BODEGA

NORTON

DESDE 1895

BODEGA
NORTON
DESDE 1895

Welcome to Argentina,

Discover a land of passion, culture and adventure...

Welcome to our winery

Located 3.100 feet above sea level at the foothills of the Andes at the highest point of the Mendoza River Valley.

Luján de Cuyo: First Argentine Controlled Appellation

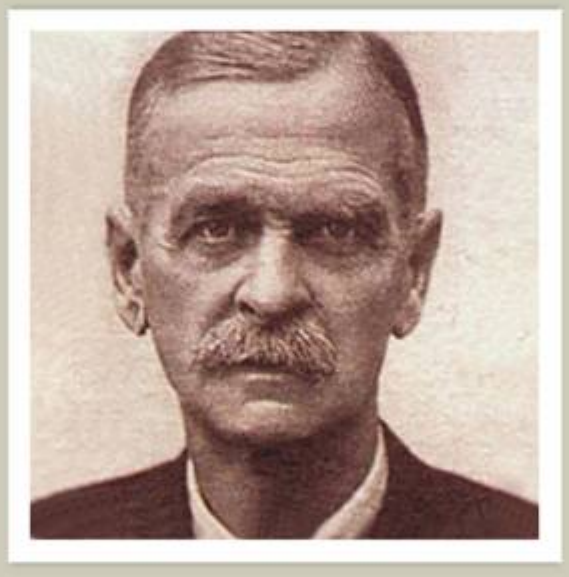
BODEGA

NORTON

DESDE 1895

BODEGA
NORTON
DESDE 1895

Our History



Sir Edmund James Palmer Norton

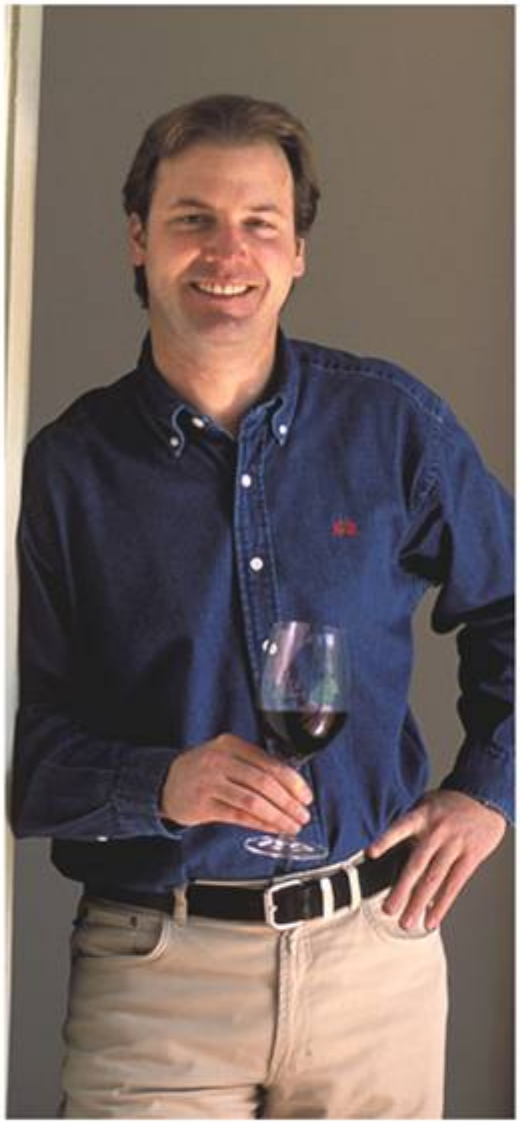
Sir Edmund Norton was an English railway engineer who founded Bodega Norton in 1895. Norton was the first winery located at the south of the Mendoza River Valley recognized today as the premium wine region of Argentina.

BODEGA
NORTON
DESDE 1895

«We recognize ourselves as instruments of Nature and today this mandate is achieved and expressed in our wines»

Gernot Langes – Swarovski

In 1989, the Austrian, Mr. Gernot Langes – Swarovski purchased the estate.
He was the first foreign investor to discover the great potential of Argentinean wines.
With a great passion, he strongly believes that the quality starts in the vineyards.



BODEGA
NORTON
DESDE 1895

«With my team of experts we have succeeded in an ambitious undertaking to modernize the winery an progressively expand the number of vineyards while maintaining true to our family's philosophy of producing wines of the highest quality»

Michael W. J. Halstrick
President and CEO

Our Philosophy

An emblem that summarizes our vision…

By means of its emblem, Norton does not only summarize its vision and philosophy but also it accounts for the Winery spirit.

Because each of its elements is an irreplaceable part of its identity…

The Vine

A key element and wonder of nature, out of which everything else results.

Andes Mountain Range

The marvellous frame at the foot of which vineyards are located.

The river

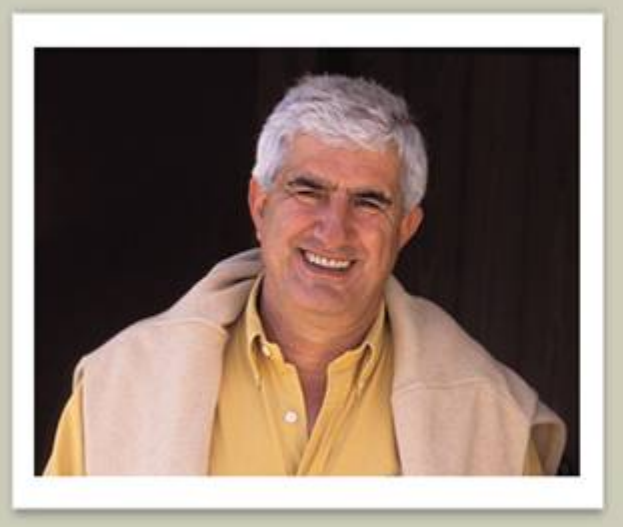
Nourishing vines roots with its crystal purity.

The roots

That which is fundamental to hold up, but it is not seen.
Deep-rooted to Mendoza's land.

Man's hands

Holding nature symbolically, taking care of and protecting it with his love and work.



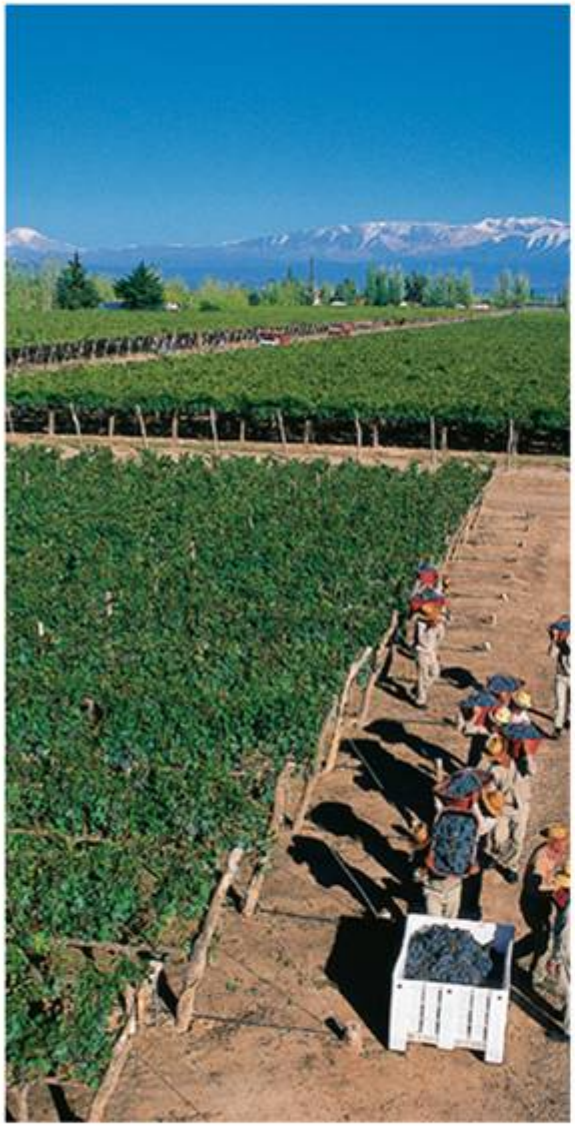
BODEGA
NORTON
DESDE 1895

«Great wines are born in the vineyard. Our great challenge is to find the harmony, expression and character that make each vintage special.»

Jorge Riccitelli
Chief Winemaker

«We constantly have the challenge to support, train and motivate those who work in the vineyard to grow the best grapes ever...!!!»

Pablo Minatelli
Vineyard Manager



BODEGA NORTON

OUR ADVANTAGES...

Climate:
Moderate with a mean annual temperature of 70°F.

Temperature:
Big differences between day and night during ripening season (59°F).

Rainfall:
Average of 8 inches per year.

Soils:
Alluvial in origin and not very deep, supported by gravel and rocks, with excellent drainage.

Our Vineyards
Quality that is born in every vineyard

By means of an innovative work system called Mapping the practice "Vineyards inside the vineyard" is applied. For that, vineyards are divided into small parcels that enable the work and individual tracking to achieve their maximum potential.

It's Harvest Time!!!

Harvest
Starts late February until the end of April.

Timing
Determining the right moment to collect our grapes at their optimum ripeness.

Hand Harvest
The grapes are carefully selected by hand and collected in small cases.

GRAPE RECEPTION

The winery is equipped with state of the art technology.

Sorting tables are used for the best grapes to make our super premium wines.

The must is received in small tanks and then poured by gravity into the fermenting tanks.

For specific vineyard lots we use small individual tanks.

Our aim is to benefit from the latest technology without loosing the traditional roots of winemaking.

THE ART OF BARREL AGING

Oak Barrels Room: all our premium wines are aged in small French oak barrels.

These wines are carefully followed by our winemaker to ensure the right balance, maturity and complexity that define our own Identity and style.

Timing...
Our key to success.

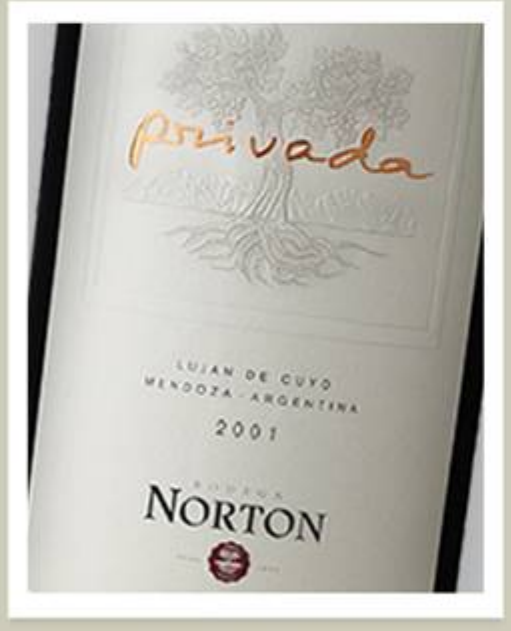
The Time to Bottle...

Maturity Cellar: all our premium wines rest in a cool, silent and dark cellar until they reach their optimum balance and maturity before being ready for release.

BODEGA
NORTON

DESDE 1895

The taste of our land...



The climate at these altitudes allows the grapes to mature slowly towards perfect ripeness, providing deep colour, intense aromas and rich flavours.

This fresh and fruity wine invites you to discover the unique characteristics of its grape variety.

- Cabernet Sauvignon
- Malbec
- Merlot
- Barbera
- Sangiovese
- Tempranillo
- Sauvignon Blanc
- Torrontés
- Chardonnay
- Malbec Rosé

For our "Barrel Select" we hand pick grapes from vines over 15 years old. The wine is aged in French oak barrels and then additionally in bottles before release.

The character of this wine shows a subtle balance between grape and oak, resulting in a firm structure, rich flavours and a delicate finish.

- Cabernet Sauvignon

- Malbec

- Syrah

- Merlot

- Chardonnay

"Reserva" is made from carefully selected grapes from vineyards more than 30 years old. The wine is aged in French oak barrels and then additionally in bottles before release.

Our people's passion, together with the harmonious coexistence of fruit and wood over time, have made this a great wine, characterized by elegance and complexity.

- Malbec
- Cabernet Sauvignon
- Syrah
- Merlot

One of the top expressions of our Winery.

The harmonic blend of Cabernet Sauvignon, Malbec, and Merlot grapes, represents the extraordinary link between nature and the passion of our people.

The name “privada” refers to the family’s private reserve, originally enjoyed with only our closest friends. Now we have reserved some of this great wine to share with you.

NORTON
MALBEC
NORTON
BARREL SELECT
CABERNET SAUVIGNON
NORTON
RESERVA
privada
NORTON

LO TENGO

Pure argentine soul, Tango, straight to your glass.

Line: Malbec and Torrontés.

Young, fresh and fruity style.

Very good quality varietal at an affordable price.

For daily consumption.

The label has a lenticular design that makes the couple dance as you move the bottle.

BODEGA

NORTON

Thank you! Bye Bye!