



Vinos de México

# WINES OF MEXICO

PREPARED FOR :

**Total**  **Wine**  
**& MORE**

# MISSION STATEMENT

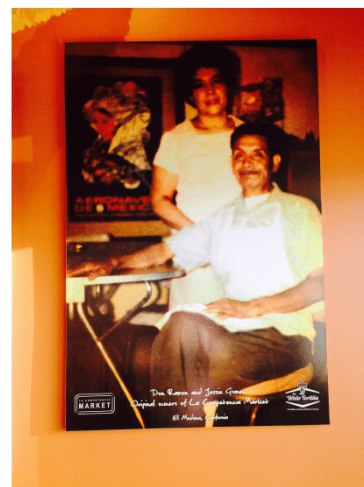
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TRANSLATED LITERALLY, LA COMPETENCIA MEANS “THE COMPETITION.” BORROWED FROM MY GRANDFATHER’S LITTLE TIENDITA OF THE SAME NAME, IT EMBODIES BOTH HIS SPIRIT AS WELL AS HIS APPROACH TO BUSINESS



MY GRANDFATHER, RAMON GOMEZ, FELT THAT “COMPETITION” WAS GOOD FOR THE COMMUNITY. COMPETITION DROVE HIM TO OFFER A BETTER PRODUCT AND PROVIDE A BETTER LEVEL OF SERVICE, ALL WHILE AIMING TO OFFER THE BEST PRICES POSSIBLE. IT IS WITH THIS SAME SPIRIT THAT LA COMPETENCIA IMPORTS ASPIRES TO PROVIDE THE MOST COMPELLING PORTFOLIO OF WINE AND CRAFT BEERS FROM BAJA CALIFORINA, MEXICO.

IF I CAN REPLICATE THE LEVEL OF CUSTOMER SERVICE AND CONNECTION TO THE COMMUNITY THAT HE WAS KNOWN FOR, I WILL CONSIDER IT TO BE A JOB WELL DONE.



Vinos de México

# ABOUT US

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## LA COMPETENCIA TEAM

TOM BRACAMONTES

OWNER [TOMAS@LACOMPETENCIAIMPORTS.COM](mailto:TOMAS@LACOMPETENCIAIMPORTS.COM)

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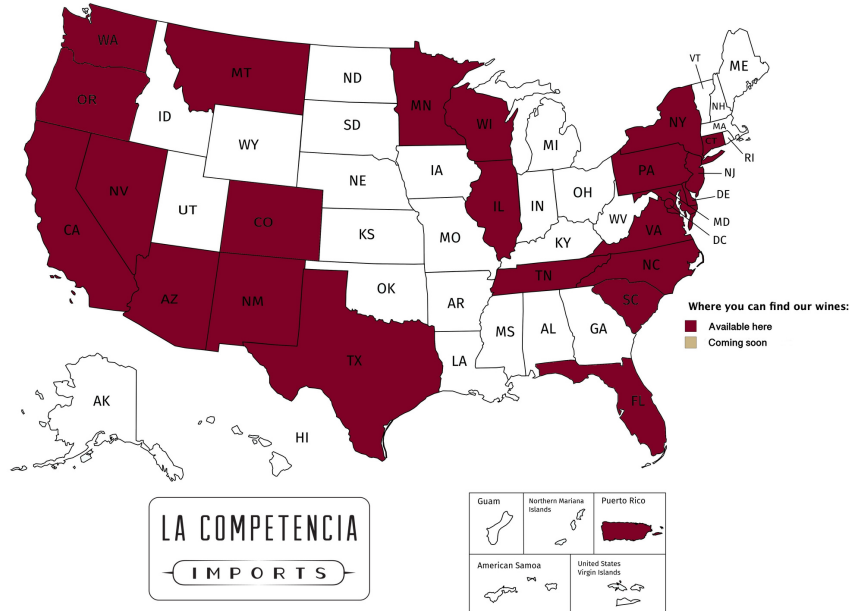
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# OUR DISTRIBUTORS



## ARIZONA

COMPA SPIRITS  
QUAIL DISTRIBUTING COMPANY STEM WINE COMPANY

## COLORADO

REPUBLIC NATIONAL DISTRIBUTING CO.

## CONNECTICUT

CONNECTICUT DISTRIBUTORS

## D.C., MD, VA, DE

LANTERNA DISTRIBUTING

## MONTANA

OSITO WINE DISTRIBUTING

## NEVADA - LAS VEGAS

JOHNSON BROTHERS PEMBERTON DISTRIBUTION

## NEW MEXICO

SOUTHERN GLAZERS WINE & SPIRITS

## NORTH CAROLINA

JOHNSON BROS. MUTUAL DISTRIBUTING NC

## SOUTH CAROLINA

REPUBLIC NATIONAL DISTRIBUTING CO.

## WASHINGTON

REPUBLIC NATIONAL DISTRIBUTING CO.

## WISCONSIN

JOHNSON BROTHERS OF WISCONSIN

## CALIFORNIA

LA COMPETENCIA / ATRIUM WINE BROKERS

## CHICAGO, IL

BODIN STREET WINE & SPIRITS

## MINNESOTA

NEW FRANCE WINE CO.

## FLORIDA

ASPECT / BREAKTHRU BEVERAGE

## NASHVILLE

BEST BRANDS

## OREGON

REPUBLIC NATIONAL DISTRIBUTING CO.

## NEVADA - RENO

ANNOUNCEMENT COMING SOON!

## NY, NJ, PA

VOS SELECTIONS

## TEXAS

VICTORY WINE GROUP SERENDIPITY WINES

## PUERTO RICO

ABYA YALA DISTRIBUTING



# MEXICO WINE PRODUCING REGIONS



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# BAJA NORTE



## GEOGRAPHY / LOCATION

APPROXIMATELY 1 1/2 HOURS FROM SAN DIEGO INTERNATIONAL AIRPORT  
CABO SAN LUCAS IS AN 18-20 HR. DRIVE FROM VALLE DE GUADALUPE

## FIVE DISTINCT VALLEYS OR GROWING REGIONS MAKE UP BAJA NORTE

- VALLE DE GUADALUPE
- VALLE DE OJOS NEGROS
- VALLE DE LA GRULLA
- VALLE DE SANTO TOMAS
- VALLE DE SAN VICENTE

## TERROIR / CLIMATE

- THE CLIMATE CAN BEST BE DESCRIBED AS MEDITERRANEAN.
- THERE ARE 3 DOMINANT SOIL TYPES: SANDY LOAM, SAND & RED CLAY.
- AVERAGE RAINFALL: 8 -10 INCHES PER YEAR
- AVG. TEMPS: 86 SUMMER - 46 WINTER
- AVG. YIELDS: 1.2-2.0 TONS PER ACRE



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# QUERÉTARO



**ELEVATION:** MOST VINEYARDS SIT AT AN AVG. OF 6,200 FT. ABOVE SEA LEVEL

**WEATHER:** AVERAGE TEMPERATURES RANGE FROM 35F TO 95F.

**RAINFALL:** 13 TO 23 INCHES PER YEAR

**SOILS:** CLAY LOAM, CALCAREOUS (LIME OR CHALKY SOILS)

**PLANTINGS:** 1,200+ ACRES ARE PLANTED TO GRAPES

**PRODUCERS IN THE REGION:** 28

**WHITE GRAPES:** XARELLO, MACABEO, CHARDONNAY, SAUVIGNON BLANC,

**RED GRAPES:** CABERNET SAUVIGNON, MALBEC, MARSELAN, SYRAH & TEMPRANILLO

**NOTEWORTHY:** TODAY, QUERETARO IS THE MAIN PRODUCER OF SPARKLING WINES IN MÉXICO.



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# SAN LUIS POTOSÍ



**GEOGRAPHIC LOCATION:** CENTRAL MEXICO

**ELEVATION:** MOST VINEYARDS ARE AT 5,500-5,700 FT. ABOVE SEA LEVEL

**WEATHER:** TEMPERATURES VARY BETWEEN 41F – 83F DEGREES

**RAINFALL:** THE REGION AVERAGES 21 – 22 INCHES PER YEAR

**SOILS:** SANDY LOAM, CLAY LOAM, SILTY LOAM

**PLANTINGS:** 325 – 330 ACRES ARE PLANTED TO VINES

**PRODUCERS IN THE REGION:** 3-5 WINERIES

**WHITE GRAPES:** CHARDONNAY, GEWURZTRAMINER, SAUVIGNON BLANC

**RED GRAPES:** CABERNET, CABERNET FRANC, GRENACHE, MERLOT, SYRAH, SANGIOVESE,  
TEMPRANILLO

**NOTEWORTHY:** SAN LUIS POTOSI IS THE SMALLEST OF MEXICO'S WINE-PRODUCING REGIONS



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# GUANAJUATO



**GEOGRAPHIC LOCATION:** CENTRAL MEXICO

**ELEVATION:** 6,500 – 6,700 FT. ABOVE SEA LEVEL

**WEATHER:** VERY MODERATE – MID-40S TO MID-80S

**RAINFALL:** AN AVG. OF 29-30 INCHES PER YEAR, W/ LOW HUMIDITY

**SOILS:** SAND & LOAMY CLAY

**PLANTINGS:** JUST UNDER 1,000 ACRES ARE PLANTED TO VINES

**PRODUCERS IN THE REGION:** 43 WINERIES

**WHITE GRAPES:** SAUVIGNON BLANC, MOSCATO, SEMILLON,

**RED GRAPES:** CABERNET, CAB FRANC, CALADOC, GRENACHE, MALBEC, MERLOT, NEBBIOLO, SANGIOVESE, SYRAH, TEMPRANILLO

**NOTEWORTHY HISTORY:** THE ANNUAL PRODUCTION OF THE REGION IS APPROX. 60,000 CASES



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# COAHUILA



**GEOGRAPHIC LOCATION:** CENTRAL MEXICO

**ELEVATION:** MOST VINEYARDS ARE 2,300-8,700 FEET ABOVE SEA LEVEL.

**WEATHER:** AVERAGE TEMPERATURES ARE IN THE LOW 60S TO MID-80S

**RAINFALL:** THE REGION AVERAGES 15-16 INCHES OF RAIN PER YEAR

**SOILS:** PREDOMINANT TYPES INCLUDE CLAY, LIMESTONE & SAND

**PLANTINGS:** APPROX. 2,500 ACRES ARE PLANTED WITH VINES

**PRODUCERS IN THE REGION:** 35+ WINERIES

**RED GRAPES:** CABERNET, CAB FRANC, CALADOC, MALBEC, PINOT NOIR, RUBY CABERNET, SHIRAZ, TEMPRANILLO

**WHITE GRAPES:** CHARDONNAY, CHENIN BLANC, MUSCAT DE ALEXANDRIA, VERDEJO

**NOTEWORTHY:** THE FIRST WINERY IN THE WESTERN HEMISPHERE WAS FOUNDED IN COAHUILA IN THE 1500S.



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# PRODUCERS & WINES

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# PRODUCERS & WINES

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Vinos de México

# SOLAR FORTUN



**OWNER:** Lopez-Viana Family  
**WINEMAKER:** Santiago Lopez  
**PRODUCTION:** 3,200 Cases

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Solar Fortun was started in 2008, as a family owned enterprise of the Lopez-Viana Family. Co-founder, Alberto Lopez guides the daily operations of the winery while his U.C. Davis trained son Santiago, handles the winemaking duties. When you consider that Señor Lopez is a well-regarded physicist with a PhD in astrophysics from the U.K. and Santiago, is a former member of Mexico's Olympic Gymnastics Team, they might be one of the region's most interesting winemaking pairs,

Using only grapes grown in a pristine vineyard tucked away within a hidden valley in Francisco Zarco, the portfolio leans towards Rhone inspired red wines. In order to maximize the vineyards potential all of the vines are certified bench grafted from Napa Valley and all of the rootstocks & clones are either American or French. In a relatively short period of time, Solar Fortun has become recognized as a "winery to watch". Considering that the 2014 O Positivo is on the list at The French Laundry and the 2014 Confabulario was named 1 of the Top 10 wines in Mexico, it appears that they can back up that claim on both sides of the border.

## U.S. MARKET PORTFOLIO:

Solar Fortun Baya Baya  
Solar Fortun O Positivo  
Solar Fortun Mourvedre  
Solar Fortun Petit Verdot  
Solar Fortun Syrah

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## CONTACT INFO:

Email: [santiago@solarfortun.com](mailto:santiago@solarfortun.com)  
Phone: +52 646 174 7674  
Valle de Guadalupe, Ensenada, BC.

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## TASTING ROOM:

12:00pm to 7:00pm Friday-Sunday



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# SOLAR FORTUN

VINÍCOLA  
SOLAR FORTUN  
— VINOS NOBLES —

## Confabulario

Mourvedre 50% - Petit verdot 50%

French Oak, 12 months. 20% new oak.  
Medium bodied, old world styled red wine



### Color

Medium violet, high density.

### Dominant Profiles



Plums



Hibiscus



Leather



Fine herbs



Herbal notes

### Tasting notes

High intensity plum and leather aromas dominate this wine's first approach, followed closely by purple flowers and herbs as a consequence of the petit verdot on it. Mid palate is soft and long and expresses a savory personality familiar to Mourvedre. The wine finishes on a fresh, spicy note, reflecting great acidity and permanence.

### Winemaker notes

Confabulario is one of our most creative blends, showing the power and richness of petit verdot along with the subtleness of Mourvedre. The leather and smoky notes on this wine reflect the style of high end french premium wines.



Blends

S O L A R F O R T U N . C O M



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# SOLAR FORTUN

VINÍCOLA  
SOLAR FORTUN  
VINOS NOBLES

## O positivo 2019

### SINGLE VINEYARD

#### Estate grown

Francisco Zarco, Valle de Guadalupe

Vineyard age: 11 years old

Altitude: 1200 feet

Soil: Sandy, aluvial soils with decomposed granite

### WINEMAKING

**Cabernet Sauvignon 60% Syrah 40%**

6 000 bottles produced

Aging: 12 months in American oak 30% new

Prebottling: Clarified, non filtered

Yeast: CSM-CLOS

### DOMINANT PROFILES



Plums



Tobacco



Violets



Smoked  
Bacon



Vainilla

### PROCESS:

Our flagship wine. Blended out of the best barrels of our French clone cabernet sauvignon and the best barrels of our Syrah. This blend aims to balance the great florality and acidity of our Syrah with the fruit, structure and aftertaste of our Cabernet Sauvignon.

### VINEYARD NOTES:

2019 season starts with a cold and prolonged winter as well as an extended rain season (November to June, 18 in), this promises a high yield, high quality vintage. A mild summer produces a grape harvest almost 3 weeks later than previous vintages. The result, grapes with great expression and excellent acidity along with medium intensity tannins.



SOLARFORTUN.COM



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# MADERA 5



**OWNER:** Cinco Buenos Amigos - Victor, Micky, Minu, Tata y Mauricio

**WINEMAKER:** Victor Segura

**PRODUCTION:** 4,000 Cases

**U.S. MARKET PORTFOLIO:**

Madera 5 Sauvignon Blanc-Chardonnay

Madera 5 Rojo 126

Madera 5 Tempranillo-Cabernet

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Similar to a good garage band, the stark surroundings of an unassuming building which to this day serves as Madera 5's winery, provided the motivation and inspiration to create one of Mexico's most iconic brands. The five partners of Madera 5 started their journey making wine in a garage at Aragón 126 back in 2007, and the name "Madera 5" came after an inside joke involving a good golf story and a 5 wood.

Unpretentious, just like the five amigos, is the best way to describe the style of their award winning wines. Under the guidance of partner & winemaker, Victor Segura (Las Nubes), their affordably priced wines are highly sought after throughout Mexico. Not surprisingly, they have quickly caught on with consumers in the U.S. and their Tempranillo Cabernet is amongst La Competencia's best-selling red wines.

One thing that makes Madera 5 unique from its peers in Valle de Guadalupe is that 100% of their production is derived from grapes sourced from vineyards located south of Ensenada in Valle de San Vicente.

**CONTACT INFO:**

Email: [ventas@cavaaragon126.com.mx](mailto:ventas@cavaaragon126.com.mx)

Phone: +52 646 174 6844

Carretera Ensenada-Tecate #990 Bodega #B, Ensenada, B.C. CP 22760

**TASTING ROOM:**

11:00am to 5:00pm Thursday-Sunday or By appointment



Vinos de México



# MADERA 5



## MADERA 5

TEMPRANILLO /  
CABERNET SAUVIGNON 2017

**BLEND COMPOSITION:**

Tempranillo 60%  
Cabernet Sauvignon 40%

**VINEYARD SOURCE:**

Valle de San Vicente

**HARVEST DATE:**

Septiembre 2017

**ANNUAL PRODUCTION:**

2500 Cases

**SERVICE:**

16°

**AGING & BARREL PROGRAM:**

Aged for 10 months in a combination of  
American and French Oak; 20% New.  
Best enjoyed within 4-7 years of bottling

**ALCOHOL:**

13.6%

**APPEARANCE:**

Medium intensity, clean, crisp and bright  
while showcasing aspects of cherry red

**AROMA:**

Expresses notes of red berries, dates,  
cinnamon, leather and tobacco.  
While very expressive it remains elegant  
and harmonious

**PALATE:**

Impressive on entry; it is firm, yet sophisticated  
and the finish is long and persistent

**FOOD PAIRING:**

Lamb, suckling pig tacos and meats  
that are well marbled

**PRODUCED BY:**



Cava Aragón 126, S de RL de CV  
Ensenada, Baja California, México

**COMMERCIAL CONTACT:**

Tom BRACAMONTES  
La Competencia Imports LLC  
tomas@lacompetenciaimports.com  
C (707) 592-3392



[www.cavaaragon126.com.mx](http://www.cavaaragon126.com.mx)

 Madera5 / Cava Aragon 126  Madera5mx



Vinos de México



# ROGANTO



## ROGANTO

**OWNER:** Antonio Escalante & Rogelio Sanchez

**WINEMAKER:** Antonio Escalante

**PRODUCTION:** 20,000 Cases

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Like numerous other wine fanatics, Roganto began as a hobby between two friends who enjoyed the experimentation, exploration and trial and error that each vintage brings. For close to 15 years, Rogelio Sanchez del Palacio and Antonio Luis Escalante Dominguez enjoyed this noble pursuit with one goal in mind . . . produce a wine that they could enjoy with friends & family. Finally, in 2001, after achieving a loyal following for their “garage wine”, they finally took a leap of faith, combined their two first names to come up with “Roganto” and officially launched their brand.

Working from a nondescript building, Roganto gradually built a cult-like following throughout Mexico. A low-key marketing approach helped to foster the legend about the winery and it has been said more than once that “Roganto is like the devil, everyone talks about it but no one has seen it.” With an approximate production of 20,000 cases and another 10 hectares in development in Valle de San Jacinto, south of Ensenada between Santo Tomas and San Vicente, there should be plenty of wine available for Roganto’s growing customer base in Mexico and the U.S.

**U.S. MARKET PORTFOLIO:**

Roganto Blanco de Blancos

Roganto Chardonnay

Roganto Piccolo

Roganto Nebbiolo

Roganto Tramonte

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**CONTACT INFO:**

Email: [vinos@roganto.com](mailto:vinos@roganto.com)

Phone: +52 646 176 6185

Valle de Guadalupe, Ensenada, BC.

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**TASTING ROOM:**

Not open to the public



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# ROGANTO

## Roganto Blanco de Blancos 2017

Type	Blend
Grape	70% Sauvignon-Blanc 30% Chardonnay
Winery	Bodega Roganto
Region	Valle de San Jacinto, B.C.
Vinified by	Antonio L. Escalante
Production	500 cases (12 x 750 ml)
Alcohol volume	11.9%
Decant	No
Service temperature	7 °C or 45 °F
Oak	No



*"In a harmonic fusion, the grapes of Sauvignon-Blanc (70%) and Chardonnay (30%) are united to give us this wine with fruity characteristics of citric, tropical fruits, and green apple. Pleasant and fresh in mouth, it pairs very well with seafood, pastas, birds and cheeses of light-medium flavor."*

VINOS CON CALIDAD PREMIUM  
[www.roganto.com](http://www.roganto.com)



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# MORE INFO



Vinos de México