

FABRE MONTMAYOU

MENDOZA, ARGENTINA



Hervé Joyaux Fabre, owner and director of Fabre Montmayou, was born in Bordeaux, France, to a family of wine negociants. When he arrived in Argentina in the early 90's looking for opportunities to invest in vineyards and start a winery, he was impressed by the potential for Malbec in Mendoza. As a true visionary, he bought very old Malbec vineyards, planted in 1908, and built the Fabre Montmayou winery in the purest Château style from Bordeaux.

The winery was built in Vistalba – Lujan de Cuyo, 18 Km North of Mendoza city at 3800 feet elevation (1,150 meters of altitude), and is surrounded by the first 37 acres of Malbec vineyards that the company bought. For the Fabre Montmayou line of wines, the owners decided to buy exclusively old-vine vineyards in the best wine growing areas of Mendoza.

With constant care and personal style – essential elements for great quality – Fabre Montmayou combines modern winemaking, Mendoza's terroir and the Bordeaux "savoir faire" to produce wines of unique personality.

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Mendoza Province is one of Argentina's most important wine regions, accounting for nearly two-thirds of the country's entire wine production. Located in the eastern foothills of the Andes, in the shadow of Mount Aconcagua, vineyards are planted at some of the highest altitudes in the world, with the average site located 600–1,100 metres (2,000–3,600 ft) above sea level. The principal wine producing areas fall into two main departments Maipú and Luján, which includes Argentina's first delineated appellation established in 1993 in Luján de Cuyo. The pink-skinned grapes of Criolla Grande and Cereza account for more than a quarter of all plantings but Malbec is the region's most important planting, followed closely by Cabernet Sauvignon, Tempranillo and Chardonnay. Mendoza is considered the heart of the winemaking industry in Argentina with the vast majority of large wineries located in the provincial capital of Mendoza.



"The more you know about wine, the more you'll want to know about us."
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