cartilage, usually fish).

In the process of clarification of vegan wines we use ingredients such as peas or potatoes proteins, or more commonly bentonite, which has a mineral origin, since it is clay powder.

Therefore, people who follow **a vegan diet cannot consume traditional wines**.

5 Organic and sustainable

Following our values, an organic wine should also be sustainable. There is no point of having an organic wine in a heavy bottle, or using beeswax for the closure.

Respect for people is a focal point during all our processes, but we are also convinced that respect for nature is compatible with an economic approach.

What do we actually do?

Packaging is essential at this stage as glass represents 40% of the carbon footprint of the product. We use bottles with a very **light weight**. The closure is made of **recyclable materials** and guaranteeing conditions of transport and optimal storage. Our cases are **100% recyclable**, in addition their **extreme resistance** allows us to load without pallets and **reduce weight** in the container.

The suppliers are very close to our production centers which guarantees **low transport costs, reduced CO2 emissions** and they have high quality certifications, **optimized plants** and are efficient in their use of energy.

We make sustainability an economic reality that participates in the success of the brand.

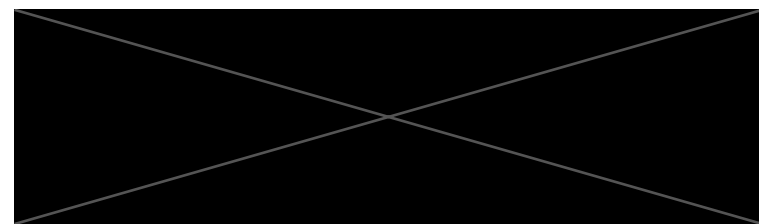
We prove our respect to our consumers with a sustainable product with an economic impact, it is not more expensive to produce, it simply requires more planning.

TECHNICAL SHEETS

Ecotreebu Organic Verdejo

GRAPE VARIETAL:

Verdejo



APPELLATION & ORIGIN:

IGT Tierra de Castilla - Spain

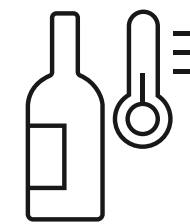
ALCOHOL CONTENT:

12%



TASTING NOTES:

This blend of Verdejo grapes gives a pale yellow wine with undertones of green in the glass. Layers of citrus such as grapefruit and mandarin make way to an expression of exotic fruits such as pineapple and passion fruit. In the mouth, it is refreshing, creamy and round but not dull as the poise of sweetness and acidity is perfectly balanced. This wine is expressive and elegant, but joyful just as life in our beloved Ecotreebu.



FOOD PAIRING:

Enjoy with grilled dishes, pasta and rice recipes, salads and fruit based dessert and you will be sure to enjoy one of the best pleasures in life.

Best served at 6-8°C/43-47°F.

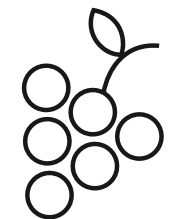


MAIN BENEFITS:

Distinctive blend made from Verdejo grapes.

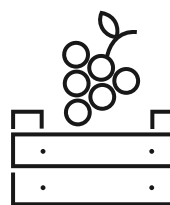
Elegant balance of fruity notes in the nose and lightness in the mouth.

Screwcap ensures easy opening and freshness of the product for 2-4 days in the fridge.



VINEYARD:

700-850m above sea level, sustainable and organically grown grapes with clay soils with a calcareous base and little rainfalls.



VINIFICATION:

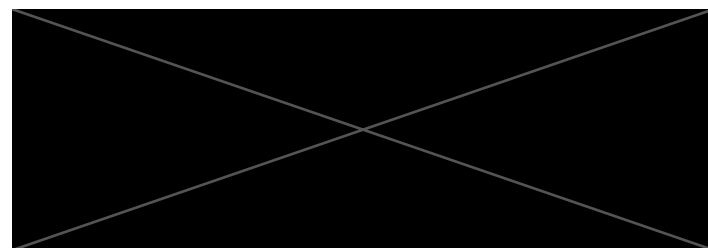
Verdejo grapes are carefully selected and harvested from the coolest high-altitude vines of 50 years old. The fermentation is conducted between 15-17°C during 10-12 days. The wines are then kept in stainless steel tanks until they are ready for bottling.

TECHNICAL SHEETS

Ecotreebu Organic Tempranillo Rosé

GRAPE VARIETAL:

100% Tempranillo



APPELLATION & ORIGIN:

IGT Tierra de Castilla - Spain

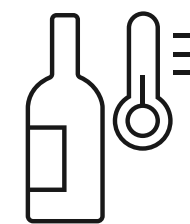
ALCOHOL CONTENT:

11,5%



TASTING NOTES:

The strikingly delicate color of this rose portends an elegant and complex combination of notes in the nose. Raspberry, grapefruit and rose scent are gently layered in this eloquent rose wine. In the mouth, the elegance of this wine is made full by showcasing the subtle balance of sweetness and acidity with a long finish.



FOOD PAIRING:

A perfect companion of smoked cheese, spicy seafood, grilled poultry and pasta dishes. On its own, we recommend to share with friends at a terrace!

Best served at 6-8°C/43-47°F.

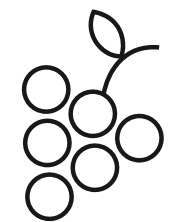


MAIN BENEFITS:

Light pale color with elegant hues responding to market trend.

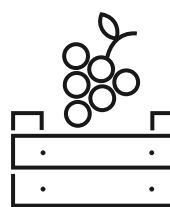
Delicate and fresh rose with expressive red berries and citrus notes.

Screwcap ensures easy opening and freshness of the product for 2-4 days in the fridge.



VINEYARD:

700-850m above sea level, sustainable and organically grown grapes with clay soils with a calcareous base and little rainfalls.



VINIFICATION:

Direct press of Tempranillo grapes limits the extract of excess color to the musts. The contact of the skins and the juices is reduced to the minimum and the fermentation is conducted between 14-16°C. The wines are then kept in stainless steel tanks until they are ready for bottling.

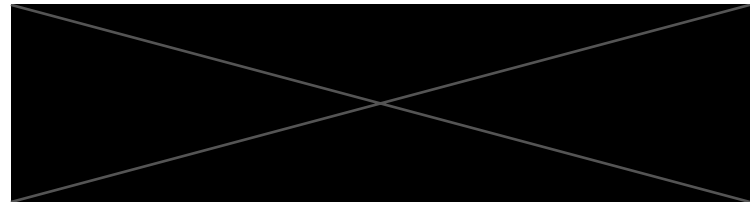


TECHNICAL SHEETS

Ecotreebu Organic Syrah Cabernet Sauvignon

GRAPE VARIETAL:

70% Syrah and 30% Cabernet Sauvignon

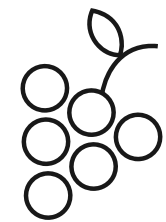


APPELLATION & ORIGIN:

IGT Tierra de Castilla - Spain

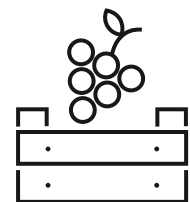
ALCOHOL CONTENT:

13%



VINEYARD:

700-850m above sea level, sustainable and organically grown grapes with clay soils with a calcareous base and little rainfalls.



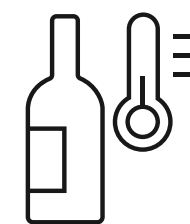
VINIFICATION:

Syrah and Cabernet Sauvignon grapes are carefully selected and harvested from the coolest high-altitude vines of 50 years old. The gentle pressing of the grapes ensures to leave the grape seeds intact thus controlling that there is no excess of astringency or dryness. The contact with the skins give this wonderful and deep purple color to the wine. The fermentation is conducted between 18-24°C. The wines are then kept in stainless steel tanks until they are ready for bottling.



TASTING NOTES:

A blend is always seeing in action the magic of 2 components that fit seamlessly together. This starts in the nose with layers of dark forest fruit, black olives tapenade, cloves and cherries followed by a juicy yet structured wine that maintains a good balance of natural sweetness of the grapes and acidity. The tannins are soft, velvety and round. Early harvest ensures a light and thirst-quenching wine with a distinctive elegance.



FOOD PAIRING:

Enjoy with grilled, barbecued dishes, cheese and cured meats, chocolate-based dessert or simply on its own.

Best served at 16-18°C/60-65°F.



MAIN BENEFITS:

Bi-varietal ensures management of tannins level and gives roundness and natural sweetness to the blend.

Fruit-forward blend with an expressive nose and a structured body.

Screwcap ensures easy opening and freshness of the product for 2-4 days in the fridge.



LOGISTIC INFORMATION

ECOTREEBU

40' CONTAINER DRY: PALLET WITH 5 ROWS

21 AMERICAN PALLETS 1200 X 1000 : 1575 CASES PER CONTAINER
25 EUROPEAN PALLETS 1200 X 800 : 1500 CASES PER CONTAINER

20 ' CONTAINER DRY: PALLET WITH 5 ROWS

10 AMERICAN PALLETS 1200 X 1000 : 750 CASES PER CONTAINER
11 EUROPEAN PALLETS : 660 CASES PER CONTAINER
5 rows Pallets: is 1,73m

LOOSE LOADING

40' CONTAINER DRY : 1671 Cases
20' CONTAINER DRY : 1300 Cases
Each case: 12 btles - 14,3Kg - with dividers

PALLETS

AMERICAN PALLET: 15 cases per row – 5 rows – 75 cases per pallet : 1102 kg per pallet
EUROPEAN PALLET: 12 cases per row – 5 rows – 60 cases per pallet : 887 kg per pallet
All our pallets are fumigated

ECOTREEBU

