



**ASENSIO CARCELÉN, N.C.R.**

## **ANA M<sup>a</sup>GILARLILA**

VIÑEDOS Y BODEGAS ASENSIO CARCELÉN, N.C.R.

Tax ID Number: 22441066N

Vineyards and wineries Asensio Carcelén, N.C.R., started its journey as a winery thanks to D. Asensio Carcelén Herrero in the late period of the nineteenth century, experimented a great industrial and economic boom due to his successor, D. Juan Carcelén Herrero, who started to introduce bottling in the wines he elaborated. After his retirement, his son D. Asensio Carcelén Cutillas took over control of the winery and focused his work on exportation, transforming the winery Asensio Carcelén into one of the best companies of the sector.

The main activity of Asensio Carcelén winery has always been the production of Jumilla D.O. wines in all its forms, but mainly bottled ones, and its national and international commercialisation.

Our future is guaranteed by a family member, D. Juan Carcelén Gilar, Technical Agricultural Engineer and Graduated in Enology who works passionately in order to continue the tradition of winemaking, adapting it to the new times.

### **Address**

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Web: <http://vinosdejumilla.org/project/bodegas-asensio-carcelen/>

### **Contact**

Juan Carcelén Gilar  
Technical Director

Ana Gilar Lila  
Owner

**Sector:** Organic farming (fresh and processed), Wine

**Activity:** Exporter, Manufacturer, Marketer, Producer

**Turnover:** From 300,000 euros to 600,000 euros

**Employees:** From 5 to 9

**Brands:** 100X100, ASENSIO CARCELEN, BULLANGUERO, CONSELLO, PURA SANGRE, SOL Y LUNA

**Export Volume:** From 30,000 to 60,000 euros

**Export Countries:** Austria, Belgium, Brazil, Canada, Czech Republic, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Spain, Sweden, Switzerland, The Netherlands, USA, United Kingdom

### **Manufacturing Process**

Its annual production is estimated to be around 500.000Kg of grapes within its 300Ha of own vineyards, dry land cultivated, traditional globet pruned, and integrated in organic agriculture.

The main variety used is Monastrell with a 90% of production, followed by Syrah and Garnacha Tinta with a 5% of production each one.

### **Key Differentiating Features**

Since 2006, in order to improve its industrial activity, the winery was located next to its own vineyard, adapting to the times, to new technology and implanting new winemaking processes, quality controls and environmental adequacy.

At the end of 2011 the winery obtained all the certification needed to start to produce organic wine.

## Products



SOL Y LUNA Natural sweet wine  
Wine (Jumilla designation of origin)  
Código Taric: 22042182

TARIC Denomination: Quality wines produced in specified regions, in containers holding  $\leq 2$  l and of an actual alcoholic strength by volume of  $> 13\%$  vol to  $15\%$  vol (other than sparkling wine, semi-sparkling wine and general white w



100x100 Syrah Organic  
Organic wine bottling  
Código Taric: 22042194

TARIC Denomination: Wine of fresh grapes, incl fortified wine, in containers holding  $\leq 2$  l and of an actual alcoholic strength by volume of  $> 15\%$  vol to  $18\%$  vol (other than sparkling wine, semi-sparkling wine and marsala, samos, m



100x100 Monastrell Organic  
Wine (Jumilla designation of origin)  
Código Taric: 22042194

TARIC Denomination: Wine of fresh grapes, incl fortified wine, in containers holding  $\leq 2$  l and of an actual alcoholic strength by volume of  $> 15\%$  vol to  $18\%$  vol (other than sparkling wine, semi-sparkling wine and marsala, samos, m



PURA SANGRE Reserve  
Wine (Jumilla designation of origin)  
Código Taric: 22042194

TARIC Denomination: Wine of fresh grapes, incl fortified wine, in containers holding  $\leq 2$  l and of an actual alcoholic strength by volume of  $> 15\%$  vol to  $18\%$  vol (other than sparkling wine, semi-sparkling wine and marsala, samos, m