

MATOŠEVIĆ

WINES OF ISTRIA

Market

Wine has been a part of the Croatian everyday life for thousands of years and Croatia is a part of the »original«, the old world of wine comprising the neighbouring Mediterranean countries, such as Italy, Greece, France or Spain. Thus the wine market in Croatia is not new, it has grown and developed and besides the traditional »homemade« wine, which is a part of folklore, the number of fine Croatian wines that follow high international standards is growing.

Big shifts in development occurred during the last fifteen years and they are primarily connected to the occurrence of small family-owned wine producing companies that strive towards excellence. The company Vina Matošević (Matošević Wines) is one of the crucial pioneers of new wine quality in the country and above all a synonym for Istria and its most important vine sort, Malvazija. Premium wine market in the country is primarily linked to HoReCa sector, thus the main goal of small producers is to be present on wine lists of the best restaurants. In this sense, the representation of Istrian wines, above all Malvazija, is a must-have of every fine Croatian restaurant.

During all these years, the major role in the creation of this scene with his products and other various educational and promotional activities, have been carried out by Dr. Ivica Matošević, the leading man of Vina Matošević.

Achievements

One of the most valuable features of the brand Matošević, which separate it from others, is the continuity in product quality. Since the very beginnings in the middle of nineties, Vina Matošević were regularly awarded on prestigious wine contests in Croatia and the world. Already from their beginning in this business, the company achieved three chardonnay vintages. Chardonnay Anima 1998 got the Studec award for the best Croatian white wine, Anima 1999 won a gold medal at an international contest in Ljubljana, whereas Chardonnay Anima 2000 won a silver award at the Chardonnay du Monde contest in France, the unofficial chardonnay world championship. After that period, Matošević began focusing on autochthonous Malvazija, which was about to win numerous awards.

Besides the core guideline – high quality – a product, such as wine, nowadays needs to possess strong recognisability. Thus Vina Matošević paid special attention to product aesthetics, above all their wine labels. The label designed by Željko Burić, a designer from Pula, with dominating circles is modern, recognisable and almost hypnotic. It leaves a strong impression on the consumer.

Besides his own product, Ivica Matošević is often mentioned as the most significant person in the creation of Istrian wine miracle. A longstanding first man of Vinistra, an association that gathers Istrian vintners, contributed to quality organisation and affirmation of Istria as the land of fine wine, stimulating excellence as the core guideline of this mission. Love for his land, unity and wish for creating



the best that a territory can offer in the form of typical agricultural products, are the essential guidelines of modern Istrian lifestyle.

Rivalry between small wine producers in Istria results in excellence, which is also transferred into the segment of olive oil production and the gourmet scene with the unavoidable dry cured ham, cheese, honey and truffles.

The Vinistra event in Poreč, nowadays the most prominent wine happening on the territory of ex Yugoslavia, conducted by Ivica Matošević, represents the central site for the Istrians to show their excellent oils and wines every spring.

History

The Matošević brand history is linked to Ivica Matošević, who was born in 1964 and grew up in Pula. He graduated from Faculty of Agronomy in Zagreb, department of Gardening and Landscape Design in 1988. He entered the world of wine during his

doctorate studies in Italy. Without winegrowing tradition in the family, he passionately entered the new world of wine, finished sommelier training and learned from the best Friuli vintners. After his return in Istria in 1996, he founded a company and engaged in wine production, using new skills and modern cellar technology.

The first bottle produced for the market was Mladuh 1996, new wine produced with the method of carbonic maceration, modelled on the popular French Beaujolais Nouveau.

In 1998 he began building a new wine cellar in Krunčiči, a town in Istria above the Lim canal, where his parents were from. After solid initial results and awards, in 2002 he became the president of Vinistra; he modernised the event and stimulated new contents, resulting in its present recognisable form.

Vina Matošević nowadays place high quality wines from the West and Central Istrian vineyards, where they have their own vineyards, as well as those, that they nourish together with their longstanding partners.

We associate two basic wine lines with the brand Matošević: the first one comprises fresh wines ALBA





Grimalda is a very attractive location, a site on the top of a hill, common for Istrian hinterland, under which lie ten acres of new terraced vineyard plantations. The assortment is the following: sauvignon, chardonnay and malvazija (white sorts), and merlot and teran (red sorts).

The white GRIMALDA is a blend of 50% of chardonnay, 25% of sauvignon and malvazija each, while red GRIMALDA consists of 85% of merlot and 15% of teran. The wines age in barrique wine barrels for 12 months and they are characterised by terroir, the uniqueness of location, which gives the wine specific personality.

Elevation, clarity, soil

and AURA with black and white label, produced in stainless steel containers, intended for the market in spring, after vintage, with features of breeziness, elegance, drinkability, and made of malvazija and chardonnay sorts.

The other line includes wines that fermented and aged in 225 litre wooden barrels and they usually have a more accentuated structure, they are complex, layered and primarily gastronomically-oriented.

The orange labels of aged wines are named ALBA barrique, ANIMA barrique and they refer to malvazija and chardonnay in French oak barrels. French oak is a material, normally used in wine-making.

The green label named ALBA robinia is associated with malvazija that fermented and aged in acacia barrels and does not accord with the international standard, bringing Istrian malvazija another special expression, noted within the profession.

Occasionally, when vintage allows it, Matošević produces the ALBA antiqua label, the wine reminiscent of traditional malvazija – however coarser, more structured and with stronger colour. ALBA antiqua ferments in contact with berries/marc and ages longer in small barrels, approximately two years.

MORA and OMBRA are the names marking red wines of the Matošević cellar. They are made of merlot and teran from the Buje area, West Istrian vineyards. They are elegant, medium structured and highly recognisable.

Novelties from Matošević cellar are two sorts of wine originating from Central Istrian vineyards, named GRIMALDA.



exposition and type, with very low yield (less than 1 kg per vine) are the essential determinants of the new bottled GRIMALDI.

It is anticipated that after excellent initial results of wines from young vineyards, with development and ageing of vineyards, the following vintages will be even more layered and complex and better.

Since 2009, Vina Matošević have implemented the HACCP certificate, whereas ALBA, the fresh malvazija and core product of the cellar, bears the mark IQ (Istrian Quality) incessantly since the existence of the standard during the last five years.

Recent Developments

During past years the company completed the cellar with the new section for wine reception, vinification and storage and in technological sense it completely rounded off the processing segment.

New plantations on Grimalda are slowly giving fruit and the company plans to intensify placement to international markets, which nowadays cover more than a quarter of total production. Already today, Matošević wines can be found in prestigious restaurants of world metropolises, with the intention to maintain and advance this trend. The new, upgraded logo Matošević – Wines of Istria, has a goal of better positioning on the international wine scene.

Promotion

Direct marketing is the most common type of promotion employed by Ivica Matošević. In this practice, it is important to have quality colleagues who understand and can interpret company's philosophy, above all distributors and promoters.

Consumers often find it insufficient to purchase a bottle of wine from a shelf, they ask for full story about that wine.

Most commonly they organise tastings and education on wine culture, guided tours of the cellar and vineyard, mutual appearances with other winemakers in order to affirm the territory, and programmes intended for tourism promotion of the area. Synergetic operations with other wine subjects on the wine scene, especially the premium gourmet scene, are the essential tool in Vina Matošević promotion.

Brand Values

To build the brand Matošević – Wines of Istria nowadays primarily means to talk about a lifestyle where hobby becomes business, where passion and tendency towards excellence create premium quality. In the end, this positive energy promotes your territory, namely Istria and Croatia.

The nature of the winemaking business does not respect working hours. In order to succeed, winemaking normally becomes a 24-hour job, where the producer lives its product from creation to promotion and sales, which in the end results in entire life. In order to make this life real, a clean heart, love and identification with the product are the most important prerequisites. This also includes complete coexistence with nature and everything that nature brings.



Ivica Matošević is a person who completely strives for the mentioned values. The results of the affirmation of Istria and Croatia as the land of fine wine, are an inseparable value from the one created by ALBA, GRIMALDA or any other Matošević wine. The wine stage in Croatia is one of the brightest new real values that have been created since the founding of the new country.

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THINGS YOU DIDN'T KNOW ABOUT...

Matošević vina

- Ivica Matošević's father was the manager of waterworks and his mother was a chemist. As Matošević likes to joke, he was destined to be in wine business.
- The fantasy names ALBA, AURA, ANIMA, MORA and OMBRA are fantasy names carried by Matošević wines and they came into existence as replacements for the names of sorts that he couldn't mention on the bottles at that time, since they were not of protected origin. Up till the 2000 vintage, all wine names had a prefix millennium (for instance, Millenium anima).
- Before producing his first bottle of wine, Matošević finished a sommelier school, and became one of the first three Croatian sommeliers with international degree, alongside Ivan Jakovčić and Gianfranco Kozlović.
- In 2005 Matošević organised a sailing expedition Malvasia Mediterranea MMV, which sailed to all malvasia towns on the way to Peloponnese in Greece and the town of Monemvasia (Italian for Malvasia), where the 700 year old story of malvazija originated.
- Under Matošević's initiative and coordination, in 2005, the County of Istria introduced the quality control system IQ – Istrian Quality – nowadays the most serious quality control system on voluntary basis in Croatia.
- During 2010, together with his colleagues Kozlović and Degraši, for the needs of the American market and Joe Bastianich, he produced Malvazija MaDeBaKo, consisting of three thirds of each winemaker's malvazija. It won the World of Malvasia, an unofficial world championship of malvazija, sponsored by OIV, the International Organisation of Vine and Wine.