



VALAIS MUNDI

Electus is the first Swiss Icon Wine. 2010 is the year of birth of this great new wine with its roots in Switzerland, in the upper Rhone valley.



MASTER

OF WINE



THE HOME OF ELECTUS IS
THE BREATHTAKING UPPER
RHONE VALLEY

Electus' origin is the Swiss part of the magic Rhone valley. The Rhone rises in the canton of Valais, at an altitude of 1,800 m above sea level and surrounded by several mountains over 4,000 m high. From here the Rhone sets out on its long journey through Switzerland and France until it flows into the Mediterranean.

The Valais vineyards follow the course of the Rhone and are shaped by the contours of an Alpine valley, most of the vines growing on dramatic mountainsides with gradients of 60 to 70 per cent. Just as the Alps shape the contours of the Valais vineyards, so they also influence the region's terroirs. In general, the Valais region has light, well-ventilated soils that are low in clay and warm up quickly, but do not readily retain water. Interestingly, the composition varies from one place to the next, so that it is impossible to describe a typical Valais terroir. It is more accurate to speak of a number of microterroirs that have arisen due to their location at the meeting point of two mountain ranges.

The Valais is located in the heart of the classic European wine regions with borders to Italy and France.

The viticulture of Valais benefits from a special microclimate characterised by hot summers and long, mild autumns. The rarity of fog and a regular warm wind, the föhn, have a further positive effect on the development of the grapes. Valais is one of the driest valleys in Europe.



Electus owes its creation and its quality to four passionate oenologists – three Swiss and one French – Damien Carruzzo, Nicolas Vivas, Gérald Carrupt and Samuel Panchard. Their visionary nature combined with a talent for harmoniously marrying tradition with innovation, perseverance with modesty, has been responsible for the dawn of a new era for Swiss wines. Never before has so much been invested in Switzerland in the search for absolute oenological perfection – in the terroir, the craftsmanship, the blending of grape varieties and the ripening times.

“We allowed the vines to speak to us, and listened to them, until we knew that the wine had achieved its distinctive quality. It was a long process, one which began ten years ago. We had the courage to produce a truly great wine, by taking the best grapes and the best terroirs and developing them to the optimum, before blending them. The result is Electus – a Swiss rarity that is full of passion. We faced numerous risks – but no pain, no gain. The endless search for perfection is the challenge we have set ourselves.”

Electus is an unmistakable testimony to unique Swiss perfection.

THEIR DREAM BEGAN TEN YEARS AGO –
TO PRODUCE THE BEST WINE FROM
THE SWISS WINE REGION VALAIS

Five grape varieties are responsible for this example of oenological perfection – Cornalin, Humagne rouge, Diolinoir, Cabernet Sauvignon and Merlot. Some are international varieties and several are indigenous, which speaks clearly for the quality of the territory. The grapes are grown in various vineyards, located primarily in central Valais between Fully and Sierre. All the vines flourish on the right bank of the Rhone, at an altitude of 450 to 550 meters above sea level. To enable the grapes to develop as fully as possible on the vine we placed a strict limit on the yield.

In the first of the three major phases of preparing the wine, we seek to get the full potential from the grapes, which are optimally ripened. After crushing, the grapes ferment for a long while and are left for several months on the skins before pressing. The fermentation occurs naturally, without the addition of cultured yeast. In the second phase the preliminary blends are put into barrels, where they mature for 18 to 24 months in new wood. The third phase consists of refining the wines before they are bottled. They are fined naturally and clarified on racking. Shortly before bottling, the desired blend is created to give the best possible aroma and taste profile.

ELECTUS 2010 – THE BIRTH OF A NEW ERA FOR SWISS WINES



JANCIS ROBINSON

Deliberately crafted to be Switzerland's first 'icon wine. Mid crimson. Intricate nose that recalls redcurrants, a hint of leather, an edge of graphite and a grainy texture with lots of freshness. Many layered and very satisfyingly persistent finish. This is obviously very youthful. Firm rather than obviously sweet. A subtle wine. A good 24 hours later it was still in very good condition and was a bit more expressive. Pimento dust to the fore! Lots of interest - though if I were given this blind I would be completely at sea; no obvious relationships with any other wine. Dry finish but lots of luscious fruit on the way there.

JOSÉ VOUILLAMOZ

A successful blend with a very complex nose, silky tannins, an outstanding balance and intense aromatic persistence. A rounded wine perfectly capable of competing with the best Bordeaux vintages.

JEAN-CLAUDE BIVER

With this great wine, another medium for deriving the maximum benefits from Swiss excellence is born.

PHILIPPE ROCHAT

A particular wink for this exceptional wine, Electus, which is promised to a bright future in the cellars of the best places in the world.

HIGHLY

RECOMMENDED



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