

UMUE

# 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

UMUE : **Un** Mundo, **Una** Elección : One World, One Choice.

*Our values are clearly stated :  
Tomorrow's world is decided by today's choices.*

Our Choice is to envision the nature as a whole, and as such, WE are all part of this world. All the components work together, and as such should respect each other. UMUE is born from our limitless admiration of the Nature.

In our labels, who is dressed up and who is hidden in its clothes?

That is for you to decide, what we can tell you is that the seamless work of the nature is apparent in UMUE wines.

We have been working in the vineyards, following the nature's cues to harvest at optimum ripeness, treat the wines with respect and bottle them with care.

The result are silky, yet eloquent wines. We are not looking to tame the intrinsic nature of the grapes, we let them express their full potential naturally.

This is so inherent to the nature of UMUE that our wines are Vegan, because there is just no point in harming animals in the process of making wines.

# UMUE



# FIVE DISTINCTIVE POINTS THAT MAKE UMUE UNIQUE

## 1 Unique DNA of UMUE:

UMUE was born in Spain and is made with Spanish wines, but it is clearly designed for International markets. When we envisioned the range, our approach was to explore what the main producing countries are offering and how from Spain we could provide a unique experience for the International consumer.

For these reasons, UMUE has :

**Denomination of origin** ( DO in Spanish): we provide a snapshot of our terroirs, a guarantee for the consumer to travel within a single brand in authentic lands of Spain. The stamp of the DO ensures that we are compliant with the highest quality standards, a reasonable management of the vineyards and a careful winemaking.

Unique blends, proceeding from meticulous matching of an **indigenous varietal and an international varietal**.

An **unforgettable Design** with a high commitment of delivering a **sustainable packaging** ( light glass, recyclable materials, etc)

An unbeatable **value for money**. How many wines are there in the entry level category with all the unique features of UMUE ?

We want to bring to the daily table a quality wine with an affordable price and a unique authenticity.

UMUE upholds the comparison with international brands, our Brand has the vocation to be a leader in its category.

For all these reasons, year after year, we are increasing our solid consumer base, our Brand is strong and respectful of the people from the land to the glass, each and every single one is important for us and we demonstrate it with the care and the love that we bring to our product.

## 2 Vegan

### 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), ichthyocola (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**.

# FIVE DISTINCTIVE POINTS THAT MAKE UMUE UNIQUE

## 3 An Economic Model of Sustainability

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.***

## 4 Highest certifications of quality and food safety

IFS and BRC certified ensures both safety and quality control by external companies of the producing facilities.

## 5 Commitment

The Commitment of Wines & Company SL is total for this brand. We share with our importers Digital contents that will allow them to build marketing campaigns and have a distinctive brand in comparison to the competition.

Wines & Company SL commits with the education of your sales team taking into account the channels and public that you are aiming to.

*Wild and vegan*

# TECHNICAL SHEETS

## UMUE DO Mancha

### GRAPE VARIETAL:

70% Verdejo, 30% Sauvignon Blanc

### ORIGIN:

DO Mancha - Spain

### CURRENT VINTAGE:

2022

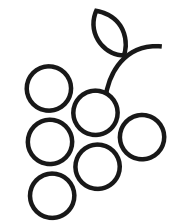
### ALCOHOL CONTENT:

11,5%



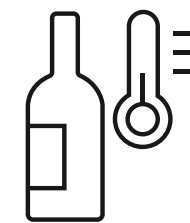
### TASTING NOTES:

This blend of 70 per cent Verdejo and 30 per cent Sauvignon shines straw yellow in the glass. Its scent quietly calls to mind white peach, lemon zest and vanilla macaron. The palate is brisk and vivid, but not fruity, flashy or forward. Rather, it races across the palate with poise and elegance, with muted allusions of green pear, rhubarb, white peach and citrus zest. The wine tastes lit, mouthwatering, and sheer—but not dilute. And the finish lingers, leaving behind a bit of a chalky texture. There's a bit of residual sugar, yes. Just enough to polish the edges of this light-bodied wine, which clocks in at 11.5 per cent alcohol.



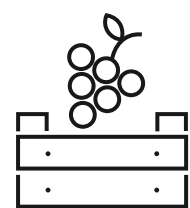
### VINEYARD:

700-800 metres altitude, sustainable farming methods, nutrient-poor and limestone-rich soil, scarce rainfall.



### FOOD PAIRING:

Food-friendly lively white wine well paired with fresh summer salads, grilled or seared seafood, poultry, rice and creamy pasta dishes or simply on its own. Best served at 6-8 °C/43-47 °F.



### VINIFICATION:

Verdejo and Sauvignon Blanc grapes are carefully selected and harvested from the coolest high-altitude vines. 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.



### MAIN BENEFITS:

Early harvest ensures a light and fresh mouth.  
Elegant balance of expressivity in the nose and lightness in the mouth.



*"Tomorrow's world is decided by today's choices"*

# TECHNICAL SHEETS

## UMUE DO Valencia

### GRAPE VARIETAL:

60% Tempranillo, 40% Merlot

### ORIGIN:

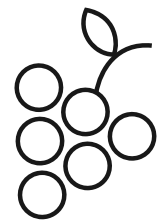
DO Valencia - Spain

### CURRENT VINTAGE:

2021

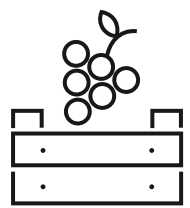
### ALCOHOL CONTENT:

13%



### VINEYARD:

500-600 metres altitude, sustainable farming methods, nutrient-poor and limestone-rich soil, scarce rainfall.



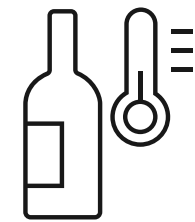
### VINIFICATION:

The grapes are harvested at their optimum ripeness ensuring a natural sweetness and roundness. The fermentation is conducted between 18-25°C during 8-10 days. The wines are then kept in stainless steel tanks until they are ready for bottling.



### TASTING NOTES:

UMUE calls to mind Black Forest Cake on the nose, followed by a flood of flavour—cherries dipped in dark chocolate, tobacco, earth, and coffee—with a dusting of dark cocoa powder that lingers. Medium-bodied with a bright seam of mouthwatering acidity and a slightly chalky finish, this affable Spanish red offers outstanding value.



### FOOD PAIRING:

Enjoy this smooth red by itself or with grilled, roasted or fried dishes, barbecued red meats, rice and pasta dishes, cured salted meats (jamón, chorizo) and semi-cured cheeses. All the vegan versions of these dishes will also complement well.

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.



*"Tomorrow's world is decided by today's choices"*



# TECHNICAL SHEETS

## UMUE DO Yecla Seleccion

### GRAPE VARIETAL:

90% Cabernet Sauvignon, 10% Monastrell

### ORIGIN:

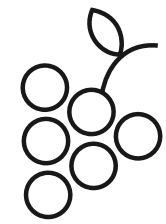
DO Yecla - Spain

### CURRENT VINTAGE:

2019-2020

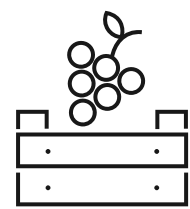
### ALCOHOL CONTENT:

14,5%



### VINEYARD:

700-900 metres altitude, sustainable farming methods, nutrient-poor and sandy, limestone-rich soil, scarce rainfall



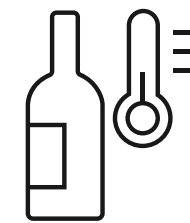
### VINIFICATION:

The grapes are harvested at their optimum ripeness ensuring a natural sweetness and roundness during night time. The fermentation is conducted between 18-25°C during 8-10 days. The wines are then aged in American oak during 4-6 months.



### TASTING NOTES:

This powerful blend of Cabernet Sauvignon and Monastrell has a deep cherry color. Layers of black berries and cherry precede a subtle touch of chocolate and coconut given by the oak ageing in barrels. The nose is powerful, expressive and persistent. In the mouth, the body lingers with poise and elegance, the tannins are silky and round but firm.



### FOOD PAIRING:

Food-friendly that pairs with earthy dishes, stews and braised meat. It also complements elegantly cheeses and chocolate based desserts.

Best served at 16-18 °C/60-65 °F.



### MAIN BENEFITS:

Subtle harmony of fruit and oak layers that gives more complexity to the blend.

The high alcohol content ensures a good ageing of the wine and an optimum ripeness of the grapes, giving a sensation of unique silkiness.

Versatile wine to be served on its own or to accompany meals.



*"Tomorrow's world is decided by today's choices"*

# TECHNICAL SHEETS

## UMUE DO Cava Brut

### GRAPE VARIETAL:

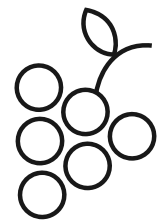
Xarel.lo - Macabeo - Parellada

### ORIGIN:

DO Cava - Spain

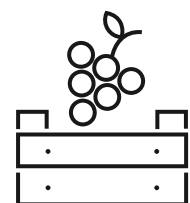
### ALCOHOL CONTENT:

11,5%



### VINEYARD:

500-600 metres altitude, sustainable farming methods, nutrient-poor and limestone-rich soil, scarce rainfall.



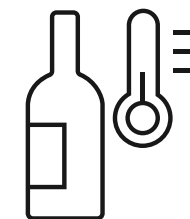
### VINIFICATION:

The grapes are harvested at their optimum ripeness after a careful selection at the vineyards. The introduction of the yeasts ensure the second fermentation in the bottle during minimum 12 months to develop subtle aromas of fruits and complexity. This gentle and traditional process leads to the roundness and creaminess of the blend.



### TASTING NOTES:

This Cava embodies the spirit of modern Spain while still retaining the expressive, creamy, and round qualities that have come to characterize the best Spanish wines. The sweet aroma of apricot and vanilla meringue is complemented beautifully by hints of lemon peel and florals. The tiny bubbles' cheerful dance to the glass's surface is a delicate reminder of the importance of celebrating life every day.



### FOOD PAIRING:

The possibilities for pairing this UMUE Cava with food are practically endless, ranging from salty dishes like Peruvian ceviche, white truffles and summer salads to sweet ones like red berries salads or a cheese platter.

Best served at 6-8°C/ 43-47°F.



### MAIN BENEFITS:

Elegant and modern twist in a clear glass bottle.

Joyful and expressive in the nose, delicate and sophisticated in the mouth.



*"Tomorrow's world is decided by today's choices"*

# LOGISTIC INFORMATION

## UMUE RED - WHITE - 75 CL

### 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 - 14,4Kg - 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*

## UMUE RED SELECCION - CAVA - 75 CL

### SELECCION

#### 40' CONTAINER DRY

21 AMERICAN PALLETS 1200 X 1000 : 1575 CASES PER CONTAINER

25 EUROPEAN PALLETS 1200 X 800 : 1500 CASES PER CONTAINER

#### 20' CONTAINER DRY

10 AMERICAN PALLETS 1200 X 1000 : 750 CASES PER CONTAINER

11 EUROPEAN PALLETS : 660 CASES PER CONTAINER

*5 rows Pallets: is 1,75m*

#### PALLETS

AMERICAN PALLET: 15 cases per row – 5 rows – 75 cases per pallet : 1099 kg per pallet

EUROPEAN PALLET: 12 cases per row – 5 rows – 60 cases per pallet : 883,6 kg per pallet

*All our pallets are fumigated*

### CAVA

#### 40' CONTAINER DRY

21 AMERICAN PALLETS 1200 X 1000 : 1050 CASES PER CONTAINER

25 EUROPEAN PALLETS 1200 X 800 : 1000 CASES PER CONTAINER

#### 20' CONTAINER DRY

10 AMERICAN PALLETS 1200 X 1000 : 500 CASES PER CONTAINER

11 EUROPEAN PALLETS : 440 CASES PER CONTAINER

*5 rows pallets is 1,79m*

#### PALLETS

AMERICAN PALLET: 10 cases per row – 5 rows – 50 cases per pallet : 1049 kg per pallet

EUROPEAN PALLET: 8 cases per row – 5 rows – 40 cases per pallet : 845 kg per pallet

*All our pallets are fumigated - Each case 12 btles - 20,5kg - with dividers*