





The story Of a friendship



One fine day, a group of seven friends sat around a table,
and the question arose...

***What could we do within the world of wine to
represent our way of understanding friendship?***

**So we formed Siete Pasos in celebration
of the seven of us, beginning a journey
we never want to end**



**Siete Pasos is the story
of a friendship**

It's a way of understanding the culture of wine,
our friendship and the joy of sharing...

**In short, it's a way
of seeing life**



Who are we?



The group is made up of those friends with whom we share the good times as well as the bad. They are pleasant, fun and caring...

way too and want them to feel the same as we do when we open a bottle of wine to enjoy together.

We want our clients to see us in that

We believe in this wonderful project and we want to take you on this journey with us. But first let us introduce ourselves...

Uy, fresquito, fresquito.
Así sabe más rico.*



La Fresca

RIOJA

Denominación de Origen Calificada

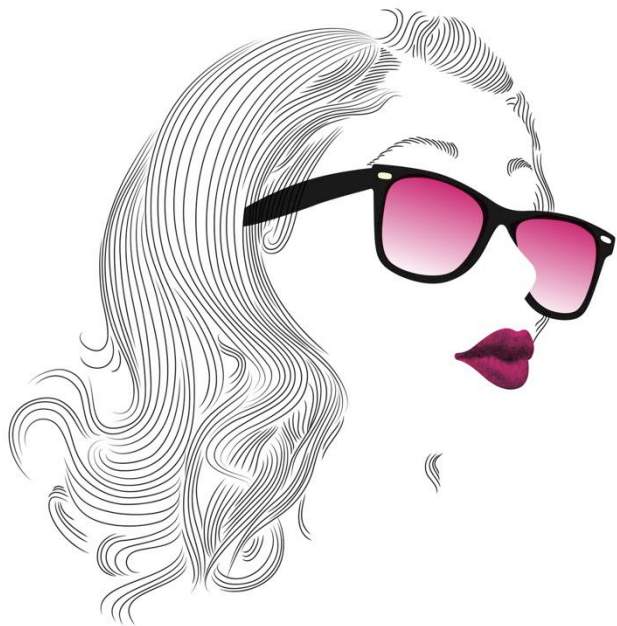
A purebred Riojana. She is made with **Viura** grapes, the most popular white wine grape variety in La Rioja, and has **apple and citrus aromas**. It is best to meet La Fresca in cold conditions - a maximum of **8 or 10 degrees**.

La Fresca's sense of humour can at times be **sharp and at other times sweet**, and she dresses up any **aperitif or simple seafood dish or salad**.

(They say her lips will make you her puppet and that she is unrivalled in keeping secrets)

* It's chilly... Chilly is nicer... It tastes better that way.

*Alegría es tenerte a mi lado,
ivamos a gozar! **



* Happiness is having you by my side, let's enjoy life!

La Lianta

CHARDONNAY

She is best enjoyed cold, like her friend La Fresca, but she is from **Navarra** and is made from the **Chardonnay** grape.

La Fresca is delicate, very delicate, and she dresses up in **flowers and fruits** - some are tropical but neither would she rule out **tangy apples** or **ripe peaches**.

There are cold **tapas, rice dishes and vegetarian specialities** that are completely besotted with her.

(They say that her personality is a result of her humble origins, but no one has yet been able to prove this)

*Preciosa!, ¿Dónde tienes el botón de "Me gusta"? **



* Hey gorgeous! Where's your "I like" button?

El Figura

RIOJA

Denominación de Origen Calificada

Young, fresh and intense, he is not long off the vine. As he is made from **Tempranillo** and **Grenache grapes**, it is a pleasure to drink a few glasses of wine with him. He is easygoing and charms wherever he goes.

He is perfect company for a round of **tapas** as well as a good **plate of pasta, rice dish, meat or fish**. He becomes whatever he sees. He sees what most interests him.

(It's clear that to know him is to love him. There is more to him than meets the eye and he is just what people are looking for)

*Reina, llena la copa;
parece que esté rota.**



* Darling, fill up the glass, it looks like there's a hole in it!

El Prenda

RIOJA

Denominación de Origen Calificada

In his younger days he could have been mistaken for El Figura. Also made with **Tempranillo and Grenache** grapes, he walks around proud of his full maturity.

After **a year** in confinement (in a **burnt oak barrel**), he has **hints of mallow and all its richness**. His presence is his greatest virtue.

He will not say no to anything. He will be equally happy with a **plate of vegetables, cured sausage, chops, red meat or a nice fillet of cod**.

(They swear that his beard hides a face weathered from a thousand battles, but those who are close to him only remember his kindness)

*Unos desean el talento,
otros lo tienen.**



* Some wish for talent, others just have it.

El Importante

RIOJA

Denominación de Origen Calificada

He spent **14 months in a barrel made of French oak**, where he reached such a level of distinction that now no one calls him by his name.

He genuinely lives up to his name. He is the one made entirely from the **Tempranillo**, the most important variety of red grape, essential for the best Protected Designation of Origin wine.

Faithful to his roots, he proudly sits alongside the highest quality Riojan food, such as **traditional potatoes with chorizo, bean stew, roast lamb or venison stew...**

(They say his monocle is fake and only for appearances, but there are also those who doubt the authenticity of his 'moustache')

The Siete Pasos group of friends



Where do we come from?





We come from all that surrounds us

We come from the best vineyards in **La Rioja**, from the beautiful countryside of **Rioja Alavesa** and from the hard soil of **Navarra**, a neighbouring region and ally in the production of quality wine.

We also come from centuries of tradition, from a passion for wine culture and from the love for grape varieties which make La Rioja so renowned for its wine.



Tempranillo: On its own or in a blend, it's the foundation of our red wines. When young it is delicate, subtle, light and fruity, and when older it becomes smoother and tempered. The beauty of age.

Garnacha: For us it is still the ideal complement to the Tempranillo grape. We use it in a young red wine and also in a crianza to enhance the aroma and body.



Viura: In La Rioja traditionally when we talk about white wine we refer to the Viura grape. It brings a hint of fruitiness, a floral aroma and just the right level of acidity. It's got it all.

Chardonnay: The refinement, the intense aroma and the yellow colour with hints of green. That's how this variety of grape presents itself. Forceful. Authentic.



Where are we going?



To share

Each dish has an appropriate **Siete Pasos wine** or several... It depends on the time, the weather, the place or the company.

Since the beginning of time, **wine and food** have always **shared a common path through history.**

On the left is the circle that sums up this mutual appreciation. You can drink them as suggested in the chart or mix to your taste, but never forget their personalities and their spirit.

The spirit that keeps the seven friends together.