

L'Avi Arrufí Tinto



The story of Celler Piñol reflects the rise of Spanish wines in global markets over the past decade, merging a deep respect for ancient, cherished vineyards and strong family traditions with innovative winemaking techniques to produce outstanding wines. Like Yecla and Vinos de Madrid, Terra Alta is emerging as one of Spain's promising wine regions, characterized by exciting projects and progressive innovation. Cristina Borrull, a talented and emerging winemaker, oversees winemaking at Celler Piñol. Juanjo G. Piñol serves as the winery director, while his mother, Josefina, manages the family cellar, preserving its legacy with dedication and tradition.

L'Avi Arrufí is an estate-bottled wine, crafted in the high-elevation Terra Alta region south of Barcelona. Made from vines over 70 years old, this wine honors the Piñol family's four generations of winemaking, with less than 800 cases produced. Named after "Grandfather Arrufí," the founder of Celler Piñol in 1945, L'Avi Arrufí embodies the unique terroir of Terra Alta, capturing the essence of its Mediterranean climate in every sip.

WHAT MAKES THIS WINE UNIQUE?: This limited-production wine is crafted from dry-farmed, 70+ year-old vines, producing a wine that will age gracefully for over a decade.

RATING HISTORY: 2021 93WE; 2020 92WE, 92VM, 90D, 2019 94D, 92WE; 2014 92VM; 2011 91WA; 2010 90WA

GRAPE: 60% Cariñena, 30% Garnacha, 10% Syrah. Vines planted in 1970. Tended in limestone and clay soil at 460 m (1,509 ft) elevation

PAIRING SUGGESTIONS: This red has a mineral, herbal, spicy and black fruit character that shows wild berries, red currants and garrigue. This wine's bold, burly and big structure is a great match for spicy BBQ, beef brisket or smoked pork. Red and white meats prepared with a little "heat" (five spice, Mediterranean rubs or some Indian curries) will be a good pairing.

VINIFICATION AND AGING: The wine is aged for 15 months in French oak barrels.



LOCATION, SOIL, CLIMATE: The vineyards are situated a few miles southwest of Priorat, within the Terra Alta DO in Catalonia's Tarragona province, northeastern Spain. This remote region has a winemaking history that dates back to the Roman era, around the 2nd or 3rd century. The winery and vineyards are located in the town of Batea, at an elevation of 356 meters (1,168 feet). The soils consist of 75% limestone and 25% calcareous clay, providing an ideal foundation for grape cultivation. Low yields of 24.5 hectoliters per hectare (3,500 kg per hectare) result in concentrated and complex grapes. The average temperature from April to October is 67.3°F, with hot days and warm to moderate nights, making Terra Alta drier and warmer than neighboring Montsant or Priorat. These climatic conditions yield wines with a bright purplish-garnet hue, notable weight, and ripeness. Additionally, the region receives just 16.3 inches of rainfall annually further shaping the distinct profile of its wines.

TASTING NOTES Brilliant ruby. Highly perfumed red and blue fruit and violet aromas are enlivened by a peppery nuance and a strong suggestion of smoky minerals. Juicy and seamless on the palate, offering gently sweet black raspberry and cherry flavors that spread out steadily with air. Finishes sappy, sweet and very long, featuring lingering spiciness and firming tannins.-- Josh Reynolds.

ALCOHOL CONTENT: 14.5%

UPC CODE: 8437008409764

L'Avi Arrufí
V de guarda
D.O.Terra Alta
Celler Piñol