



THE BITTERSWEET TASTE OF HISTORY
JUSTINO'S
MADEIRA

Juan Teixeira *Winemaker and Director General*

Celebrated for centuries as the source of one of the world's most unique and fascinating wines, the mountainous island of Madeira sits in the Atlantic about 375 miles off the North African coast. With mild humidity, weather here is subtropical, with temperature, humidity, and rainfall varying according to altitude.



Established in **1870**, **Justino's** is one of the oldest companies still producing and exporting Madeira wines. Also one of the Island's most dynamic producers, the firm carefully sources the finest available fruit from the favored growing sites all over Madeira and built an outstanding winery in Cancela, Santa Cruz, in 1995. Extraordinary knowledge and experience along with an ability to marry their profound respect for Island traditions with an insatiable quest for innovation have long made this firm successful.

Justino's annually selects grapes from about 800 growers of the roughly 4,500 on the island. The firm's wine stocks total about 5.3 million liters, likely the largest Madeira library in existence. Many wines are created through the **estufagem** system of exposing the fortified wines to oxygen and applying heat to enrich and strengthen the lots. White noble varieties and esteemed vintage wines are carefully brought up in the far slower and consequently more costly **canteiro** system.



Long ascribing to the motto, "Do one thing only, but do it well," Justino's understands that every time a customer sips a Madeira, she or he is experiencing a living fragment of history, a bygone era manifest on the palate and recalled in the mind. These must be truly authentic Madeira – the continued success of this 149-year firm demands the greatness of this particular experience. Each bottle of Justino's conveys the firm's knowledge, passion, and commitment: *"Skill, excellence and authenticity are the values that guide our actions, and this is what we want to take to the four corners of the world."* Everyone here is committed to expressing their intimate understanding of this Island, its grape-growing and winemaking history. They love these wines and want everyone to know why.

2015 Fortified Producer of the Year *"It's hard to remember the last time one producer so dominated a single category as Justino's did with Madeira. Whatever the grape, and whatever the style, it was imperious. And the Critics' Choice-winning Terrantez 1978 was jaw-dropping."* – Sommelier Wine Awards

RAINWATER 3-YEAR

Medium dry; translucent, with a shiny golden color; pleasant and intense nose with a sensation of freshness; light on the palate with notes of cocoa, grape, apple and walnut; long dry finish. Aged 5 years in cask by law, this wine won SILVER awards at TEXSOM International Wine Awards and the Indy International Wine Competition

RICH 5 YEAR

Created as a blend of different wine lots, predominantly Tinta Negra, all with the capacity to age well and which have been kept for a **minimum of 5 years** in oak casks prior to bottling. Brilliant amber; elegant and complex nose with hints of vanilla and raisin; rich and soft palate texture; well-balanced with long and pleasant caramel notes on the finish.

VERDELHO 10 YEAR *Canteiro*

Grown on the Island since the 15th century and once Madeira's most widely planted variety, Verdelho produces small bunches of small oval berries with a high skin to juice ratio. Between Sercial and Bual in terms of dramatic style, sweetness and weight, Verdelho was once nicely summed up by Michael Broadbent as "neither fish nor meat." Examples with considerable cask-age are celebrated for their high-toned acidity, but younger versions are generous and considerably more fruit-driven.

BOAL 10 YEAR *Canteiro*

MALVASIA 10 YEAR *Canteiro*

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Porto Moniz
 MALVASIA 0,375ha
 SERCIAL 6,415ha
 VERDELHO 9,881ha

São Vicente
 MALVASIA 0,813ha
 SERCIAL 2,088ha
 TINTA NEGRA 109,8275ha
 VERDELHO 16,010ha

Santana
 MALVASIA 35,02ha
 SERCIAL 0,785ha
 TINTA NEGRA 0,134ha
 VERDELHO 6,272ha

Calheta
 BOAL 8,768ha
 MALVASIA 0,208ha
 TINTA NEGRA 0,190ha
 VERDELHO 5,396ha

Ponta do Sol
 BOAL 0,200ha
 TINTA NEGRA 0,260ha
 VERDELHO 0,150ha

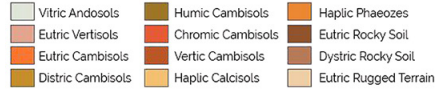
Ribeira Brava
 BOAL 3,696ha
 MALVASIA 0,75ha
 SERCIAL 0,2877ha
 TINTA NEGRA 5,443ha
 VERDELHO 0,4857ha

Câmara de Lobos
 BOAL 6,601ha
 MALVASIA 0,76ha
 SERCIAL 8,644ha
 TINTA NEGRA 160,977ha
 VERDELHO 7,7457ha

Funchal
 BOAL 0,219ha
 MALVASIA 0,459ha
 SERCIAL 0,107ha
 TINTA NEGRA 0,125ha
 VERDELHO 0,417ha

Santa Cruz
 BOAL 0,293ha
 TINTA NEGRA 0,117ha

Machico
 MALVASIA 0,320ha
 VERDELHO 0,491ha



Madeira is a fortified wine, and production begins with grape selection at harvest. **Soil** type and **microclimate** have significant effects on resulting wines, so this is an important point of consideration, and one of the great benefits of Justino's selection of fruit throughout the Island's many different vineyard areas. Justino's transports all harvested fruit as **quickly** as possible to the winery for sorting and analysis/prediction of eventual alcohol, separating grapes into lots to produce the different styles desired. Grapes are entirely **destalked** before any crushing to avoid stringent and bitter flavors.



Justino's pays its growers according to projected alcohol, **incentivizing fruit ripeness** and **quality** by encouraging growers to ripen grapes as fully as possible. White varieties – Sercial, Verdelho, Boal (or Bual), and Malvasia – are vinified separately, while red grapes – mostly Tinta Negra, and Complexa – are vinified (temp-controlled) together.

When fermentation brings latent sugar levels to the traditionally distinct degrees of sweetness and style at 18-19% abv, 96% neutral grape spirit is added, halting fermentation almost instantaneously. Malvasia, Boal and other sweet to medium-sweet Madeira are fortified earliest, guaranteeing higher residual sugar. Sercial, Verdelho are allowed to ferment until yeasts convert all or almost all natural sugars into alcohol. After fortification – but prior to oak aging – most

Madeira undergoes **estufagem**, a traditional process unique to the Island in which wines are heated for up to 3 months to temperatures of between 113-122°F. The Madeira Wine Institute (IVBAM) controls the process, during which vats remain sealed.



Madeira can also be produced without the artificial heat of estufagem. In a process known as **canteiro**, wines in oak casks are aged in rooms, under eaves, or in other areas naturally heated by the sun. Requiring far longer time than estufagem (often 20 to 100 years), Madeira produced through canteira are understandably more expensive.

Vintaged Madeira develop uniquely complex and intense flavors due to oxidation from aging in cask in a subtropical climate. The length of time a wine is left to age is a technical decision, depending not only on the aging potential of the wine but also on the desired style of wine and the market demand for such bottlings.

Justino's winemakers taste throughout the aging process to monitor evolution and quality. During this time, wines are racked, divided into barrels with any necessary corrections, ensuring they continue to develop in a balanced and harmonious fashion. By monitoring and controlling the ripening of grapes, developing close relationships with growers, incorporating modern technology, and rigorously controlling vinification, estufagem/canteiro, and aging, Justino's consistently improves quality, particularly among younger bottlings where quality and character distinction are more delicate and subtle.