

SCALA DEI



SCALA DEI. THE CRADLE OF PRIORAT

UNIQUE HISTORY

CARTHUSIAN MONKS BUILT THE MONASTERY IN 12th CENTURY
THEY IMPORTED WINEGROWING AND WINEMAKING FROM PROVENCE REGION
IN 1974 CELLERS DE SCALA DEI BOTTLED THE FIRST PRIORAT.

OLDEST WINERY IN D.O.Q PRIORAT



*CENOBIO SCALAE DEI. Priorat. Claustrum in-
cipit a fidei, religionis, Claustrum. Priorat.
ad Claustrum. Priorat. Regi. Regi. Regi. Regi.
ad Claustrum. Priorat. Regi. Regi. Regi. Regi.
ad Claustrum. Priorat. Regi. Regi. Regi. Regi.*

SINGULAR WINEMAKING ARGUMENTS

ALTITUDE VINEYARDS (> 700M)
SAME VINEYARDS THAT MONKS GREW
MAINLY ARID CLAY SOILS
FOCUS ON GARNATXA



OUTSTANDING ACCOLADES

WINE ADVOCATE (ROBERT PARKER)

Cartoixa 2016 — 94 points

Heretge 2016 — 92-94 points

Masden 2016 — 96+ points

Sant Antoni 2016 — 95 points

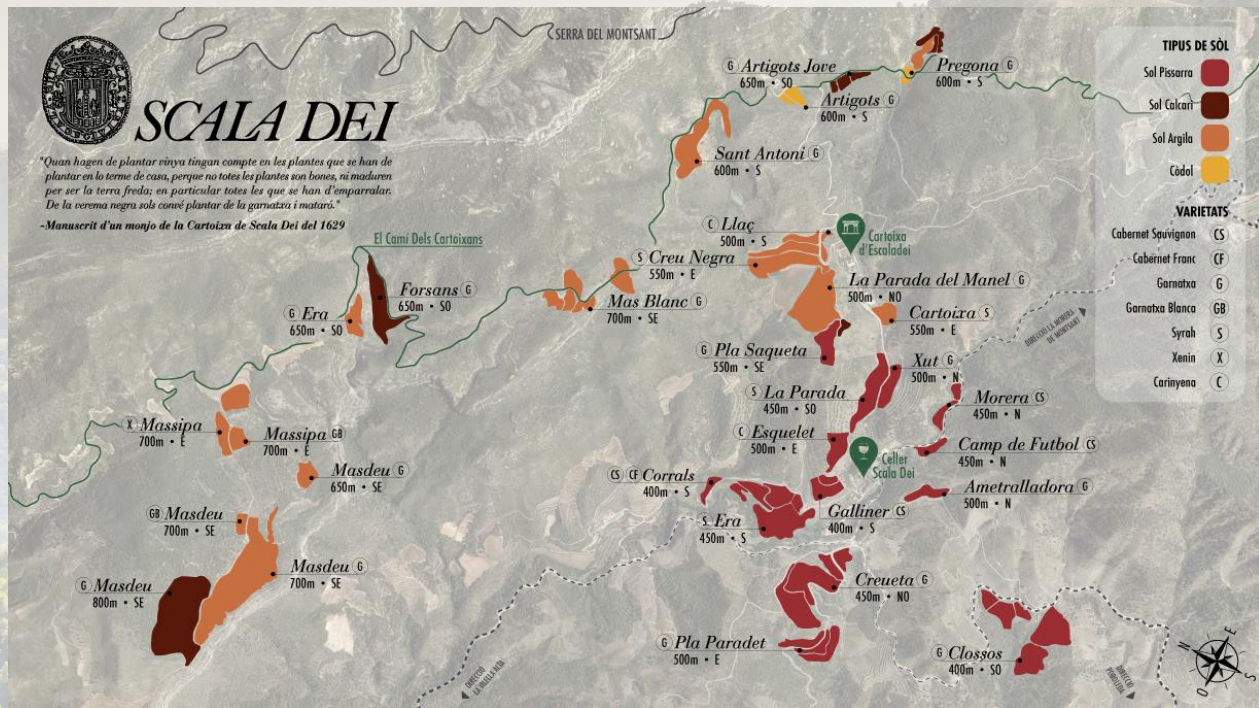
JAMES SUCKLING

Massipa 2016 & 17 — 93 points

Prior 2016 — 92 points



SCALA DEI. THE CRADLE OF PRIORAT



SCALA DEI. HISTORY

Founded by the same families that bought the Cartoixa in 1840, Cellers de Scala Dei are the true history of Priorat's wine. This cellar produced the very first bottles of wine in the Priorat in 1878, which were sent to the Paris World's Fair. Its wines are still being aged today in the old Carthusians cava, dating from the 17th century, and which is now exclusively open to guided tours.

1198

The foundation of the Cartoixa

On the initiative of king Alfons II, the Carthusians who arrived from Provence settled in Scala Dei. However, a properly conditioned Cartoixa was not open until 1215.. The Cartoixa was gradually given privileges, protection from the king and some of the most powerful families in the country

1263

First wines

The monks gradually purchased estates from several territories and started gaining knowledge about viticulture. The Cartoixa developed their own Manual de Plantar Vinyes (Vine Growing Manual), where they already stated: "Not all the plants are good, nor do they ripen when grown in cold land".

1600

Renaissance guidance

Beyond the clergy, who would enjoy a contemplative life, Cartoixa de Scala Dei was never quiet. The monks initiated a great transformation, an expansion focus of the Renaissance in Catalonia. Scala Dei was, at the time, an artistic beacon, and the monastery walls used to present paintings by the great Raphael.

1835

Confiscation of Mendizábal

The monks quickly abandoned the monastery due to what is known as the government seizure of Mendizábal. The locals, who were furious and tired of paying debts and First Fruits, assaulted the Cartoixa, which was completely destroyed within just a few years

1844

The union. Wine exploitation

As a result of the seizure that had taken place a few years before, the Cartoixa and its surrounding lands were auctioned. The land's property was distributed among 5 families who founded a society (Societat Agrícola la Unió), the origin of what we know today as Cellers de Scala Dei.

1878

The first bottled wine in Priorat

The owner families in the old Cartoixa bottled wine in 1878, which were the very first wines to be bottled in Priorat. The wines bottled were awarded in 1878 in Paris World's Fair with a Gold Medal. In the 1888 Barcelona World's Fair, they won a Gold Medal once again.

SCALA DEI. HISTORY

1928

Scala Dei requests wine protection

Various owners in the region, among whom we find Scala Dei, mobilised to protect the reputation of Priorat and create “the Estatut del Vi del Ministeri d’Agricultura” recognised “Priorato de Scala-Dei” Priorat as a winegrowing area to be protected. However, the beginning of the Civil War hindered the constitution of DO Priorat, which had to wait until 1954.

1991

Transfer of the Cartoixa

After several unsuccessful attempts with the Administration, the owners of Cellers de Scala Dei transferred the old Cartoixa to the Generalitat de Catalunya so that they could start an archaeological renovation while promoting it as a tourist attraction. From that moment on, the Cartoixa has welcomed over 20.000 tourists every year.

1974

Refurbishment of Scala Dei

Cellers de Scala Dei was re-founded, and introduced the first “modern” Priorat wines. This winery went even further by launching an ambitious advertising campaign. For years, and up to the great success of the 90s, Cellers de Scala Dei was one of the very few private wineries to bottle Priorat wines.

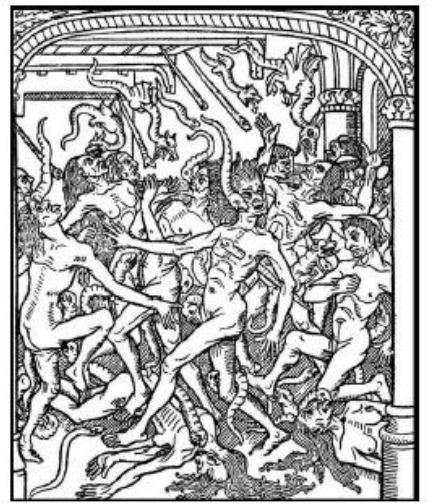
2009

Let's make the future

Cellers de Scala Dei take a step forward with the renovation of its technical team and the introduction of important changes in the wine-making process. The wine is conceived in the vineyard, we take care of the viticulture with utmost attention, endeavoring to achieve the maximum expression of each one of the terroirs.



SCALA DEI. INSPIRATION



SCALA DEI. INSPIRATION



SCALA DEI. SCD SYMBOL

SCALA DEI SYMBOL IN THE
FOUNTAIN NEXT TO CARTHUSIAN
BUILDINGS



SCALA DEI. A UNIQUE PROPOSAL

• **BRAND PROPOSITION**

- IF I DRINK
- INSTEAD OF
- THEN
- BECAUSE

SCALA DEI

Any other Priorat wine

ILL ENJOY AN AUTHENTIC, HAND-MADE WINE FROM THE MONKS

- Only SD is crafted in the old Cartusian Monastery
- SD is the oldest winery in Priorat, owned by Codorníu Group (expertise)
- Only SD is exclusively made from grapes harvested in own vineyards
- Only SD is crafted with Grenache grapes from old vines (+50 yrs.old)

• **BRAND PERSONALITY**

- AUTHENTIC – HANDMADE – QUALITY

• **DISCRIMINATES...** (Why is it unique?)

- Other Priorat wines, produced in new winery, without heritage and without own and old vineyards.

• **WHO WILL TAKE IT** (Target Group)

- International wine Connoisseurs, aware of Priorat reputation.

• **FINAL BENEFIT**

- Organoleptic: an authentic Priorat experience.
- Emotional: reassurance

SCALA DEI. THE WINEMAKER



Ricard Rofes, Scala Dei Winemaker

"Scala Dei manages to capture the legacy of a rugged landscape and the Mediterranean climate, giving authentic and honest wines from historic vineyards."



SCALA DEI. THE CRADLE OF PRIORAT



GARNATXA



PRIOR



PLA DELS
ÀNGELS



CARTOIXA



HERETGE



MASSIPA



MASDEU



SANT ANTONI

SCALA DEI. GARNATXA



This wine combines three concepts: freshness, fruit and simplicity. It is chiefly made with Garnatxa, the primary grape variety in our vineyards at Scala Dei, and it has the purest expression of fruit and terroir. The red clay soils and altitude of the vineyards located in the foothills of Sierra del Montsant contribute freshness to the wine, while the soils of the Licorella vineyards provide the minerality and acidity which mark that genuine Priorat personality. It is a good example of what Garnatxa and Priorat can offer.

Technical sheet

D.O.Q. Priorat

100% Grenache

Alcohol content: 14% vol

YEAR: 2019

Tasting Notes

Red cherry with bluish hues that denote its youth.

A fresh aroma of ripe red berries with underlying mineral hints from the “licorella” terroir.

Red berries reappear on the palate (mainly bilberry and redcurrant) with a pleasant mouthfeel. A balanced wine with freshness, meaty, well structured and rounded.

SCALA DEL PRIOR



The expression of Priorat wines: all the subtleness of Garnacha plus the deep mineral notes from the slate soil in a structured wine full of rich aromas.

Technical sheet

D.O.Q. Priorat

Garnacha Tinta 55%, Cariñena 15%, Cabernet Sauvignon 15% y Syrah 15%

Alcohol content: 14.5% vol

YEAR: 2017

Tasting Notes

Clarity and brilliance. Deep intense ruby red with garnet and bluish hues on the rim. Intense lingering aromas of red and black fruit, wild strawberries, blackberries, violet floral nuances underlain with supple spiciness and toasty notes. This wine has body, finesse, a silky mouthfeel with ripe elegant tannins which are enhanced by the mineral aromas from the licorella soil.

SCALA DEI.PLA DELS ANGELS



"Fine and delicate, the other side to Garnatxa Negra in Scala Dei." Pla dels Àngels is proof that in Priorat anything is possible that here, even wines from a tough terrain where growing conditions are extreme can reach the epitome of elegance.

Technical sheet

D.O.Q. Priorat

100% Garnacha

Alcohol content: 14,5 %v ol

YEAR: 2019

Tasting Notes

Of a very pale colour towards a white wine although comes from black grapes. Bluish glints on the border show us a faint pink very attractive. Aromatically delicate, with citrus tones, strawberries, grapefruit and anise tones. Round and fresh in mouth, a wine that invites you to drink again.

SCALA DEI.CARTOIXA



Cartoixa is a tribute to the old, estate-owned vineyards that dot the iconic landscape of Scala Dei. A choice selection of the best grapes from our best vineyards. It is a wine that pays tribute to classic vinification and to modern bordelais methods, to enhance fruit and extraction. This is a Priorat with that freshness conferred by the altitude of the privileged Scala Dei vineyards.

Technical sheet

D.O.Q. Priorat

Garnacha Tinta, 75%, Cariñena 25%

Alcohol Content: 15% vol

YEAR: 2016

Tasting Notes

A deep to very deep, dense morello cherryred with violet hues. The intense aromas of ripe black fruits, plum plus a touch of violet intermingle with distinct mineral notes from the licorella slate terroir which give it its distinct Priorat typicity. Its aging in barrels gives it spicy aromas such as vanilla, pepper and toasty notes. On the palate it is robust, buttery, supple with intense mature tannins, with full rounded body and a long lingering finish.

SCALA DEI. HERETGE



This wine pays tribute to growers committed to the Priorat, whose viticultural practices date back to the middle of the last century, heroic & mountain viticulture. All our wines reveal the monastic origins of both the winery and the region & they are all based on Garnatxa. That is why this wine that so distances itself from the rest was fittingly named L'Heretge, The Heretic.

To make a single varietal wine with Cariñena (a minority grape) is a true heresy, but here it is: the heretic who shows us a different way to Heaven.

Technical sheet

D.O.Q. Priorat

100% Carinyena

Alcohol content: 15%

YEAR: 2017

SCALA DEI. MASSIPA



The return of a Cellers Scala Dei classic. Massipa is the reissue of one of the winery's former wines, made in the past with the name 'Blanc de Scala Dei'. With Massipa, we intend to show the fresh side of Priorat Garnatxa Blanca. After tasting some bottles of the 1991 vintage of this wine and seeing how well it stood the test of time, we decided to make it again.

Technical sheet

D.O.Q. Priorat

80% White Garnatxa, 20% Xenin

Alcohol content: 13.5 %vol

YEAR: 2018

SCALA DEI. MASDEU



Masdeu is a wine from a single vineyard, one of the oldest in Scala Dei, where the Carthusian monks patiently grew grapes. With this wine, we have recovered a winemaking heritage that had disappeared in Priorat. The wine is made the way it used to be up to the 1970s. It is one of our wines aimed at showcasing the different faces of Garnatxa in Scala Dei, which varies depending on altitude, soil and winemaking methods.

Technical sheet

D.O.Q. Priorat

100% Garnatxa

Alcohol content: 15%

YEAR: 2016

SCALA DEI. ST ANTONI



Sant Antoni is a wine from a single vineyard, one of the oldest in Scala Dei, where the Carthusian monks patiently grew grapes. With this wine, we have recovered a winemaking heritage that had disappeared in Priorat. The wine is made the way it used to be up to the 1970s. It is one of our wines aimed at showcasing the different faces of Garnatxa in Scala Dei, which varies depending on altitude, soil and winemaking methods.

Technical sheet

D.O.Q. Priorat

100% Garnacha

Alcohol content: 14.5%

YEAR: 2016

SCALA DEI. SOME OF OUR ACCOLADES

ACCOLADE	YEAR	WINE	VINTAGE	POINTS
THE WINE ADVOCATE (ROBERT PARKER)	2020	SCALA DEI CARTOIXA	2016	94 POINTS
WINE ENTHUSIAST	2020	SCALA DEI CARTOIXA	2015	91 POINTS
THE WINE ADVOCATE (ROBERT PARKER)	2020	SCALA DEI HERETGE	2017	92 POINTS
THE WINE ADVOCATE (ROBERT PARKER)	2020	SCALA DEI MASDEU	2016	96 + POINTS
THE WINE ADVOCATE (ROBERT PARKER)	2020	SCALA DEI MASSIPA	2017	93 POINTS
DECANTER	2020	SCALA DEI MASSIPA	2017	93 POINTS
THE GLOBAL ROSÉ MASTERS	2020	SCALA DEI PLA DELS ANGELS	2019	GOLD MEDAL
MUNDUS VINI (Spring Tasting)	2020	SCALA DEI PRIOR	2017	GOLD MEDAL
THE WINE ADVOCATE (ROBERT PARKER)	2020	SCALA DEI SANT ANTONI	2016	95 POINTS
INTERNATIONAL WINE CHALLENGE	2019	SCALA DEI CARTOIXA	2015	GOLD MEDAL
HONG KONG INTERNATIONAL WINE & SPIRIT	2019	SCALA DEI CARTOIXA	2016	GOLD MEDAL
MUNDUS VINI (Spring Tasting)	2019	SCALA DEI CARTOIXA	2016	GOLD MEDAL
WINE ENTHUSIAST	2019	SCALA DEI CARTOIXA	2015	91 POINTS
WINE SPECTATOR	2019	SCALA DEI CARTOIXA	2015	91 POINTS
SAKURA AWARDS (JAPAN)	2019	SCALA DEI GARNATXA	2017	GOLD MEDAL
JAMES SUCKLING.COM	2019	SCALA DEI MASSIPA	2017	93 POINTS
WINE SPECTATOR	2019	SCALA DEI MASSIPA	2015	92 POINTS
VINALIES INTERNATIONALES	2019	SCALA DEI PLA DELS ANGELS	2017	GOLD MEDAL
MUNDUS VINI (Spring Tasting)	2019	SCALA DEI PRIOR	2016	GOLD MEDAL
WINE ENTHUSIAST	2018	SCALA DEI CARTOIXA	2014	91 POINTS
CONCOURS MONDIAL DE BRUXELLES	2018	SCALA DEI CARTOIXA	2015	GOLD MEDAL
ANDREAS LARSSON (Sweden) Blind Tasted 100%	2018	SCALA DEI CARTOIXA	2015	91 POINTS
THE WINE ADVOCATE (ROBERT PARKER)	2018	SCALA DEI CARTOIXA	2015	92 POINTS

SCALA DEI. PRICES

WINE	YEAR	AVAILABILITY	TYPE	PRICE
SCALA DEI MASSIPA	2018	ALLOCATION	WHITE	22.00
SCALA DEI PLA DELS ANGELS	2019	ALLOCATION	ROSE	14.00
SCALA DEI GARNATXA	2019		RED	8.50
SCALA DEI PRIOR	2017		RED	14.50
SCALA DEI CARTOIXA	2016		RED	22.50
SCALA DEI HERETGE	2017	LIMITED	RED	36.00
SCALA DEI MASDEU	2016	ALLOCATION	RED	45.00
SCALA DEI ST. ANTONI	2016	ALLOCATION	RED	45.00

RAVENTÓS CODORNÍU BOUTIQUE WINERIES

SCALA DEI