



THE BRAND

PURA (“pure” in English) is a new breed of premium Sangria made with 100% organic monastrell grapes from the region of Jumilla, organic sugar, organic orange juice and natural flavors. Designed to appeal to a broad range of consumers, but specifically targeting women under 45. PURA’s brand and marketing campaign incorporates traditional Spanish elements combined with pop-art motives in a sophisticated, elegant and humorous style.

PURA’s taste profile is unique thanks to the characteristics of the Monastrell grape that explodes with aromas of violets, ripe plums and blackberries upon fermentation. The natural orange and lemon juices added contribute to deliver an exceptionally flavorful and refreshing experience.



PRODUCT DETAILS

PRODUCER: DBL / Bodegas San Isidro

LOCATION: Jumilla, Murcia

INGREDIENTS: 60% wine made exclusively with organic Monastrell grapes. 32% purified water. 7% organic sugar. 1% natural flavors.

ALCOHOL: 9%.

TASTING NOTES: PURA’s taste profile is unique thanks to the characteristics of the Monastrell grape that explodes with aromas of violets, ripe plums and blackberries upon fermentation. The natural orange and lemon juices added contribute to deliver an exceptionally flavorful and refreshing experience. Ideal to be enjoyed cold by itself, or on the rocks with a splash of club soda and a lemon slice.