


N BODEGA  
U MANTHIA

POZO  
DE TINTA

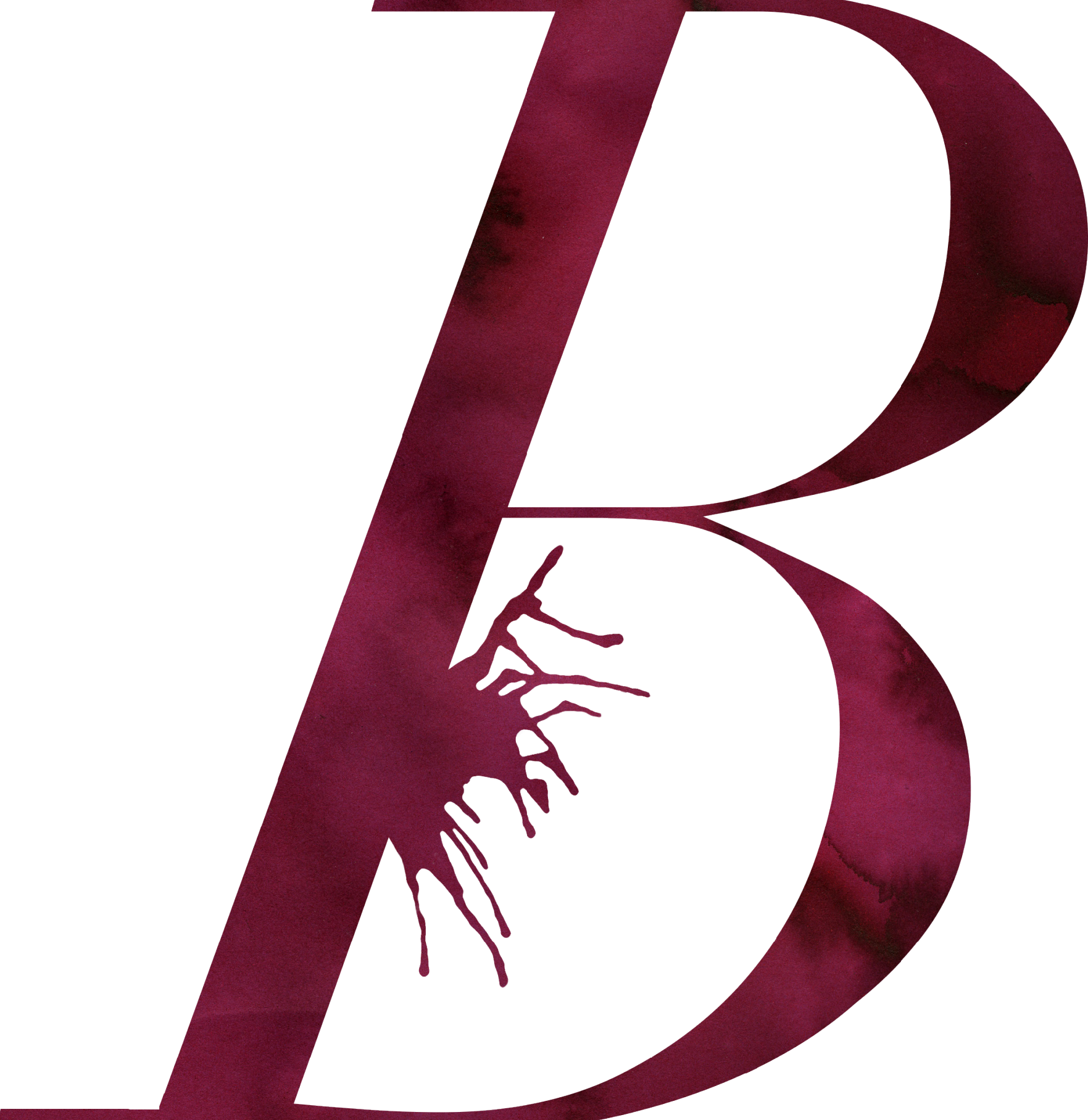
BY 5.5 DESIGNSTUDIO





Bodega Numanthia,  
a veritable emblem  
of the Toro region wines, was  
searching for iconoclastic  
and passionate eyes to reveal  
its identity and exceptional  
heritage. The Bodega has been  
convinced by the founders  
of 5.5 designstudio and their  
unique approach, to create  
*Pozo de Tinta*, a permanent  
structure which renews the  
tasting ritual in the middle  
of one of the most ancient plots  
of the estate.





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*Bodega  
Numanthia*



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## A winery steeped in history

Located in Valdefinjas, Castile and León in the Northwest of Spain, Bodega Numantia is a living tribute to the ancient city of Numancia, whose inhabitants chose death over surrender in the face of Roman invasion.

The history is also that of pioneers, defiant in the face of the impossible, as Christopher Columbus crossing the ocean to discover the Americas, his ships stocked with barrels of Toro wine.

In the 19<sup>th</sup> century a plague of Phylloxera wiped out almost every vineyard in Europe but Toro vineyards were among the few able to resist.









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## Two renowned wines

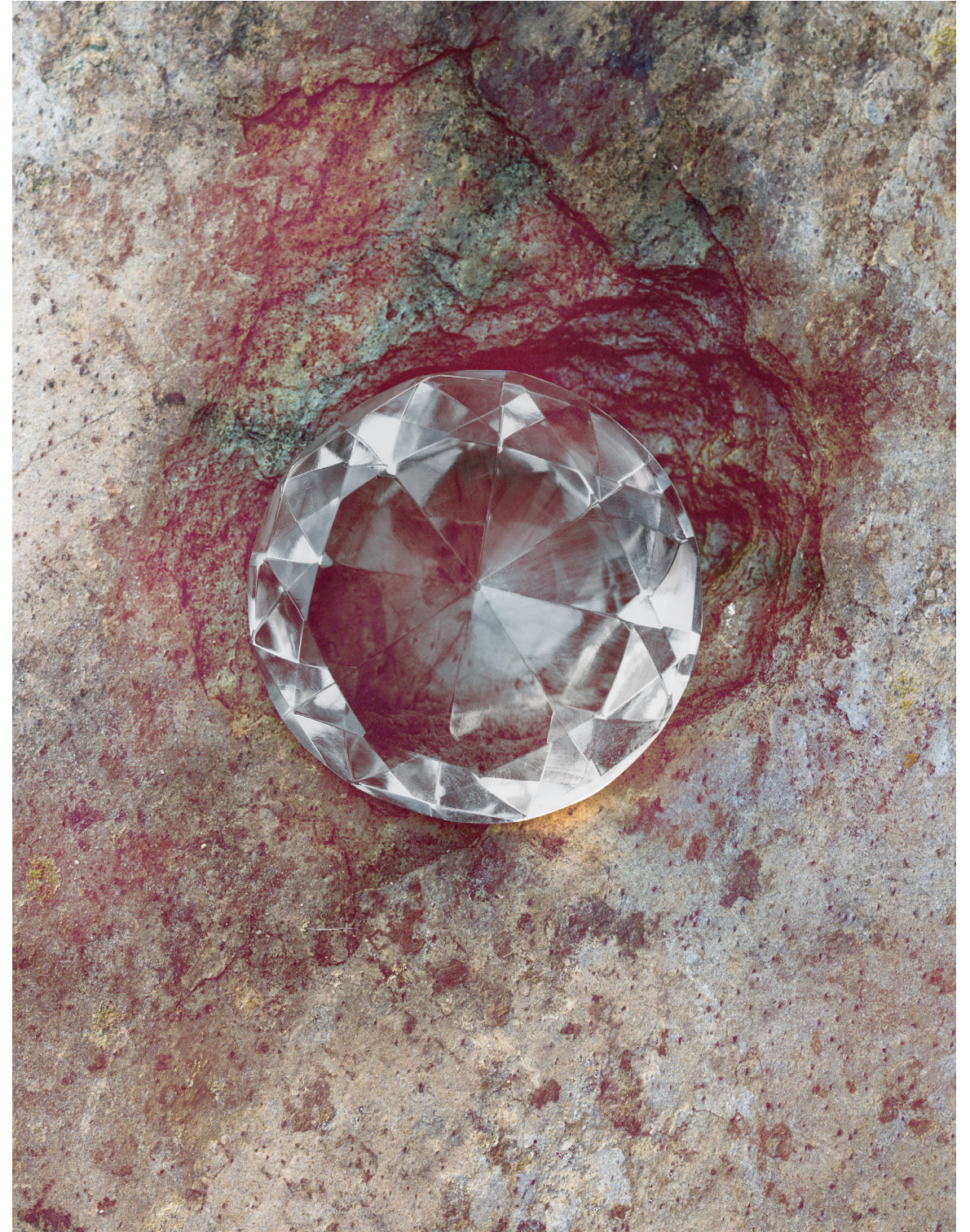
Encouraged and guided by this past, dedicated men and women enhance the potential of each vine with skill and tenacity, creating two wines, Termanthia and Numanthia, acknowledged around the world as the standard for excellence. As a great recognition, Termanthia 2004 vintage, received the maximum score of 100 awarded by Wine Advocate, thus becoming one of a highly select group of Spanish red wines to have been given this recognition.



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# A rough diamond

Bodega Numanthia, for the first time in Toro vineyards, pays homage to its vines, its landscape and the savoir-faire of men through a piece of Land Design that marries creation with function, and will reveal the rough Diamond of Toro. Bodega Numanthia, this territory rich in facets and complexity, is an untapped diamond, raw and requiring expert hands to cultivate and shape its clarity and colour. The hands of man sculpt arid earth to create landscapes of magnificence. An indigenous and rare variety of vine, renowned for its concentration, reveals balanced tannins and elegant notes.







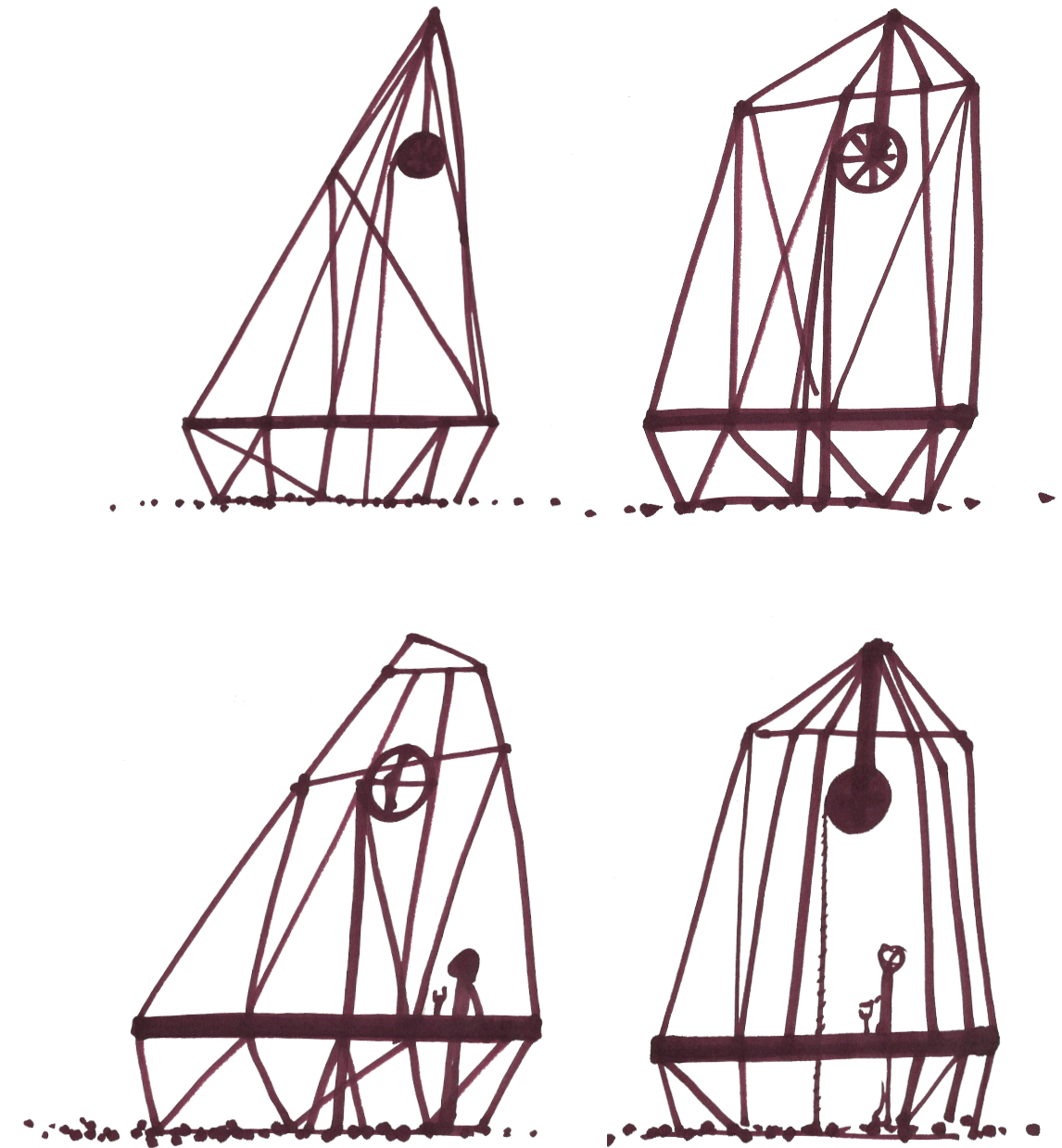
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*Pozo  
de Tinta*



“ *BODEGA  
NUMANTHIA  
WAS SEARCHING  
FOR ICONO-  
CLASTIC AND  
PASSIONATE  
EYES* ”

Lucas Löwi,  
Estate Director  
of Bodega Numanthia







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## From earth to wine

« We were searching for iconoclastic and passionate eyes on Bodega Numanthia and we crossed the sparkling eyes of the founders of the 5.5 designstudio », explained Lucas Löwi, Estate Director. « We were convinced that their unique approach would help to reveal forcefully and enthusiastically the identity and heritage of Bodega Numanthia. They were carried away, because of these timeless landscapes, the resilience of these century-old vines which, despite the arid climate and singular terroir, succeed in producing, season after season, this deep black, intensely concentrated grape » added Lucas Löwi. « We were also filled with admiration for these people who devote all their talent to the production of a great wine

by bestowing on the vines such great care », underlined Jean-Sébastien Blanc, Creative Director of 5.5 designstudio. « Thus we created *Pozo de Tinta*, literally “ink well”, which alludes to the exceptional blackness of the grapes of the native Toro variety. This installation, in the heart of the vineyard, testifies to and expresses the important role of a terroir in producing a wine. We wanted to create a direct link that pays homage to the long production process of the wine, from grape growing to the bottle of wine ready for tasting. We therefore dug several meters deep, where the roots go to draw their strength, and lowered three bottles into the bowels of the soil. The first well that enables to draw Toro wine from earth was born! »





“ *THE FIRST  
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## A well dug in history

*Pozo*, meaning « well », was dug into one of the plateaux of the vineyard, thus reproducing a practice long used by local vine growers. In bygone days, each local family had its own plot of vines. Forced to stay on site during the harvest, each family had a « tuda ». This underground room, that the family had dug out itself, was used as its living quarters during the harvest, providing a cool shelter. The rest of the year, it served as a cellar.







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## Renewing a tasting ritual in the midst of the vines

The *Pozo* houses  
a selection of great wines  
carefully selected  
by the cellar master.  
Three bottles of fine wine  
vintages, placed in the well  
beforehand, cooled by the  
underground depths, are ready  
to be delicately extracted using  
a pulley and tasted.  
« This is a magnificent place  
to protect these gems » adds  
Lucas Löwi, Estate Director, who  
is the only one to keep the keys  
of this unique structure.

« We have renewed the tasting  
ritual placing it in the heart  
of nature », stressed Lucas Löwi.  
« A ritual based on sharing, that  
brings together the people, wine  
and nature we celebrate here.  
Because it's from this soil that  
the wine of Bodega Numanthia,  
gushes forth. Tasting this wine  
in the middle of its terroir  
is a rare privilege  
and it is probably the most  
appropriate place to truly  
appreciate its naturalness ».



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Estate Director  
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*Land  
Design*



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# Revealing an exceptional vineyard

« In our eyes, Bodega Numanthia is truly a rough diamond, evoked by the multi-faceted structure which seems to be coming out of the ground », explains Lucas Löwi.

« Its architecture, at the center of which a well was dug, is deliberately light and evocative. It becomes a beacon, which marks this renowned Bodega, while merging into the landscape. »

Because of its location in the middle of the vines, *Pozo de Tinta* gives guests a new viewpoint on the wine. Its numerous facets offer us as many ways of approaching it. They also symbolize the specificity of the Bodega Numanthia vineyard, planted with a single native grape variety – Tinta de Toro – but composed of a multitude of plots, each with their particular sun exposure, land, identity and excellence. »







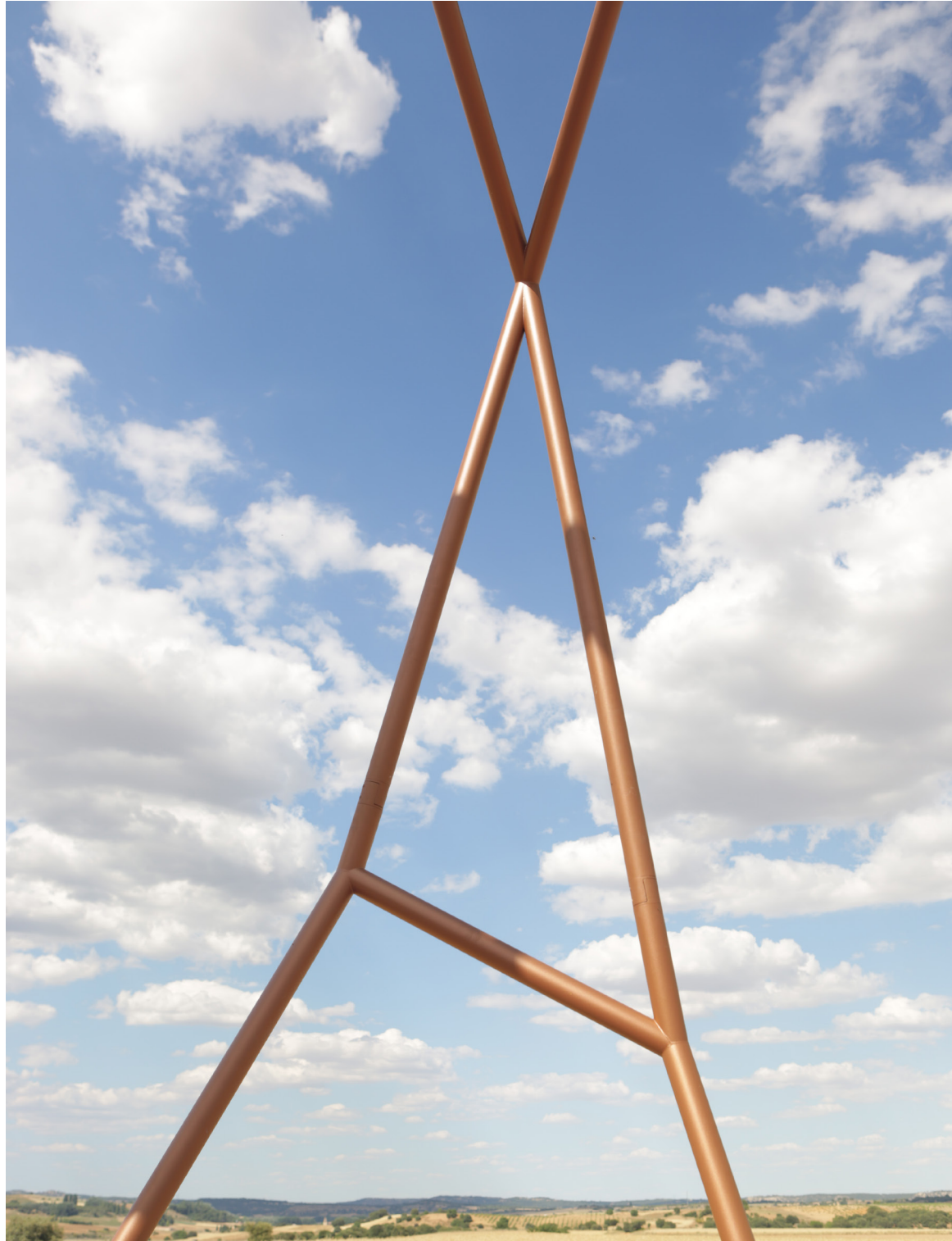
“ *IN OUR EYES,  
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TRULY A ROUGH  
DIAMOND* ”

Lucas Löwi,  
Estate Director  
of Bodega Numanthia











Bodega Numanthia belongs  
to the LVMH Moët Hennessy  
Louis Vuitton group.

It is the only and first European  
Estates & Wines winery in the  
Moët Hennessy portfolio.

For more information:

Aurore Cornic  
Communication Manager  
ESTATES & WINES  
[acornic@moethennessy.com](mailto:acornic@moethennessy.com)  
+33 158 975 768



