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PRESS RELEASE

## ***Signature Wine Experiences,* luxury wine tourism at Familia Torres**

**Vilafranca del Penedès, October 2018.** Familia Torres introduces **Signature Wine Experiences**, three select wine tourism experiences aimed at wine lovers who seek exclusive moments of leisure. The hundred-year-old Penedès family winery has decided to go beyond the classic tour-and-tasting concept to design customized experiences around their flagship wines. Offering exquisite service and a detailed look at how the wines are made, their evolution and typicity, the experiences invite visitors to taste barrel samples or explore different vintages with vertical tastings guided by expert sommeliers.

The ***Legacy Wine Experience***, one of the three premium experiences, shines a spotlight on Mas La Plana, the wine that defeated the French Cabernet Sauvignon greats at the 1979 Wine Olympics in Paris. Visitors can now experience it in its pure state, discovering every stage of its winemaking process: from vineyard to barrel and bottle. The experience begins with a tasting in the vineyard, followed by a barrel sample, and culminates in an exceptional tasting of Mas La Plana and all the other wines that make up the Antología Miguel Torres collection: Reserva Real (DO Penedès), Perpetual (DOQ Priorat), Grans Muralles and Milmanda (both DO Conca de Barberà).

The ***Vertical Wine Experience*** is designed for wine lovers interested in a more in-depth understanding of the character and typicity of two exceptional Familia Torres wines: Mas La Plana and Milmanda, a Cabernet Sauvignon and a Chardonnay varietal, respectively. The vertical tasting features three different years for each, allowing visitors to appreciate the influence that vintage and evolution have on these age-worthy wines. As with the previously described experience, visitors will taste the wine in the vineyard of origin and directly from the barrel as a lead up to the final tasting. The ***Exclusive Wine Experience*** completes the trilogy with a tasting of seven high-end Familia Torres wines from different Catalan wine regions, as well as Chile and California, paired with artisan hams and cheeses. All of the experiences include a tour of the winery and the vat room of Familia Torres's flagship wine.

Familia Torres's Signature Wine Experiences are designed for the discerning wine traveler and offer unforgettable activities for small groups of up to ten people. The experiences have received the Service Excellence award at the Luxury Travel Awards 2018 and can be booked in advance by calling 0034 938177330 or sending an email to [reservas@torres.es](mailto:reservas@torres.es).

**For further information:**

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