

MADERA DOP

- Growing regions:
 - Madeira South Side: Calheta, Câmara de Lobos, Funchal, Ponta do Sol, Santa Cruz, Ribeira Brava, Machico
 - Madeira North Side: Porto Moniz, São Vicente, Santana
 - Porto Santo
- Styles: Licoroso
- Permitted varieties:
 - Recommended:
 - Tinto: Bastardo, malvasia Cândida Roxa, Tinta, Tinta Negra (mole), Verdelho Tinto
 - Branco: Terrantez, Bual, malvasia Cândida, (malvasia Fina) Sercial, Verdelho
 - Authorized:
 - Tinto: Complexa, Deliciosa, Listrao, Triunfo
 - Branco: Caracol, Carão-de-Moça, malvasia Branca de São João, moscatel Graúdo, Rio-Grande, Valerinho
- Minimum alcohol: 17-22%
- Minimum aging requirements: Madeira may not be sold until October 31st of the second year after harvest.
 - Vinho de Canheiro: 2 yrs in wood, and may not be bottled for 36 months after the final fortification.
 - Vinho de Estufagem: May be bottled after 12 mos. from the conclusion of the estufagem process.
 - Colheita: May be bottled from Oct. 31 of the 5th year following the harvest.
 - Frasqueira: 20 yrs. in wood
 - Solera: min 5 years in the Solera (only 10% may be drawn off each year)

MADEIRA DOP

- max. yield: 80 hl/ha
- principal soils:
 - Madeira volcanic soils: Saibro (decomposed red tufa), Cascalho (stony soil), Pedra mole (an arenaceous soil of decomposed yellow tufa), and Massapes (clay resulting from the decomposition of dark tufa)
 - Ponta Santo: volcanic + limestone
- total hectares under vine: 478 ha
 - Tinta Negra - 262 ha
 - Verdelho - 50 ha
 - Malvasia - 37 ha → mainly Malvasia Branca de São Jorge
 - Complexa - 34 ha
 - Bual - 16 ha
 - Sercial - 16 ha
 - Bastardo - 1.7 ha
 - Terrantez - 1.5 ha

MADEIRENSE DOP

- Regions: Madeira + Ponta Santo
- Styles: Branco, Rosado, Tinto
 - ↳ many grapes allowed, indigenous as well as international → Cab, Merlot, Chard, Chenin, Sauvignon

IGP TERRAS MADEIRENSES

- Preto, Branco + Rosado.

MADEIRA



REGION	HA. MALVASIA	SERUAL	VERDELHO	BOAL	TINTA NEGRA
PORTO MONIZ	.375	6.415	9.881		
SÃO VICENTE	.813	2.088	16.010		109.827
SANTANA	35.02	.786	6.272		.134
MACHICO	.320		.491		
SANTA CRUZ				.293	.117
FUNCHAL	.459	.107	.417	.219	.125
CÂMARA DE LOBOS	.74	8.644	7.745	6.601	160.977
RIBEIRA BRAVA	.75	.287	.485	3.696	5.443
PONTA DO SOL			.150	.2	.260
CALHETA	.208		5.396	8.768	.190
PORTO SANTO			.3		



Key Statistics

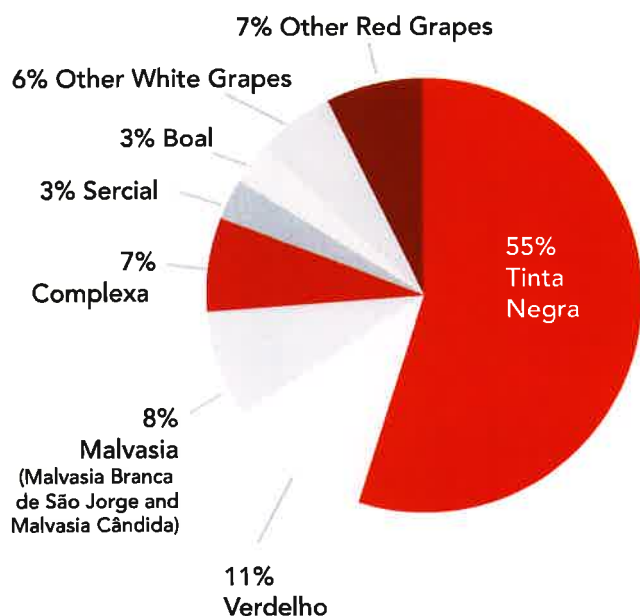
■ ■ Total Hectares (2011):

478.6 ha / 1183 acres

■ ■ Total Wine Production (2009)



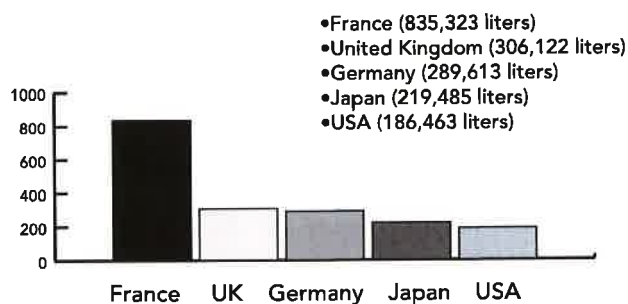
■ Varieties by Total Acreage



■ ■ Major Areas of Production (2011)

- Câmara de Lobos (175.9 ha)
- São Vicente (133.7 ha)
- Santana (73.6 ha)

■ ■ Top Export Markets (2011)



*2011 data sourced from the IVBAM. 2009 data sourced from The Wines of Madeira (Trevor Elliot).

MADERA: KEY STATISTICS

• Export markets:

1. France
2. UK
3. Germany
4. Japan
5. US

• major areas of production:

1. Câmara de Lobos (175.9ha)
2. São Vicente (133.7ha)
3. Santana (73.6ha)

- DOP madeirense accounts for 4% of production - vs. 96% for DOP madeira

MADERA: GRAPE VARIETIES

- (R) Tinta Negra (Dry to Sweet) - nearly all estufagem
- (w) Sercial (Extra Dry to Dry) - aka ~~Escapada~~ Esgana Cão
- last grape to ripen on Madeira → 11° potential alcohol
- requires at least 7-8 yrs. via Canteiro method to reach full potential
- (w) Verdelho (Semi-dry) - prior to phylloxera, 2/3 of the island's vineyards were planted to this grape - only gained "noble" status in the 20th century!
- (w) Bual/Boal (Semi-sweet) - aka Malvasia Fina
- highly susceptible to powdery mildew, this variety prefers the warmer, drier south coast growing regions
- (w) Malvasia Candida (Sweet) - aka Malvasia de Lipari
- < 4 ha in Madeira
- (w) Malvasia Branca de São Jorge (Sweet) - aka Malmsay
- may NOT be labeled Malvasia
- (w) Terrantez (Semi-dry to Semi-sweet) - aka Tokajszőlő
- "Madeira's finest variety"
- efforts are underway to replant, but it resists grafting, is disease-prone & has abysmal yields.

MADEIRA: GRAPE VARIETIES, CONT.

(R) Bastardo (Sweet) - aka Trousseau
- In 2010, only 4.5 liters of Bastardo were produced in Madeira

(R) Complexa - (Castelão x Tintinha) x muscat of Hamburg
- introduced to Madeira in the 1970s as an alternative to Tinta Negra.

MADEIRA: WINE STYLES

BASIC WINES

- generally produced through the estufagem process

- Selected/Finest: The youngest type of Madeira is generally produced w/ Tinta Negra grapes and aged at least 3 years (not more than 5).
- Rainwater: A lighter, medium-dry style & favorite among the 19th C. American South. Today, Rainwater is produced from Tinta Negra.
→ youngest wine in blend, min. 3 yrs. old, max. 10 yrs.

WINES w/ INDICATION OF AGE (MULTI-VINTAGE BLENDS)

- wines in these categories are generally produced through the canteiro process. Indications of age confirm expected taste profiles + approx. age. If labeled by variety, must contain 85% of the stated variety.

Sometimes estufagem.
usually produced through the canteiro method.

- 5 year old+ (Reserve) - ~~but~~ must be below 10 yrs.
- 10 year old+ (Special Reserve / Old Reserve) - must be below 15
- 15 year old+ (Extra Reserve) - must be below 20 yrs.
- 20-, 30-, 40-year old wines

VINTAGE WINES

- producers may NOT include the word "vintage" on a label
- if labeled by variety, these wines must contain 100% of the stated variety.

min. designation for vintage - stated wine.

- Colheita: wines undergo canteiro aging for a min. of 5 yrs.
- Frasqueira (aka Garrafeira): wines undergo canteiro aging for a min. of 20 yrs.

SOLEIRA WINES:
- canteiro
- not technically legal.

SWEETNESS LEVELS

- listed on IVBAM website as bulk density. Rough equivalents of RS: 38.8 - 62.2 g/L [45-63]

- Extra Dry (Extra Seco) < 7.5 g/L
- Dry (Seco) < 18.1 g/L [9-27]
- Medium Dry (meio Seco) 18.1 g/L - 38.8 g/L [27-45]
- Medium Rich / Sweet (meio Doce)
- Rich / Sweet (Doce) > 62.2 g/L [63+]

MADEIRA HISTORY

- 1351 - The islands of the Madeira archipelago appear in the Medici Atlas, as Legname ("wood"). Porto Sto & Dexeira.
- 1386 - Alliance b/w the English & Portuguese is cemented through the Treaty of Windsor - the world's oldest alliance still in force today.
- 1418-1420 - João Gonçalves Zarco and Tristão Vaz discover - or rediscover - Madeira, Porto Santo & the Desertas, claiming the islands for Portugal.
- 1420-1450 - Madeira vine cultivation begins w/ Malvasia vine stock imported from Candia (Crete).
- 1425 - Madeira becomes an official province of Portugal, under the control of Infante Dom Henrique. Zarco is selected to govern the isle's southern side.
- 1508 - The prosperous town of Funchal, Madeira's capital, is elevated to the rank of city.
- 1567 - Earliest recorded shipment of Madeira to the New World.
- 1580-1583 - War of the Portuguese succession. King Philip II of Spain claims the Portuguese crown. Spain embargoes the Madeiran wine trade for fear that it would compete w/ Sherry.
- 1600s - Vinhos da Roda come into fashion.
- 1640 - The Portuguese revolt against the Spaniards and proclaim João IV as their new king.
- 1643 - By royal decree, all Brazil-bound Portuguese ships are henceforth to sail from Madeira, loaded w/ wine.
- 1665 - King Charles II of England prohibits European exports to English colonies in the New World, but exempts Madeira from the ban. Madeira's shippers gain near-total control over the wine trade in England's American & Caribbean colonies.
- 1700s - By the middle of the century, fortification of Madeira wine was routinely practiced.

MADEIRA: HISTORY, CONT.

- 1703 - Methuen Treaty signed in England + Portugal. The Portuguese wine trade benefits from English tariffs $\frac{1}{3}$ less than those applied to French imports.
- 1722 - By this date, a British factory (a type of cartel) had been formally established on Madeira. It protected English interests on the island, and its members enjoyed total monopoly over the wine trade. The factory would collectively purchase all grapes on the island for the next century.
- 1745 - Francis Newton funds a shipping firm under his own name. In 1821, Newton's firm is renamed Cossart, Gordon & Co.
- 1760 - Captain James Cook of England lands on Madeira & loads his ship Endeavor with 3,032 gallons of wine, setting sail on a voyage around the world. In Boston, John Hancock's smuggling ship Liberty is seized, along w/ its cargo of Madeira wine. Riots ensue.
- 1794 - A Funchal wine merchant, João Fernandes, develops the first estufa: an armazém de calor, heated to 70-80°C.
- 1801 - First "friendly" occupation of Madeira by British troops during the Napoleonic wars.
- 1803 - A great flood devastates Funchal. Many official records concerning the earlier trade of Madeira wines are lost.
- 1802 - Estufa heating is forbidden by the island's government. The decree is short-lived.
- 1807-1814 - Second occupation of Madeira by the British.
- 1817 - William Neyle Haversham, who became one of America's most prominent 19th century Madeira dealers, is born in Savannah.
- 1834 - Estufa heating is again declared illegal; the ban is lifted the following year.
- 1838 - The British factory on Madeira is formally disbanded.
- 1850 - Henriques & Henriques and D'Oliveira are founded.

MADEIRA: HISTORY, CONT.

1851 - Oidium (powdery mildew) arrives on Madeira among infected French vines. By 1854, yields fall by over 90%. In five years' time, 10 British shippers on the island are reduced to 5.

1861 - Onset of the US Civil War closes profitable markets for Madeira in the South.

1869 - Suez Canal opens. Ships no longer call at Madeira when travelling eastward.

1870 - Justino's founded.

1872 - Phylloxera reaches Madeira.

1883 - The Portuguese government lifts a ban on importing American wine stock, allowing producers to begin grafting. The area remaining under vine is approx. 500 ha.

1895 - Dr. Silas Weir Mitchell publishes "A Madeira Party" in America.

1902 - The German syndicate Madeira Actien Gesellschaft nearly succeeds in taking over all business interests on the island. When the "Grand Hospitals" the Kaiser wants to build turn out to be resort hotels, the Germans are rebuffed.

1910 - The 5 October 1910 Revolution establishes the First Republic in Portugal.

1913 - Madeira Wine Association formed, uniting two shippers: Welsh & Cunha and Henriques & Câmara.

1914 - The appellations Port & Madeira gain legally protected status in Britain.

1917 - Revolution in Russia eliminates a profitable market for Madeira.

1920 - US prohibition closes Madeira's most historic & important market.

1925 - Blandy's & Leacock's, two of Madeira's most famous shippers, join the Madeira Wine Association.

MADEIRA: HISTORY, CONT.

- 1926 - A military coup in Portugal ushers in five decades of dictatorship.
- 1937 - Junta Nacional do Vinho (JNV) established to regulate Portuguese wine trade.
- 1946 - Vinhos Barbeito founded.
- 1953 - Cassart, Gordon & Co. joins the Madeira Wine Association.
- 1964 - Madeira's airport opens.
- 1974 - The Carnation Revolution in Portugal results in the overthrow of the Estado Novo regime.
- 1976 - Portugal's new democratic government grants autonomous status to Madeira.
- 1979 - Instituto do Vinho da Madeira (IVM) formed to regulate the Madeira wine trade.
- 1981 - The Madeira Wine Association formally changes its title to the Madeira Wine Company. All independent British shippers left on the island have joined the MWC.
- 1984 - Noël Cassart publishes "Madeira: The Island Vineyard".
- 1986 - Portugal joins the EU.
- 2006 - The IVM and embroidery regulatory agencies on Madeira are merged, forming the IVBAM.
- 2010 - Dramatic floods again devastate Funchal.

MADEIRA: TERRAIN

- 35-45° north [north is quite a bit cooler]
- steep inclines → generally made into terraces called poios.
- most vines are trained in a pergola system - combat fungal disease in the damp, tropical environment
 - combat fungal pressure.
 - alternative is espalier vines → modern system of vertical trellises on gentler slopes.
- ↳ low trellises known as latadas (aka pergola → about 1.5-2 meters off the ground)
- abundant rainfall on higher peaks - feeds a system of levadas, or canals to irrigate.
- mechanization is nearly impossible
- hot, humid summers + mild winters
- 500 mm of rainfall on the south side; 3000 mm in the north.

MADEIRA: PRODUCERS

- three types of production companies:

1. Production companies

MADEIRA PRODUCTION CO'S

- 1 H.M. Borges (founded 1871)
- 2 Henriques + Henriques (1850)
- 2 Madeira Wine Co. (1913)
- 4 Pereira D'Oliveira (1850, as a partadista)
- 5 Vinhos Parketto (1946)
- 6 Vinhos Justino Henriques (1870)
- 7 Faria & Filhos (1949)

- make the wine
- most based in Funchal
- currently 7 production companies registered w/ IVBAM
- Vinhos Justino Henriques is the largest company in Madeira today - half the island's exports.
- madeira wine co. (formed in 1913) is the second largest - includes Plandy's & Cossart Gordon.
- Henriques + Henriques → largest independent producer → owns a significant amount of vineyards.

MADEIRA: PRODUCERS, CONT.

2. Shipping Companies
 - trade wine, rather than make it
 - usually based in London
 - Broadbent Selections (selects wines from Justino's) is an example
3. Portadistas - store wine & sell it at maturity to other traders for a profit.

MADEIRA: PROCESS

- Serial + Verdelho are harvested last and separated from skins prior to fermentation

↳ Boal + Malvasia are picked first and undergo a short fermentation on their skins

- Fortification occurs w/ 95% ABV grape spirit imported from France

↳ fermentation length depends on desired RS; Malvasia sometimes only ferments for a few hours

On average:
- Malvasia: after 2 days
- Boal: after 3 days
- Verdelho: after 4 days
- Serial: almost at the end of fermentation

Post-fortification

Estufagem

- stainless steel vat
- 45-50°C (113-122°F)
- at least 3 months
- rest "estagio" for 90 days
- transferred to cask
- ~~may not be released until 2 years after estufagem.~~
- may not be bottled until 12 months after the completion of estufagem.

"Delicate"

Canteiro Estufagem

- chiefly used by the Madeira Wine Co. for all wines
- "armazens de calor" - rooms warmed by nearby towers or steam pipes.
- up to 1 yr.

Canteiro

- at least 2 yrs. aging - bottled at min. 3 years after fortification.
- lodge attic (heating)
- warmth of the sun