

Vinalba Reserva Malbec

THE FACTS

COUNTRY: Argentina

REGION: Mendoza

APPELLATION: Uco Valley

THE STORY

Viñalba is helmed by husband & wife team Hervé J. & Diane Joyaux Fabre. Hervé, born in Bordeaux to wine negociants, arrived in Argentina in the early 1990s when Malbec was viewed as little more than a blending partner. Seeing the potential of the Argentine terroir, Hervé bought several of Argentina's oldest Malbec vineyards and built his first winery, Fabre Montmayou, in Luján de Cuyo. After identifying several different vineyard sites in the Valle de Uco which offered perfect conditions for Malbec & other varieties, Hervé launched Viñalba in 2007.

PHILOSOPHY: Viñalba's philosophy is one of minimal intervention believing wine should be an expression of the fruit & the vineyard. Winemaking is about enhancing what is there & knowing how to make the best of the grapes.

