



Press release February 2022

TORO LOCO BLANCO, A NEW SUSTAINABLE AND VEGAN WINE

After the launch of Red Organico in 2017, Toro Loco continues its responsible and innovative approach with a new organic wine available in the UK.

Main focus on organic production

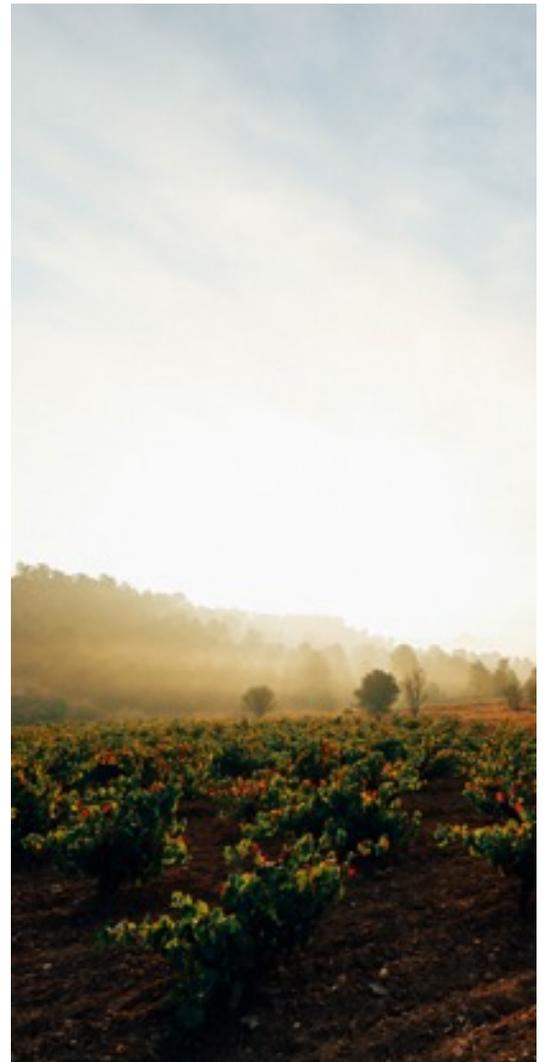
Behind the organic certification of Toro Loco[®] wines, there is 3,000 families involved in sustainable winegrowing.

In the heart of Utiel-Requena region, the number of hectares dedicated to organic wines has increased by more than 50% since 2016* followed by an equivalent production proportion for Toro Loco wines.

Requena is an area suitable for organic grapes production thanks to continental climate, mediterranean influence and altitude; the grapes are grown in vineyards located between 650m and 900m.

After the success of Toro Loco[®] Orgánico launched in 2017, it was obvious for BVC Bodegas to enrich its portfolio with an organic white wine to answer UK consumers demand.

* According to the CAECV and the Spanish Ministry of Agriculture.





Toro Loco® Blanco

Viura and Sauvignon Blanc are rigorously selected and harvested at the coolest hours in the morning. The grapes are pressed and fermented at low temperature in stainless steel vats to preserve all the fresh notes. Produced in an environmental-friendly and organic approach within the Utiel-Requena D.O., this wine presents us fresh with citrus, green apple and floral notes. Crisp and delicate with balance between fruit and acidity.

Available on www.aldi.co.uk and at Aldi's shop
Average retail price : 4,99£



A Loco project

Toro Loco® started in 2009, as a local project based on a community of 3 000 families. The winemaking tradition of the Utiel-Requena territory reaches 2,600 years of history and 30 000 hectares of which 10 000 hectares make this wine, cultivated and picked mostly by hand.

Why Toro «Loco»? Because this is what local people said when a French man -Benoit Calvet- from a family of Bordeaux winemakers decided to create wine in this secret region of Spain. Toro Loco® is a quirky brand whose aim is to offer fresh, fruity, accessible and responsible wines.

Success came in 2011 when the first wine, Toro Loco Superior was awarded an IWSC Gold Medal.



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