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### **Leading brands introduce the brand of fine wine 「Luca」**

Leading brands and Luca which is a new face from Argentina, hold a fantastic wine tasting event in Shangri-La's Far Eastern Plaza Hotel Taipei on May 13<sup>th</sup>. The founder Laura Catena presented the brand herself, and took the opportunity to say hello to wine lovers in Taiwan.

Laura Catena named the winery after her oldest son Luca; she devotes her effort and passion whole heartedly to this wines. During the wine tasting, Laura lively introduced the 6 wines which represent the unlimited potential of Argentinean wine- Pinot Noir, Chardonnay, Syrah and Malbec. Two of the wines- Beso de Dante and Nico by Luca are also named after her children.

All the wines are the ultimate achievement of rigorous management and strict vine controls. Laura is a not only a serious wine maker or doctor, as you may think but also a warm mother. The friendly and vigorous attitude she has, won the applause from all the participants. It is not hard to imagine, that Laura Catena's outstanding personality is reflected in her striking wines.

## **Wine & Spirits Digest**

### **The philosophy of the Owner of Luca Winery**

The history of Argentinean wines goes back to the 16<sup>th</sup> century, and nowadays many farmers still stick to the old ways. They have been planting grapes generation after generation, but use the precious old vineyards to make bulk wine. Laura's idea was to cooperate with the farmers, making great wines from their small family vineyards; and so Luca Winery was born. Now, Luca has become one of the finest wines of Argentina. This is due to Laura's courage to change and persistence for perfection.

Laura's family has produced wine in Argentina for four generations, though founding her own brand Luca, Laura still has great respect for her family. "My father is the best father in the world" she said. "He gives me freedom to make decisions, and always encourages me".

"But I'm not like him" she laughed, Laura described herself as a strict mother, and has expectations for her children. You can tell, as she named her winery after her oldest son, and the wines Beso de Dante and Nico by Luca too.

For Laura is hard to avoid facing the challenges and difficulties when making wine but she always tries to overcome them, for her this is the spirit of wine. Her family Catena Zapata has over 100 years history making wine and Laura is also ready to lead Luca to their own century.