

# MURFATLAR vinul

## Market

"Bun e vinul ghiurghiului..." / "Wine is so good..." That's how Maria Tănase put it, the most famous Romanian singer of the interwar years, who sang songs praising the special skill of Romanians for growing healthy, noble vineyards and for making excellent wine. For many ages, vine growing has been the basic occupation in Dobrogea. The people at Murfatlar are proudly aware that they are continuing a very long tradition and have successfully strived to turn Murfatlar into a very successful brand on the Romanian wine market today.

In 2000, a group of Romanian private investors took over what had previously been a state-owned industry, and became the major shareholders in Murfatlar. Since that point, the company has had the most spectacular development out of all the wine brands on the Romanian market, almost doubling its market share from 19% in 2001 up to 33% at present. Between 2001 and 2006, it put dramatic distance between itself and the other wine producers in terms of new technological investments, number of brands launched on the market, advertising campaigns and winning awards in the most prestigious international competitions.

At present, Murfatlar holds a leading position on the local wine market. Its success has travelled beyond the borders of the country. Murfatlar is today the most important Romanian wine exporter, with activities in more than fifteen countries, including Israel, US, Great Britain, Germany, Finland, Denmark and Japan. Despite the great international competition, 15-20% of the annual Murfatlar wine production is exported.

## Achievements

Today, being a well known and a respected brand counts for more than it used to. The "Murfatlar - the Wine" campaign, carried out at the end of 2005, was awarded a Bronze Grand EFFIE in the most prestigious competition dedicated to efficiency in advertising. Moreover, the company's Trei Hectare 2002 Chardonnay received the appreciation of the Wine Gala as the Best Romanian wine, winning the title Most Awarded Wine in International Contests.

In 2006, Murfatlar Romania won the golden medal for Murfatlar-Trei Hectare 2003 Chardonnay at the most important international wine contest, Concours Mondial de Bruxelles, that took place in the Belgian capital at the end of April 2006.

In 2006 alone, Murfatlar won, apart from the golden medal in Brussels, another eleven medals at international wine contests. At the Chardonnay du Monde in France, its 2004 Barrel Fermented Chardonnay Legacy won the bronze medal, the only medal that Romania obtained in that competition. Moreover, in the Bucharest International Wine Contest 2006, Murfatlar won two golden medals and eight silver medals.

Each prize and medal indicates the recognition received from international specialists and represents a seal of approval for Romanian products abroad. The more than 140 awards received in international competitions in Barcelona, Brussels, Montreal, Sofia, Tbilisi, Bucharest, Ljubljana, Montpellier, and Budapest since 2001 go towards recognising the premium quality of Murfatlar wine.

In September 2002, Murfatlar became the first Romanian winery certified by ISO 9001:2001 standard for its quality management system and its HACCP food hygiene regulations.

Since 2003, following 12 million euros worth of investment in technology and 5 million euros of advertising, Murfatlar has managed to double its turnover.

## History

Wine is as old as the history of mankind itself. Even in a country with a long winemaking tradition, Murfatlar stands out as one of the oldest, largest and most innovative wineries. Blessed with one of the most desirable locations, Murfatlar is situated in South Eastern Romania, between the Danube and the Black Sea, in the centre of the Dobrogea Plateau.

Legend has it that Bacchus, the God of Wine, was born here in the Dobrogea region and blessed its soil with a precious wealth much coveted by others: wine. Since ancient times, this region has been known for grape vine growing. The wine produced here was one of the products traded by the local population (the Thracians) with the Greek colonies on the Black Sea coast.

The first historical documents

mentioning the Murfatlar vineyard are more than 1,700 years old. Written testimonies regarding wine growing in this region are provided by the well-known Latin poet Ovid (Publius Ovidius Naso, 43 B.C. - 17 A.D.) who lived in the city of Tomis on the Black Sea coast between nine and seventeen A.D. However, it wasn't until the beginnings of the last century that the first plantations of noble West-European grapes appeared, which established the core of what has today become the most prestigious and best-known vineyard in Romania.

In 1907, grape varieties such as Chardonnay, Pinot Gris, Pinot Noir, Muscat Ottonel and Folle Blanche were planted on an experimental basis at the initiative of two Romanian viticulturists, Gheorghe Nicoleanu and Vasile Brezeanu. The results were extraordinary. As early as 1943, the Murfatlar Wine Center was established. The vine varieties were extended to include valuable grapes such as Sauvignon Blanc, Muscat Ottonel, Traminer Rose, Italian Riesling for white wines and Merlot for red wines. At the end of 2000, state management of the vineyard ended when a private Romanian group took over the controlling stake.

## Product

Today, market research studies position Murfatlar as being the "man of the hour" on the Romanian wine market, since statistically, one out of every three bottles of wine bought by Romanians is produced by Murfatlar. This is due to Murfatlar's extensive product range, from dry to sweet and from white to red. 70% of the Murfatlar range is represented by white wine varieties (Chardonnay, Pinot Gris, Sauvignon Blanc, Italian Riesling and Muscat Ottonel), whilst the other 30% is made up of red wine varieties (Cabernet Sauvignon, Merlot, Pinot Noir and Fetească Neagră).

In 2001, Murfatlar vigorously entered the dry wine market with the Sec de Murfatlar collection. These wines bear the signature of Stephen Bennett, the only Australian oenologist in Romania. With this series, he created the first international-style dry wine in the country. In 2002, Rai de Murfatlar became the first sweet wine brand in Romania to introduce the innovative concept of "the blend" to the Romanian market. It followed the example of Trei Hectare, a premium brand and a genuine first of its kind from Murfatlar. Trei Hectare is an exclusive brand, only available in restaurants, but most importantly, it is the Romanian wine most awarded in international contests. The new entry in this collection is Ferma nouă dedicated to the key account channel.

Besides such new brands, Murfatlar is also recognised for its traditional wine varieties, especially Lacrima lui Ovidiu, a range of special liqueur-like wines, aged between five and twelve years, which is produced by using a traditional recipe inspired by the famous Porto, Malaga and Xeres wines.

## Recent Developments

Since 2003, Murfatlar has been the most important investor in the wine industry in the region, with over US\$

9 million worth of investments. From vine growing to cellars and bottling lines, each division has undergone extensive changes, including modernisation and the installation of new technology. All in all, it makes Murfatlar the wine producer with the most advanced and up-to-date technological support on the Romanian market.

The technology is adjusted to match each wine variety. Harvesting time is scientifically determined for each type of wine, and the harvesting season allows the whole assortment of wines, from dry reds to sweet whites, to be produced naturally. In 2006, Murfatlar launched Conu' Alecu, a collection of young, semi-dry wines, well balanced and fruity, medium bodied with crisp acidity. The Conu Alecu Sauvignon Blanc is a semi-dry wine with medium acidity and a beautiful straw-yellow colour with green tints. Exceptionally fresh and crisp, its sweet tint is discreetly balanced by the alcohol content and the smoothness of the bouquet that comes from its delicate, clean, perfectly elegant citrus aroma.

The Conu Alecu Muscat Ottonel is a wine with a fresh and golden yellow colour. It boasts a perfectly well-rounded character; very well contoured, with strong floral tones, displaying a perfect equilibrium between natural sweetness and acidity. It's strongly defined by the dry final notes, though fresh, round and initially sweet to the taste.

The Conu Alecu Merlot Rose is a typical rosé colour with soft, pink and red hues. It carries an aroma like rose petals from the field, gentle, fresh and pleasing, with the round taste of the wine showing the harmony between the soft, clean fruit flavours and the balanced residual sweetness.

The Conu Alecu Merlot is a bright ruby-red colour, carrying a scented aroma of freshness enthusiastically noticed by connoisseurs. It is ripe, plummy and fruity, a palate of rich, generous fruit flavours, complimented by soft tannins and subtle sweetness. Like every good Murfatlar wine, it's full of soft sensations and ripe flavours - the mark of a true Superbrand.

## Promotion

The Murfatlar brand has been supported in many particularly inventive ways, including both conventional and non-conventional activities. In 2005, the company decided to put all its communication efforts into a brand image campaign, which was aimed at improving the image of the product in the mind of consumers. The brand values of tradition, passion, craftsmanship, innovation, and leadership have been communicated in a myriad of ways. The communication campaign continued in 2006, including TV advertisements, PR activities, print, BTL operations and direct communication in stores. The idea of Murfatlar as the leading brand on the wine market in Romania is built around the fact that in each Romanian house you'll find a bottle of Murfatlar wine. In order to express this concept, the company developed many special "product placement" projects in various prestigious publications, books, movies and TV series. Moreover, 2006 saw the launch of a new campaign for Lacrima lui Ovidiu, the first and only

liqueur-like wine in Romania.

## Brand Values

Every year, during harvest and when the vineyards need to be tended, thousands of families who have lived here for many generations gather in the extensive Murfatlar vineyards to look after their ancestors' heritage. Here, people have continued the father-to-son tradition of winemaking and grape-growing. Wine making has always been a lifestyle in this region. Perhaps that is why these wines are so special, as the passion with which the wine is made can be detected in the quality of the wines.

To make such wines, one needs each value that Murfatlar stands for today: more than 1,700 years of tradition, passionate individuals, technological investments, permanent innovation, and the special geographical location of the vineyard (near the Black Sea). At Murfatlar, passion makes the difference, and it is only matched by the quality of Murfatlar wines.

## www.murfatlar.ro



## THINGS YOU DIDN'T KNOW ABOUT

### MURFATLAR vinul

- › Murfatlar has the largest vineyard owned by a single producer in Romania, over 3,000 hectares
- › Murfatlar wines won the largest number of medals in international contests in 2005
- › Murfatlar produces the only liqueur-like wine in Romania - Lacrima lui Ovidiu
- › Murfatlar is the wine provider of the Royal House of Romania

