

D E A B O N I C O

Nicholas  
Hammeken

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Pepe Mendoza



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### **Nicholas Hammeken**

*Danish entrepreneur moved to Spain in 1996, drawn by the potential of Spanish wine. With a strong background in international sales and marketing, he has built a career **focused on developing wine projects with a modern, global vision, creating contemporary wines designed for international markets.***

### **Pepe Mendoza**

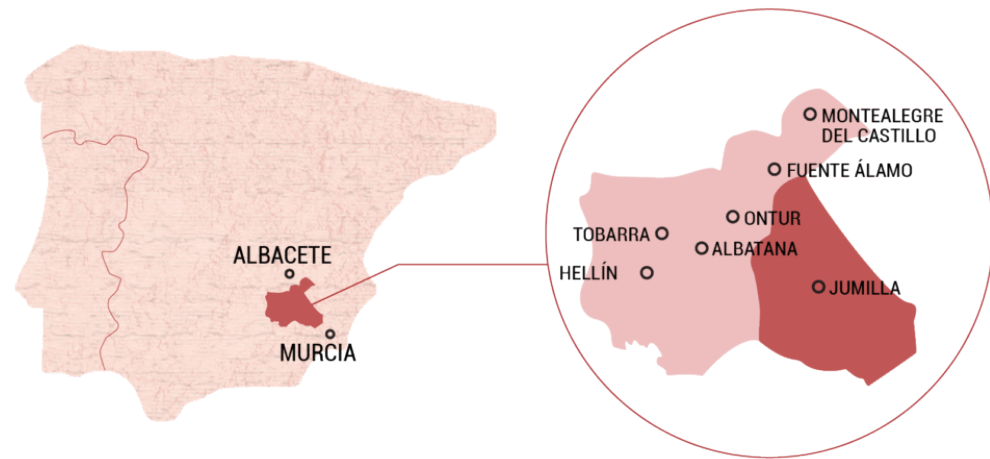
***One of the leading winemakers of Spain's Mediterranean region, with a long career rooted in Alicante's viticulture.** His work is defined by a strong commitment to native grape varieties, sustainable vineyard practices, and an honest approach to winemaking that seeks to express the landscape, climate, and identity of the territory.*

### **De Abonico**

*The friendship between Nicholas Hammeken and Pepe Mendoza began in 1996, when Nicholas arrived in Spain and Pepe was the first person he met in the wine world. Thirty years later, that bond takes shape in De Abonico, **a joint project made from Monastrell and Syrah, combining Nicholas's international vision with Pepe's deep understanding of Mediterranean vineyards** to create a new interpretation on how wine from Jumilla shall taste in the future, focusing on freshness, red fruits and spice notes.*

# 1. THE NAME:

*The expression "de abonico" (to do something "de abonico") is used in the Jumilla region to mean doing something calmly, without rushing.*



# 2. THE ICON:

*Vine synthesis inspired in the abstract art of Eduardo Chillida. The works of the Spanish artist have become symbols of the connection between art and nature.*



# 3. PACKAGING:

*This wine is presented in a heavy bottle that conveys quality and character. The wrap-around label, made of premium Cottone Extra White paper, features gold foil and embossing, adding elegance, texture, and a refined tactile finish to the overall packaging.*



# 4. THE WINE:

*This wine is a blend of Monastrell and Syrah from the D.O.P. Jumilla, crafted in a limited production of around 14,000 bottles.*

*What sets it apart from other wines of the region is its author-driven viticulture, where each decision in the vineyard is guided by a personal, hands-on approach, focused on expressing character, balance, and a distinct sense of place.*

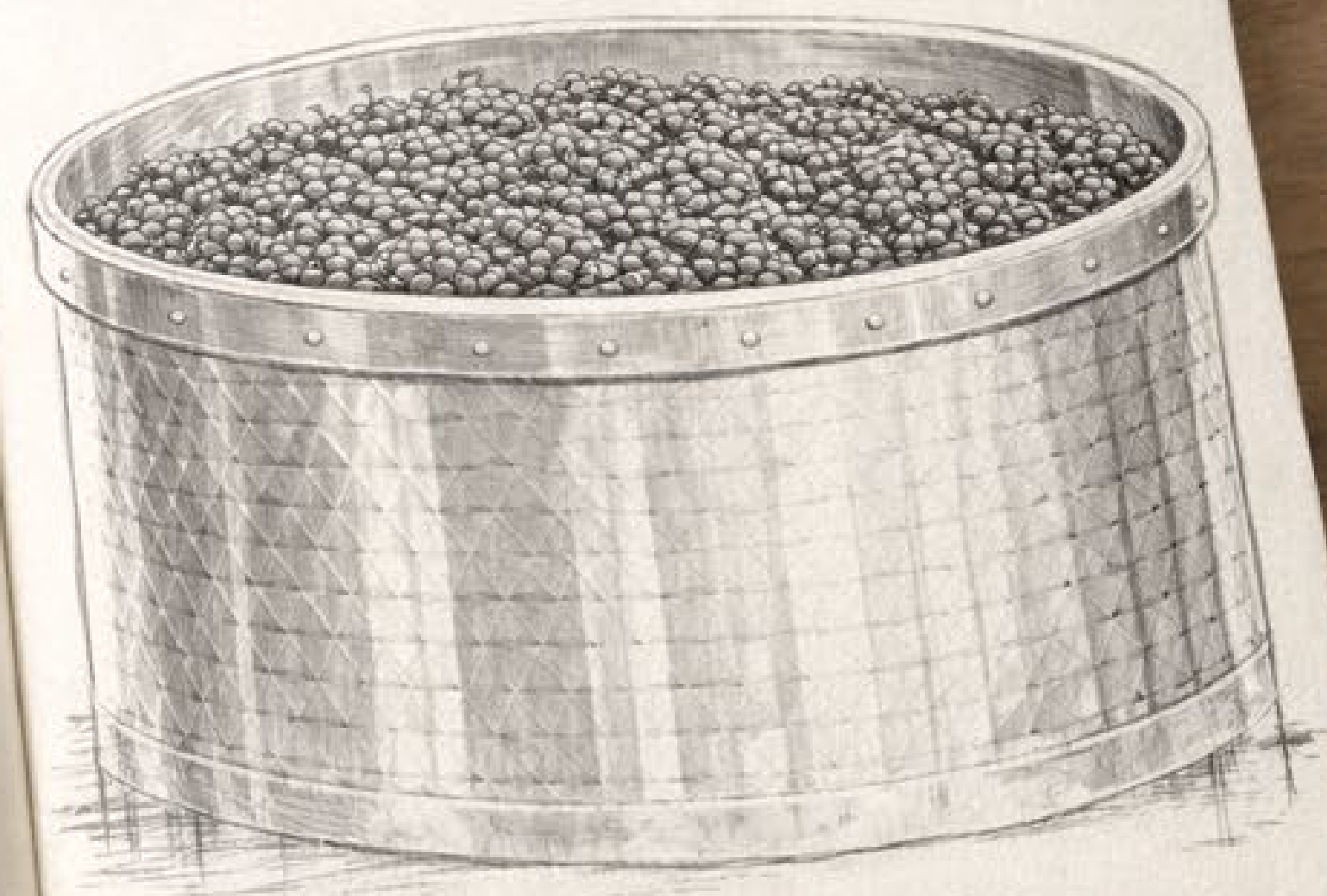
# SIGNATURE VITICULTURE

*In Jumilla, extreme climatic conditions shape every decision in the vineyard. That is why we practice selective harvesting, picking only the grape clusters that grow in the shade of the vine.*

*This allows us to preserve the grapes' natural freshness and achieve a more authentic expression of the terroir.*

*We macerate the grapes using 30% whole clusters and 70% destemmed berries for 5-6 days, with a fermentation temperature of 25°C and very gentle pump-overs. Our aim is to let the grapes express their full potential with minimal intervention.*

*Part of the wine is aged for 6 months in second-use 500-liter French oak barrels.*



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# The next generation of Monastrell

*Nicholas  
Hammeken*

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