

An aerial photograph of a vast vineyard in a rural landscape. In the foreground, a stone building with a tiled roof is nestled among green trees. The vineyard rows stretch across the middle ground, with some leaves showing autumnal colors. In the background, a range of rugged mountains is visible under a cloudy sky.

FAMILIA
LUIS CAÑAS
BODEGAS Y VIÑEDOS SINCE 1928



Highlights from today's tasting:

- ✓ A sensory voyage through RIOJA ALAVESA and RIBERA DEL DUERO, two unique regions, united by excellence and passion
- ✓ We will taste 7 wines, 7 different stories, from great terroirs of Spain
- ✓ We are not only going to taste wines; we are going to discover the lands and the people who make them possible

Mikael Ekeblom – CEO Vinuppleveler

Andrea Irimia – Export Area Manager Family Luis Cañas

A photograph of three men standing in a vineyard. The man on the left is younger, wearing a green t-shirt. The man in the middle is older, wearing a blue jacket and a dark cap. The man on the right is middle-aged, wearing a dark vest over a light shirt. They are all smiling and looking towards the camera. The vineyard has rows of grapevines with yellowing leaves. In the background, there are rolling hills and mountains under a clear sky.

OUR WINE STORY

Familia Luis Cañas

- ❖ In **1928**, the founder, Luis Cañas, was born – a perfectionist by nature and exceptionally hardworking. During many years, he dedicated to take care of amazing vineyards and produce all the wine in bulk, in a small underground cellar.
- ❖ In **1970**, Luis Cañas started to commercialize the wine in bottles and the same we established the winery that bears our name, where we poured our passion for the grape .
- ❖ **1989** marked a new milestone in the history of our winery, as Juan Luis Cañas, son of Luis Cañas, took the helm. At the age of 33, he brought fresh energy to the winery, focusing on aged wines and new styles.
- ❖ In **2008**, the family began a new project in Ribera del Duero, in one of the areas with the oldest vineyards: LA AGUILERA (Burgos).
- ❖ In **2016**, the family launched the project AMAREN, in Rioja Alavesa in honor of Juan Luis's mother, who passed away leaving a profound mark on everyone's lives. Jon Cañas, son of Juan Luis, joined as winemaker and manager of Amaren and this marked a significant milestone in the family's history.

The finest wines can only be made from the finest grapes – that is why we are obsessed with our vineyards.





**Why are we so in love with
Rioja Alavesa and Ribera del Duero?
Will will show you.**



DENOMINATION OF ORIGIN IN SPAIN

105 D.O. in total

D.O.Ca RIOJA is one of the most prestigious wine regions in Spain and in the world, since 1925. Becomes DOCA in 1991.



It has a diverse climate and geology, allowing the production of wines with different profiles. It is divided into:

- RIOJA ALTA** – elegant wines with good acidity
- RIOJA ALAVESA** – wines with great structure and freshness
- RIOJA ORIENTAL** – warmer, more concentrated wines



THE CLIME and ALTITUDE

- ✓ A determining factor in the quality of its wines. A transitional climate between Atlantic (regular rainfall) and Mediterranean, due to its location between the Sierra de Cantabria to the north (reducing the risk of frost) and the Ebro River to the south (greater sun exposure and ripening).
- ✓ Ideal microclimate for viticulture, providing a balance between freshness, ripeness, and acidity in the wines.
- ✓ Vineyards located between 400 and 700 meters above sea level, which provide freshness and natural acidity to the wines.





TERROIR and local grape VARIETIES

- ✓ Mainly limestone and clay-limestone soils (such as Burgundy).
- ✓ Excellent drainage, which enhances wine quality.
- ✓ They produce fine, elegant, long-lived wines with high acidity.
- ✓ Vineyards close to the winery (5 km) with average age 45 – 110 years old, in Villabuena and Samaniego.
- ✓ Tempranillo is the queen of the region, responsible for producing structured, elegant wines with great ageing potential. Other authorized varieties include Graciano, Garnacha, and Mazuelo, as well as Viura and other white varieties in smaller proportions.



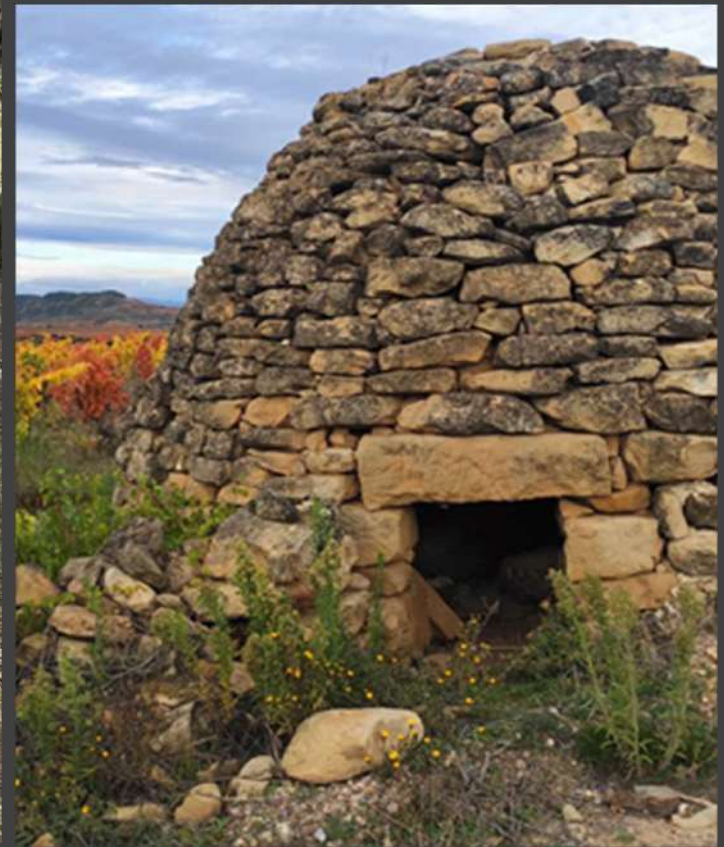
Rational Viticulture

- ✓ Natural resources and mechanisms.
- ✓ The use of herbicides, synthetic fertilizers, and aggressive products or practices is strictly prohibited.
- ✓ Recovery and Conservation of the Landscape: rebuild natural stone walls, insects hotel.
- ✓ The goal is to have healthy land—without a doubt, the best legacy we can leave to future generations—and, as a result, healthier grapes and wines.

Old plots



Caring for Our Heritage





SOCIAL and ENVIROMENTAL SUSTAINABILITY

- ✓ Handcraft working with our local viticultures.
- ✓ The price of the grape is highly paid (with or without harvest risks).
- ✓ We offer to the local people good incomes and work stability.
- ✓ Every year the local families visit us and plant a tree in our vines together with them families.



i + D

VARIETAL RECOVERY PROJECT

- ✓ This is a project launched in 2016, aimed at identifying and rescuing as many ancestral varieties and biotypes of traditional varieties as possible, found in vineyards between 80 and 120 years old.

For what purpose?

- ✓ To halt the phenomenon of genetic erosion in the vineyard. Adaptation for marketing as single-varietal wines. Use as a complement to traditional varieties. Possibility of producing wines with different profiles. Adaptation to climate change: seeking varieties with qualities such as lower alcohol content, higher acidity, longer growing cycle, and resistance to drought, pests, and diseases.



THE HARVEST

- ✓ 100% hand-harvested
- ✓ Harvested in small 11 kg crates and chilled overnight in a cold chamber at 6 °C (to fix colour and extract primary aromas).
- ✓ Double selection of bunches and individual berries.



WINE MAKING

- ✓ Flying back to the origins – vinification in concrete tanks.
- ✓ Concrete protects the wine from thermal shocks, allows for greater fruit extraction, and enables a more respectful winemaking process.
- ✓ We use indigenous yeasts.
- ✓ We use a puzzle of vessels for our various wines: concrete, stainless steel, amphorae, foundres, 225 L French oak, 500 L oak, and cement tanks of different sizes.









THREE GENERATIONS CRAFTING WINES

EST. 2008



- ❖ Great wines from an exceptional land, Ribera del Duero
- ❖ Old, century-old vines
- ❖ Sustainable viticulture
- ❖ Awakening your emotions and making you enjoy every uncorking



- ❖ **Location:** four provinces of Castilla y León converge in Ribera del Duero — Burgos, Segovia, Soria, and Valladolid.
- ❖ **Area:** 150 km from east to west and 35 km from north to south.
- ❖ **Average altitude:** 837 meters.



SMALLHOLDING - MINIFUNDIO



PLOTS for CAIR



THE CLIME and ALTITUDE

- ✓ Dry, very hot summers (up to 40 °C).
- ✓ Long, harsh winters (down to -18 °C).
- ✓ Pronounced temperature swings between day and night in summer, producing grapes with deep colour and structure, allowing for prolonged ageing of the wines.
- ✓ Due to these conditions, the vine's growing cycle is very short and its ripening is perfect.
- ✓ Vines located between 800 and 1000 metres above sea level, under the influence of extreme climatic conditions.



TERROIR and local grape VARIETIES

in AGUILERA, Burgos

- ✓ Varied soils: clay-limestone, stony, and sandy depending on the area, providing diversity and complexity to the wines
- ✓ very old vineyards
- ✓ low yields
- ✓ small-sized plots mainly located on slopes
- ✓ more labour-intensive and costly work compared to other areas
- ✓ Tempranillo (also known as Tinta del País or Tinto Fino) represents over 90% of the vineyard. Other permitted varieties include Cabernet Sauvignon, Merlot, Malbec, Garnacha Tinta (in small proportions), and Albillo Mayor (white).



Rational Viticulture

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- ✓ Recovery and Conservation of the Landscape: rebuild natural stone walls, insects hotel.
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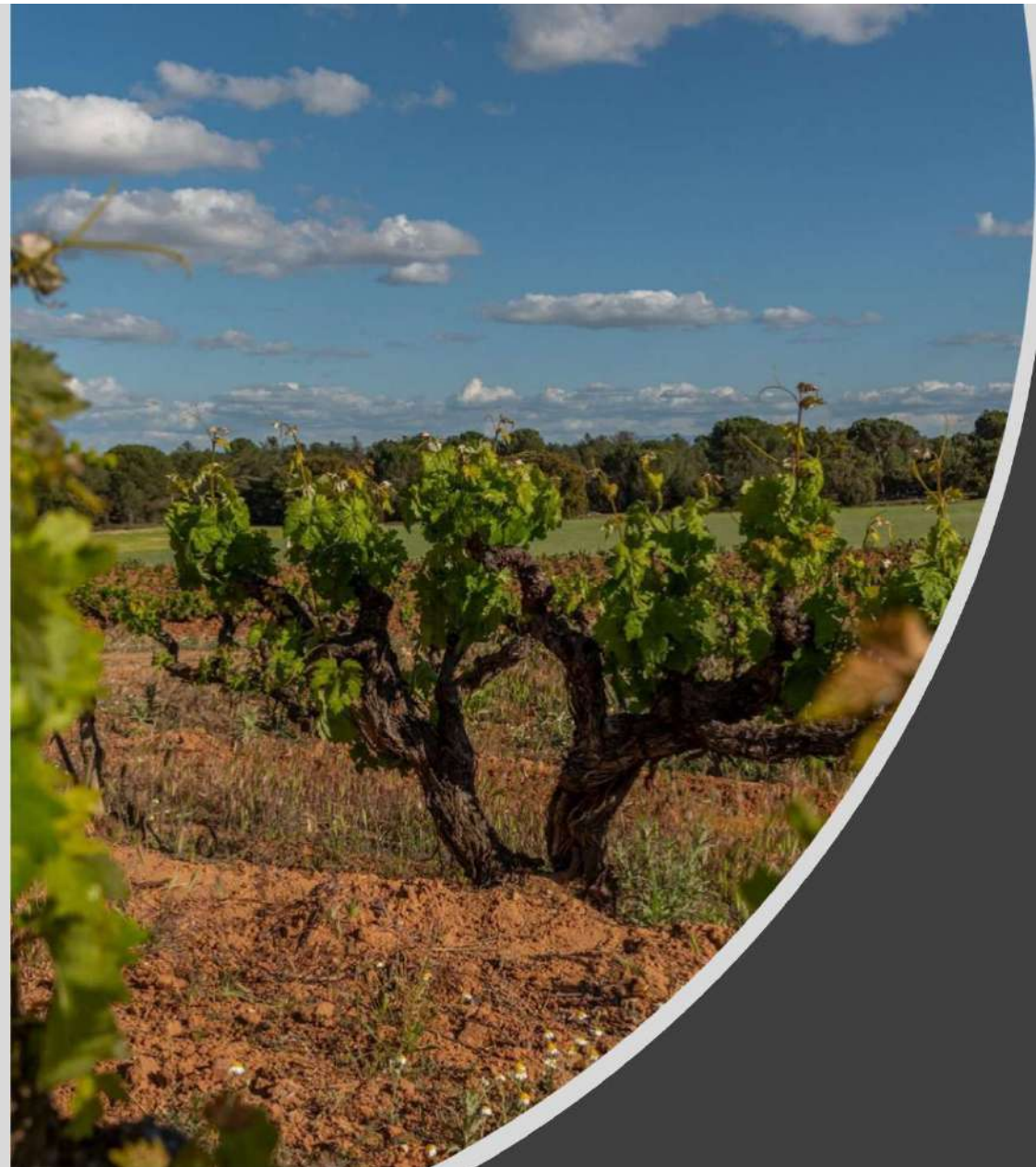
THE HARVEST

- ✓ 100% hand-harvested
- ✓ Harvested in small 11 kg cases and chilled overnight in a cold chamber at 6 °C (to fix colour and extract primary aromas).
- ✓ Double selection of bunches and individual berries.



WINE MAKING

- ✓ Vinification in small-capacity stainless steel tanks.
- ✓ We use indigenous yeasts.
- ✓ We use different vessels for our various wines: concrete, stainless steel, foundres, 225 L French oak but mostly 500 L oak.



Our goal is to awaken your emotions
and make you enjoy every uncorking.

And now, let`s taste!



LUIS CAÑAS

VIÑAS VIEJAS 2023

Planted in “cabezadas”—the highest and poorest areas of their vineyards.

- ✓ **Vineyards** - 60 years old at 450 to 620m. 6,000 kg/Ha.
- ✓ **Terroir** – Highest and poorest areas
- ✓ **Variety** – Viura, Malvasia and Tempranillo Blanco.
- ✓ **Winemaking and ageing** – Fermentation: 70% ferments in barrels and 30% ferments in various vessels: amphorae, concrete, and stainless steel. On lees with bâtonnage for six months.
- ✓ **Tasting notes** – aniseed and chamomile. Herbal notes of boxwood and nettle add freshness to the profile. On the palate, it is complex, vibrant, and full of character, with a hint of salinity. Ageing on lees imparts volume, richness, and a silky texture that envelops the mouth.
- ✓ **Pairing** - Blue and white fish, seafood, white meats, cured meats, smoked products, and rice dishes.



LUIS CAÑAS RESERVA

- ✓ **Vineyards** - 40 to 50 years. Altitude: 400 to 650 m. Average yield: 5,500 kg/Ha.
- ✓ **Terroir** – clay-limestone slopes, different exposures and altitudes.
- ✓ **Variety** – 95% Tempranillo and 5% Graciano.
- ✓ **Winemaking and ageing** – 18 months in second-year barrels: French and American oak.
- ✓ **Tasting notes** – Varietal aromas such as liquorice and ripe black fruit, intertwined with fine wood notes. A wine that displays vibrancy and tension, giving it great character. Well-structured on the palate, with fine, juicy tannins. Spicy finish in which ripe black fruit aromas reappear.
- ✓ **Pairing** - Red meats, stews, duck, small game, and fatty fish (cod, turbot...).



LUIS CAÑAS RESERVA FAMILIA

- ✓ **Vineyards** - 54 years old. The Cabernet Sauvignon was planted in 1985.
- ✓ **Terroir** – Unique plots with poor soils and cool, deep subsoils that naturally limit yields.
- ✓ **Variety** – 85% Tempranillo and 15% Cabernet-Sauvignon.
- ✓ **Winemaking and ageing** – Malolactic fermentation in new barrels (50% French oak and 50% American oak). Aged for 20 months, with 20% of the barrels being second-use.
- ✓ **Tasting notes** – Great aromatic intensity and an array of nuances, weaving a highly complex aromatic tapestry: leaf litter, moss, cedar, undergrowth, and fine woods give way to spicy and balsamic notes reminiscent of thyme and rosemary, lending remarkable freshness.
- ✓ **Pairing** - Red meats, stews, small and large game, roasts, chocolate, and lamb.



AMAREN SELECCION VIÑEDO

- ✓ **Vineyards** - an average age of over 45 years, mostly located in Samaniego.
- ✓ **Terroir** – Poor, limestone soils with clay-limestone composition and gravel.
- ✓ **Variety** – 90 %Tempranillo and 10% Garnacha
- ✓ **Winemaking and ageing** – Alcoholic fermentation in concrete tanks. Aged for 12 months barrels
- ✓ **Tasting notes** – Mineral (metallic) notes, red fruit (red liquorice, morello cherry, and cherry), black fruit (blackberry), and floral hints (violet), along with peppery spice and well-integrated fine oak. Mineral character, liquorice, cherry, morello cherry, and redcurrant notes, combined with spices, all in perfect harmony with the tannin and acidity.
- ✓ **Pairing** – Pasta, Rice dishes, Red meats, Oily fish / Fatty fish, Semi-cured cheeses, Mild stews.



SELECCIÓN "LA AGUILERA"

VINO DE PUEBLO, La Aguilera

- ✓ **Vineyards** – Over 45 years old, located in the municipality of La Aguilera at an altitude of over 820 metres. Hillsides and terraces with various orientations, surrounded by scrubland, pine trees, and holm oaks.
- ✓ **Terroir** – Loam-clay-sandy and loam-clay soils.
- ✓ **Variety** – 100% Tempranillo.
- ✓ **Winemaking and ageing** – Alcoholic and malolactic fermentation in stainless steel tanks. Aged for 14 months in second-use French and American oak barrels.
- ✓ **Tasting notes** – Complex, black fruit, floral, balsamic, and wild shrub notes; vibrant acidity, the result of the altitude.
- ✓ **Pairing** - Stews, Red meats, Roasts, Cured, smoked, and flavoured cheeses (rosemary, thyme, truffle...). Fatty fish with sauces (such as *bacalao al pil-pil*).



TIERRAS DE CAIR

- ✓ **Vineyards** - Vineyards over 75 years old located in La Aguilera and Quintana del Pidio at an altitude between 820 and 850 meters.
- ✓ **Terroir** – Stony soils where the vine faces limitations in its vegetative growth.
- ✓ **Variety** – 100% TEMPRANILLO
- ✓ **Winemaking and ageing** – Manual harvest in 11 kg boxes. Double sorting table for grape selection. Alcoholic and malolactic fermentation in stainless steel tanks.
- ✓ **Aging** – 18 months in new French oak barrels. Minimum 24 months in bottle.
- ✓ **Tasting notes** – Aromas of black fruit and balsamic nuances. Its great complexity comes in part from the diversity of soils in the small plots selected for this wine — clay-limestone, sandstone, and stony soils. These soils give the wine remarkable minerality and volume. Broad, long finish with balsamic notes that provide freshness and elegance.
- ✓ **Pairing** - Perfect with roasted lamb, aged cheeses, or rich stews.



CAIR CUVÉE

- ✓ **Vineyards** - Average 25 years, located in the municipalities of La Aguilera (820–850 m altitude) and Moradillo de Roa (960 m altitude).
- ✓ **Terroir** – clay-limestone soils.
- ✓ **Variety** – 80% TEMPRANILLO and 20% MERLOT
- ✓ **Winemaking and ageing** – 10 months of ageing in oak barrels.
- ✓ **Tasting notes** – Deep cherry red with high colour intensity. On the nose, it is intense and direct, with prominent red fruit aromas and floral tones. On the palate, it is vibrant, with refreshing acidity. Light spicy notes appear, integrated with the fruit, marked by the sweetness and silkiness contributed by the Merlot variety.
- ✓ **Pairing** - Fatty fish, Tapas, Red and white meats, Semi-cured and soft cheeses, Pasta and rice.

ALL OUR WINES ARE CRAFTED AND CONCEIVED FROM THE VINEYARD.

Each one tells us its story, conveying its origin from the land—its varieties, climate, and character—for us to enjoy.
Each and every one of them has its moment, its spotlight, and simply seeks the opportunity to express
its full potential in a glass.

