

# Noble Rot

Martinez Wines Commemorative Edition

MARCH 2009



## Sniff - Sip - Discover

**Wine Tasting  
Extravaganza**  
24th March 2009

**M**artinez Wine Annual Wine Tasting Extravaganza sees the launch of a commemorative wine from one wine lover in the name of another.

Raise your glass and raise funds for Amnesty International.  
£5 entry donation

The Martinez Wine Tasting Extravaganza is from 2pm to 8pm at the Winter Gardens.

This popular annual charity event gives wine lovers around Ilkley the chance to sample some of the world's finest vintages. Over 150 wines from across the world, plus a selection of single malts will be available for tasting throughout the afternoon and evening.

Come and join us!

## Two generations in one bottle.....

Father and son, Juan José (John) and Julian Martinez-Perez were both highly respected and well thought of in the wine industry, their experience, knowledge and enthusiasm enabled them to build great cellars and to establish the renowned business that Martinez Wines is today, as you might expect from two passionate wine connoisseurs.

This edition focuses on Julian's wish to celebrate his father's life by dedicating a unique and excellent wine to him, that when tasting he believed his father would have loved. His aim was to launch the wine at the Martinez annual Wine Extravaganza. Julian wanted a donation from each bottle to be made to his father's preferred charity, Amnesty International.

A project that started out in honour of one generation is now sadly in honour of two.

'It was very important to me to ensure that the project that my brother Julian had started was seen through to fruition. It will now also stand as a tribute not only to Julian's love and respect for his father but for his remarkable skill as a wine merchant. As he tasted this wine in the barrel only months after being pressed he was overwhelmed by the depth and potential that this particular wine held. Julian possessed a rare talent in being able to realise the true nature and excellence of a wine that has yet to mature and show its full character, this talent was something that he also shared with his father.' - Robert Martinez-Perez



A DEDICATION TO A SHARED PASSION FOR EXCELLENCE AND HONESTY

# Julian William

JWW



Julian joined the family wine business as a young man having left the army with an injured back and knee, pain that he endured for the rest of his life.

As part of his self devised wine education plan Julian travelled the world working in the industry. In addition to his extensive wine trade knowledge he gained detailed technical experience of the wine production process by participating in vintages at various wine estates around the world with the help of connections that his father had built up. In 1986 and 1987 he spent 20 months in Burgundy and Bordeaux at Domaine Jaffelin in Beaune and Maison Dulong in Bordeaux. In 1989 he spent 18 months in Nelson, New Zealand at Neudorf and Weingut Zeigfried. Julian also spent time in Rioja, Spain at Bodegas Navajas and in South Africa at Rustenberg wine estate.

This tradition for travel never left him and he spent 22 years travelling and building up collaborations and relationships with many winemakers around the world, even helping to make and blend certain vintages specifically for his shop on The Grove. Through one such trip in South Africa is how this special, commemorative wine was born. The grape started its life in 2006, the year of Juan José's death.

As Juan José before him, Julian was a great campaigner not only for quality but also for individual style, they both looked outside the box for greatness. While both were great lovers of the classic French styles they also wanted to broaden their choices. Juan José with his Spanish roots sought and introduced to Ilkley many fantastic Spanish wines which at that time were not as ubiquitous as they are today, this being the early days of Rioja before becoming the by word

for Spanish wine. Julian had continued in this vein by bringing in wines such as New Zealand Pinot Noir's and Sauvignon Blanc's well before they reached such popular heights of today, one of the early advocates of small unknown producers like Cloudy Bay and Isabel.

Julian showed great talent for the wine trade from the start, he was recognised in the 2005 Which Wine Guide as the 'Most Talented Wine Buyer' and was one of the early recipients of a Diploma from the Wine & Spirit Education Trust (WSET) during which he topped the Blind Tasting exam.

1963 - 2008



## We would like to Thank

Andrew at Mischa Estate  
Pippa and David at Seckford Wines

Everyone at Martinez Fine Wines  
Emma and Christine

And the ongoing support for everyone in the industry and our loyal customers over all of the years





## Juan José

JJ

Juan José (John) set up Martinez Fine Wines over 25 years ago, a hobby and a passion that became an establishment on The Grove.

The shop began winning awards for some of the great hidden finds that John and Christine imported after their annual wine tours of Europe searching out the smaller more family run winemakers. They looked for the traditional character of a particular wine or grape that was made with integrity and honesty. An ethos that is still held as part of today's business strategy at Martinez Fine Wines.

This dedication was recognised in 1988 when they won the International Wine Award for 'Red Wine of The Year' for Castillo De Alhambro Tinto 1987.

## Father and Son

## - Mutual Beliefs

Both Juan José and Julian were lifelong socialists. A philosophy they inherited from their previous generation, Juan José's father Antonio Martinez, who was exiled from Spain for his part in the Spanish civil wars fight against fascism.

The family were raised to the tune of equality, freedom from oppression and the intellectual right to free speech, the UN declaration of human rights was in pride of place on the family's grandfather's wall. A book of his life and diaries was published in 1999 which includes details of his nine death penalties, his constant campaigning and his struggle to live as a freeman in his home country of Spain.

Juan José worked for and believed in many causes during his life. He was a member of the labour party and after taking early retirement he led an active life studying philosophy, completing a degree and a master's in the subject. He specialised in the study of euthanasia, a doctrine that he truly believed in and that empowered him to have the courage, strength and determination to be the master of his own destiny.

In later life he acted as a lay member on the NHS Research Ethics Committee, Juan José also helped set up Cafe Humanite, a philosophical debating group that still meets at the Oasis cafe in Ilkley. Details of discussions can be found on [www.cafehumanite.ilkley.org](http://www.cafehumanite.ilkley.org). Juan José was an existentialist as well as an amateur author and poet.



Julian was in his day a member of the revolutionary communist party, a marxist socialist and a humanitarian. He was also environmentally conscious, being a big advocate of organic and bio dynamic wine. As well as being an early consumer of eco friendly products, Julian was in the process of converting his house to a co2 neutral environment with solar panels to run under floor heating and the hot water system. He was to install a grey water system to collect and recycle rain water. In work terms, he worked with producers and suppliers to reduce the impact on the environment – from staff, to packaging, to transport, through to the wine production process.

## Why Amnesty International

So, Amnesty International with its commitment to campaigning for internationally recognized human rights to be respected and protected for everyone. Admiration for their great work in helping to inspire hope for a better world **and in** working to improve people's lives through international solidarity is the perfect tribute to them both.

Juan José 2007 will retail at £11.00 per bottle by limited allocation  
A donation of £3.50 per bottle will be given to Amnesty International



1937 - 2006



# The wine

South Africa was one of Julian's great passions, he would always come back from a trip with numerous great discoveries and *Juan José 2007* is just one of them, a unique single barrel of Cabernet Franc.

Andrew Barn's, winemaker at Mischa Estate described how this one off barrel came about. 'We were doing barrel tasting with Julian while on a tour of the winery. When tasting one specific barrel his eyes lit up and he said that this was a wine that his father would have loved. He asked me to bottle it right there! This is the only single grape bottling of Cabernet Franc that we have ever done and will probably ever do. We have made something very unique and special here enhanced by the fact that our Cabernet Franc vineyard is the only one in the area.' Andrew elaborates on the wine, '2007 was a good year on Mischa Estate for Cabernet Franc even though there was some intense heat at blossom. The season overall was warm and



moderate enabling us to get a good hang time out of the fruit allowing us to fully ripen it. The challenge in South Africa with Cabernet Franc is to get the optimum ripeness, most examples tend to be a bit green or to a lesser extent overripe. The 2007 growing season was one of the best we have experienced for our Cabernet Franc vineyard which shows through well in this wine.'

**Juan José 2007 - Tasting Notes**  
The nose shows blackcurrant underscored by mint and plum notes with hints of liquorice, fennel seeds and violets. The palate exhibits the lovely fruit promised on the nose. The well structured tannins are complimented by crisp, firm acidity and a long, fruit driven finish.

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Opening hours  
Mon 10-6  
Thurs/Fri 10-9

Tues 10-8  
Sat 9.30-6

Wed 10-8  
Sun 12-6



## Technical details

100% cabernet franc from a single, small vineyard block

The wine was open fermented and punched down daily by hand

The wine was bottled with only one rough filtration and no fining or any other intervention

The wine was aged for 12 months in selected tight grain French Oak

Drinking now but recommended 3-5 years in the bottle

Will age for 8-12 years

15% ABV

## Mischa Estate

A family owned and operated company brought in 1947 by Andrew Barn's grandfather, he chose this Wellington farm because of its view of Table Mountain. The farm was named after his grandmother's Russian dance partner Mikael, in the Ballet Russe - Mischa is the nickname for Mikael. Mischa soon became the 3rd largest vine nursery in the southern hemisphere. Andrew makes great and creative wines, each has its own character and personality. They are full of strength but with natural balance. His disarmingly casual manner belies the fact that this is a young man with a mission - to put Mischa Estate on the map.