

# ROYAL TOKAJI 2010 MÁD CUVÉE

Winemaker:	Károly Áts
Varietal Composition:	70% Furmint, 15% Muscat, 15% Hárslevelü
Vineyard Size:	107 hectares (264 acres)
Vine Age:	11-37 years
Harvest Dates:	Mid-October to mid-November
Fermentation:	2 weeks in stainless-steel tanks at 12°C-22°C (54°-72°F)
Barrel Aging:	4-6 months
Bottled:	August 16, 2011
Production:	1,029 cases (12/375ml)
Alcohol:	11.5%
Total Acidity:	9.5g/L
Residual Sugar:	110.2g/L

Were we “mad” to invest in Mád? Absolutely not! Mád is a beautiful town located in the heart of Hungary’s finest wine region where noble wine producers have gathered to conduct business and merry-making for centuries. And Mád Cuvée is a luscious wine with honey-like flavors that can only be made in a place called Mád.

## THE 2010 VINTAGE

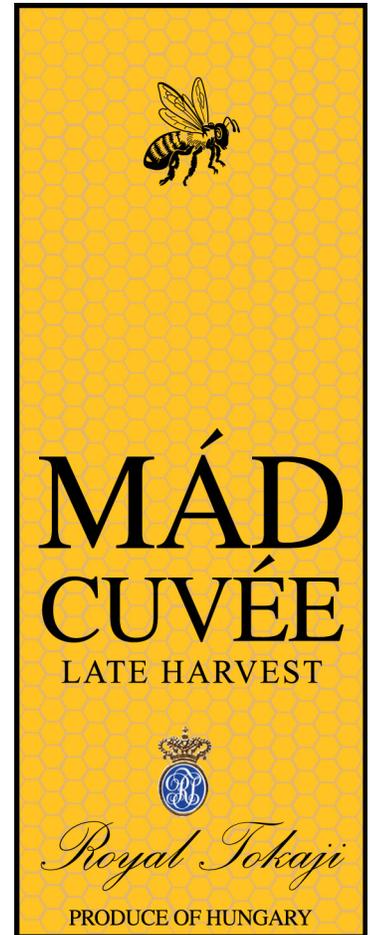
Looking back our database from this year, it is interesting to see that all of the figures seem to be near average except for rainfall. Having a closer look at the details, however, shows that we can describe the vintage as anything but average.

There was only one feature that remained constant throughout the entire vintage: rain — it rained nearly 50 percent of the days. The temperature curve in our chart looks like a sinus-rhythm wave with very high frequency — it changed dramatically from one day to the next. Precipitation was high in the winter months with a combination of rain and snow. Spring started early in mid-March and temperatures rose quickly; budding was very good. June was once again cold and rainy and berry setting was far from perfect. July and August were hot, yet rainy. It was shocking that the heat sum by the end of August was as high as in 2008, however, potential alcohol level in berries was 2 to 3 percent lower.

There was plenty of rain during harvest season, too. It was hardly possible to find healthy berries and was impossible to find high-quality aszú berries despite of a lot botrytis being present in the vineyards; this is the reason why we could produce only a tiny bit of dry Furmint and Late Harvest wine this year — not a single drop of aszú wine was produced.

## TASTING NOTES

The Mád Cuvée has a delicate flowery nose showing hints of white peach. On the palate it is of medium weight — sweet but with a good acid balance. It has exotic fruit flavors and a clean finish of medium length. This late harvest wine can be enjoyed chilled as an apéritif with canapés. Given its fresh acidity, it also pairs well with spicy Asian cuisine.



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