

CALIBRE

Mendoza
ARGENTINA



ReNacer

Calibre
MALBEC

Founded by Patricio Reich, with the collaboration of world-renowned winemaker Alberto Antonini, Bodega Renacer prides itself in bringing consumers the very best wines from South America's unique terroirs. The winery structure itself is quite impressive, featuring a medieval tower built of rocks with state-of-the-art winemaking equipment. Renacer's vineyards are located in Perdriel, a unique zone in Mendoza, Argentina, where the soil, altitude, climate and water come together to create the perfect growing environment for Malbec. In addition to Renacer's more than 35 hectares of Malbec vines, the winery also purchases grapes from local producers in order to take advantage of Mendoza's many terroirs – those in the Uco Valley, Lujan de Cuyo and Medrano.

The soils play a significant role in these differences for each unique terroir within a vineyard. Due to natural geological processes, soil properties can vary over distances as small as a few meters. Recognition of these small-scale variations within a vineyard can lead to wines that better reflect the terroir. Precision viticulture is an indispensable method to work the soil according to its true potential. Renacer determines these variations using digital maps obtained by Electromagnetic Conductivity Measures (ECM). The system registers 1,000 readings per hectare, which are then precisely stored and evaluated by computer and GPS to obtain their exact location within the vineyard. The result is a detailed map of the soil for precise vineyard optimization. This map allows Renacer to divide vineyards into homogeneous areas that are treated similarly in terms of irrigation and harvest time.