

From "is different" to "in Spain"

Adegas Moure is the only Galician winery in a promotion project of the new Spanish lifestyle in U.S.A.

The **Spain is different** with which a Spain of hard customs and kitchen riddled with “garlic and religious worries”- according to a definition of Julio Camba- was savaged, has passed some time ago to the history beyond our frontiers. In *Spain* is one of the symptoms of this change of direction in the image of the Spanish spirit. Under its label a meticulous bilingual publishing project that spreads “the identity and peculiarities of a section of companies and **products made in Spain**” has been set in motion. The last collection’s delivery, in the section of wine, it is dedicated to wine. Adegas Moure is one of the 18 chosen wineries.

“Who could imagine only one decade ago that our wineries will be distinguished not only for the extraordinary quality of our wines but also for the design, understanding this polysemous concept from the graphic, industrial or architectonic point of view, to the conception of the wine making process”, points out the author of the book, the critic Carlos Delgado.

In its selection, in which Adegas Moure is the only Galician reference, appear wineries as representative as Abadía Retuerta, Chivite, Enate, González Byass, Marques de Riscal, Remírez de Ganuza or Ysios, all of them with the common factor of having made popular the Spanish wine with “international view and audacity business”.

The article about the family Moure is illustrated with images of the powerful landscape that surrounds the winery, from which its original bet for the *albariño* variety and its condition of pioneer in the aging of the *mencía* in barrel is remarked.

“The wise move of Adegas Moure- explains Carlos Delgado- was achieving a perfect duo between the respect for the traditional viticulture, trying to intervene as little as possible , respecting the personality of the grape and nature, with the use of the most advanced technologies”-. During last years the winery uses the Ganímedes system, with which the maximum extraction of structure and colour of the wine is achieved, and plans to introduce a modern system of micro-oxygenation to improve fermentations.

http://www.lavozdegalicia.es/lemos/2009/01/24/0003_7481732.htm