**MZ BARRIK by Måns Zelmerlöw**

***A firey elegant Spaniard made from the trendy Garnacha grape***  **A gold-clad wine barrel filled with original red wine made from the trendy grape Garnacha Tinta with a terroir typical of the renowned Terra Alta wine region in Catalunya. That's Måns Zelmerlöw’s follow-up to his previous hit wines.
- MZ BARRIK is something completely new and very premium. A wine from my favourite grape packaged in a sleek wine barrel, says Måns Zelmerlöw**

In just a short time, artist Måns Zelmerlöw has also established himself as a wine personality. MZ Cava was launched last spring and quickly became a success. And just over a month ago, MZ Raval was introduced - an elegant Spanish red wine from DO Terra Alta that also quickly became an acclaimed bestseller.

Now we launch the third wine in the MZ portfolio: MZ BARRIK by Måns Zelmerlöw.

The wine in question is a red Spaniard grown and harvested in the Terra Alta region of Catalonia in northern Spain. The architect behind the wine in MZ BARRIK is Joan Soler, a very well-known and award-winning winemaker in the region.

This wine is made exclusively from the Garnacha Tinta grape, which is one of the most widely grown grapes in the world. However, where the grapes are grown affects the character of the wine. Spanish Garnacha wines acquire a slightly fiery, very intense and complex character, distinct tannins and a lingering finish. Last but not least, the wine has an unusually low sugar content of only 0.82 grams of residual sugar per litre!

- MZ BARRIK is a flavourful wine with great complexity. Here, the Garnacha grape delivers an absolutely fantastic result! Says Malin Lindberg, Senior Brand Manager at the Swedish wine importer Hermansson & Co.

BARRIK comes in a completely new type of packaging for Sweden - a small gold-clad wine barrel. The inspiration for the name as well as the design comes from "barrique", the French word for a smaller type of oak barrel of 225 litres used for aging quality wines.

- This barrel is a revolutionary and innovative type of packaging made from recycled metal. Once the wine is finished, the tastefully stylish barrel can be used as a wine cooler or a flower pot, for example. If you don't want to keep it, you can of course dispose of it as usual at your local recycling station," says Malin Lindberg, Senior Brand Manager at Hermansson & Co.

- I am so very happy and proud of MZ BARRIK! It's been a tremendously exciting journey to be involved in the painstaking work that goes into launching a new wine. From the choice of region, grapes and aging method, to developing the Garnacha blend that feels absolutely perfect. And last but not least, to be involved in developing the design for this unique type of packaging feels enormously privileged," says Måns Zelmerlöw.

Måns has always had a genuine interest for food and drink, which intensified when he lived for a couple of years in Barcelona. Here he fell in love with the flavours of the food and drink, as well as the Spanish way of socializing over a meal. So it's definitely no coincidence that Måns' wine releases, MZ Cava, MZ Raval and now MZ BARRIK, have their origins in Catalonia.

- Like my previous wines, I have chosen to produce my new wine in partnership with Barcelona Brands S.L. They are not only reputable, but also have a strong focus on origin, quality, craftsmanship and sustainability. These are extremely important parameters for me," says Måns Zelmerlöw.

MZ BARRIK by Måns Zelmerlöw will be available to order at [www.mzwines.se](http://www.mzwines.se) 7/10 2021.

**MZ BARRIK by Måns Zelmerlöw**

**Price:** 29,99 euro (299 SEK) // **Monopoly Art nr:** 53393 // **Size:** 3 litres

**Grapes:** 100% Garnacha Tinta

**Alcohol:** 14,5%

**Acidity:** 4,80 gram/litre

**Residual sugar:** 0,82 gram/litre

**Origin:** Terra Alta, Catalonia, Spain

**Producer:** Barcelona Brands S.L

**Colour:** Clear, dark ruby-red colour.

**Nose:** Generous fruity, nuanced and spicy aroma. Ripe forest berries, such as sweet cherries, blackberries and wild raspberries. Slightly animal notes and hints of vanilla, oaky, a little sweet liquorice, minerality and sage.

**Taste:** Well-balanced, medium to full-bodied wine with a generous fruit and spiciness. A wine with a style shaped by its origin. Taste of dark berries, such as sweet cherries, blackberries, blackcurrants and wild raspberries. There are also notes of black pepper, mineral and sage. The wine has a delicate yet distinct oaky character, some animal notes and vanilla sweetness. A well-structured wine with a round full-bodied mouthfeel. The wine has developed tannins that give a long and spicy finish together with a fresh and balanced acidity.

**Suitable for:** Serve at about 16-18 degrees. Excellent with Spanish cuisine such as hard cheeses, charcuterie, tapas and grilled meats of lamb, beef and game.