



PUNCTUM

BIODYNAMIC FAMILY VINEYARDS

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ESTATE MAP OF
PUNCTUM
LAS PEDROÑERAS





ABOUT US

Welcome to PUNCTUM

Punctum Biodynamic Family Vineyards was founded in 2005 as a family venture by three siblings. Today, more than fifteen years later, it's a winery dedicated to organic and biodynamic wine with a presence in more than 40 countries across four continents.

Our wines are made from grapes grown in our own vineyards, located in the town of Las Pedroñeras, Cuenca. From the beginning, our main motivation has been to offer the highest quality products, made in a natural and environmentally friendly way. To achieve this, we work in close collaboration with nature, using organic and biodynamic farming techniques that respect the natural cycle of the plants and the ecosystem in general. This way, we obtain unique, high quality wines with an unforgettable flavour.

Our varietals include: Tempranillo, Cabernet Sauvignon, Graciano, Petit Verdot, Grenache, Bobal, Syrah, Merlot, Sauvignon Blanc, Chardonnay, Viognier, Verdejo and Viura.



About us

Punctum is a young and dynamic team. Our main office is located in Pinto (Madrid), where our Logistics, Administration, and Marketing departments reside. This central hub is where our team works to ensure that all operations run smoothly and efficiently.

We also have a winery team based in Cuenca, where our wine production takes place. Our team members are experts in their field, carefully crafting each bottle of wine with the latest state-of-the-art techniques and an unwavering commitment to quality.



Our vineyard

01 / Location

In the province of Cuenca near central Spain, our vineyard and estate are located in an area where wine culture has been around for decades. It is believed that winemaking originated here in Roman times, and it quickly developed during the medieval period.

02 / Soil

We sit in an altitude of 800 meters above sea level, which ensures intense aromas, freshness and deep colors for our wines. The soil, clay-based and rich in limestone, helps retaining water, essential for the health of the vines.

03 / Climate

We reap the benefits of a continental-mediterranean climate, which brings plenty of sunlight hours to our vineyard and ripens the grapes easily. During the night the temperature drops and creates a sharp contrast that heightens the aromas and flavors of the wine.

Meet the *family*



Jesús Fernández
CEO

Jesús, who holds a Master of Business Administration degree and boasts six years of experience in financial analysis, established Punctum in 2005 alongside his sisters Ruth and Cristina. His dedicated efforts have resulted in our wines being distributed to 37 countries spanning Europe, North and South America, Asia, and Oceania.



Ruth Fernández
Production Director

Ruth earned her degree in Viticulture and Oenology from the Universidad Autónoma of Madrid and launched her career in Languedoc, France. Fueled by a passion for organic agriculture, she pursued further education through various courses in biodynamic agriculture with the Spanish Association for Biodynamic Agriculture.



Cristina Fernández
CFO

Cristina graduated from Universidad Carlos III of Madrid with a degree in Economics. Her interest in biodynamic agriculture led her to further her education by taking courses on the topic alongside her sister. Her efforts paid off, as she was appointed as a Demeter Farmer in Vineyard and Wine Producer in Cuenca.

1905

The Fernández family began its wine production and grape growing.



1945

The family shifted their focus to farming and joined a wine cooperative.

2005

The vineyards underwent a transformation and became organic.



2007

The start of the winery marked a significant milestone in the family's history.

2012

Our first international office opens in Hong Kong.

2011

We began exporting to the Asian market.



2010

We became biodynamic certified and expanded to Europe.

2009

Punctum's first vintage was produced.



2013-2015

Our wines became available in the American market and we opened our US importer.



2016

We began selling our wines in Oceania.

2017-2021

New product launches: Wine without sulfites, orange wine and Pét Nat.



2022-2023

Start of our journey towards Carbon Neutrality and launch of Natural wines.

Punctum *Timeline*

Welcome to the timeline of our winery, where we showcase the rich history and evolution of our vineyards. From the planting of our first vines to the latest additions to our portfolio, this timeline provides a glimpse into the passion and dedication that have made our winery a leading producer of organic wines.

Join us on a journey through the years, as we celebrate the milestones, innovations, and people that have shaped the character of our wines.





SUSTAINABLE
WINEMAKING

Committed *from the start*

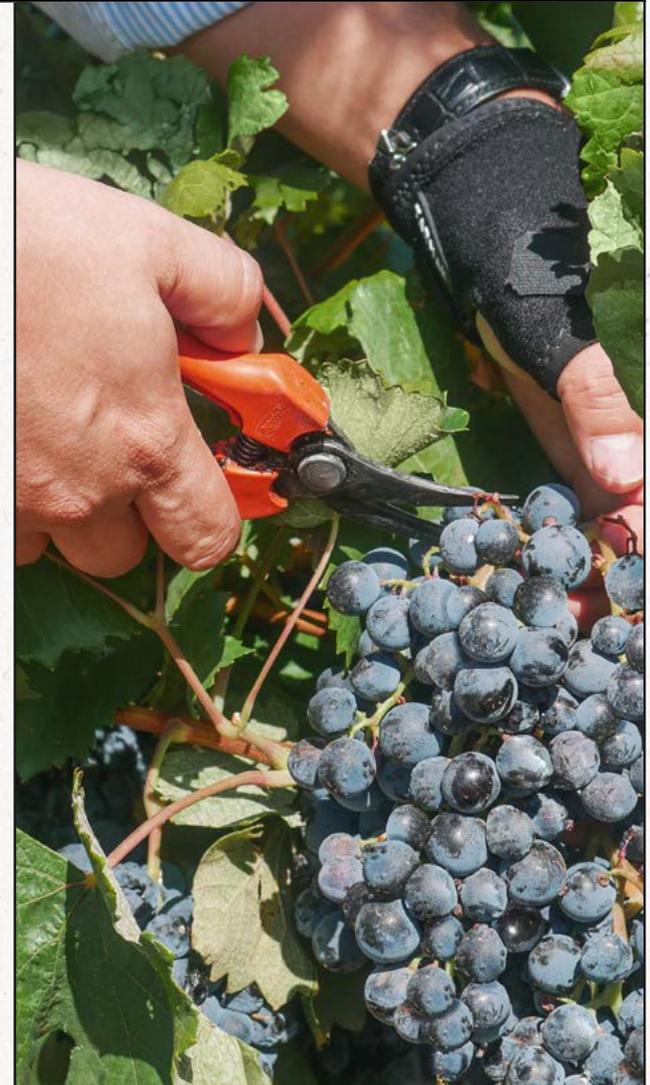


Since 2009, all our wines have been certified organic, and in 2010 we obtained the Demeter biodynamic certification. For us, wine is not just a product, it is a way of life. A way of understanding and respecting nature, of taking care of our environment and enjoying what life has to offer.

At Punctum we are committed to offering unique products with added value. Our aim is to achieve this through organic farming, making wines that stand out not only for

the beauty of their aromas or their delicacy on the palate, but for being natural, authentic and chemical-free.

We are aware that organic wines represent the future of viticulture, which is why 100% of our production is organic. Our philosophy involves as little intervention as possible in the natural process. No herbicides, insecticides or chemical fertilisers are used in our fields.



Biodynamic production

Biodynamic agriculture goes one step further: it's a way of cultivating the land that seeks to balance the ecosystem and work with nature. It is based on the use of natural preparations and respect for the lunar and seasonal cycles: an agriculture that cares for the land.

We respect the natural cycle of the vines throughout the year, we harvest depending on the moon and we work the land according to the seasonal cycles. This is how we obtain grapes of the highest quality and a wine with a unique flavour.



Sustainability & *Climate Action*



1. Measuring our CO2 emissions

We measure all our emissions, a meticulous process that allows us to develop an action plan to reduce and offset.



2. Reducing emissions

We are changing practices or factors that contribute to our CO2 emissions, like improving our energy efficiency and changing production materials and packaging.



3. Offsetting emissions

To offset our carbon footprint, we will be financing environmental projects that reduce greenhouse gas emissions into the atmosphere. More specifically, we will be financing forestry projects.

Other parts of our *Sustainability Strategy*

As an organic and vegan winery, we have already implemented other sustainability measures: the energy for our facilities comes 100% from renewable sources, and we recycle 100% of our waterwaste and waterfall for irrigation.

We have installed solar panels at the winery for our self-consumption. This installation contributes more than 370,420 kWh per year of our total energy consumption, and prevents the emission of 107 tons of CO₂ into the atmosphere per year.

At Punctum, we have strong ties with the rural community. Our employees are local to the areas where our facilities are situated, which contributes to rural economic growth.

Also, the forestry projects and social programs that we fund are directed towards our community.



DOMINIO DE
PUNCTUM

OUR WINES





Our
Portfolio





Around the *world*

Nowadays we distribute in these countries:

AMERICA

Brazil
Canada
Mexico
Panama
Peru
USA

ASIA

China
Hong Kong
Indonesia
Japan
Philippines
Singapore
South Korea
Taiwan
Thailand

OCEANIA

Australia
New Zealand

EUROPE

Austria
Belgium
Bulgaria
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Ireland
Israel

Italy

Latvia

Lithuania

Luxembourg

Netherlands

Norway

Poland

Spain

Sweden

Switzerland

United Kingdom

Ukraine

Awards & Press

Our efforts have been paid off by winning multiple gold and silver medals in international award shows and being rated high scores at renowned wine magazines.



Wine Spectator

Our sizes



375ML
Glass bottle



500ML
Glass bottle



750ML
Glass bottle



1.5L
Glass bottle



3L
BIB



500ML
Tetra



1L
Tetra



250ML
Can

Our *Specialties*

/ Sin sulfitos

In 2017 we launched our first natural wine: organic, biodynamic, vegan and with no added sulphites. This wine beautifully represents the characteristic aromas of its terroir and the values of sustainable agriculture and centuries-old winemaking tradition that distinguish our vineyard.

/ Orange wine

In 2018 we launched our orange wine, or skin-fermented white wine. This is a white wine produced like a red wine. Made from white wine grapes, the skins are not removed and remain in contact with the juice during fermentation and onwards. Our orange wine stands out for its balance between the freshness of a white wine and the structure of a red wine, something we achieve by leaving it on its lees for 3 weeks, limiting the extraction of colour and tannins.

/ Pét Nat

More recently, in 2021, we launched our first line of natural sparkling wine: Pét Nat. This is by far the oldest method of making sparkling wine and predates the traditional method by almost 200 years. The Pét Nat method is naturally sparkling, which means that it is bottled while still in fermentation, and this is what gives it its natural fragrance, taste and colour.

In constant *renovation*

At Punctum we have always sought to innovate, and our range of formats is no exception. In addition to having wine in bottles, cartons, BIBs and kegs, we have also launched our line of wine in cans, an increasingly popular option for wine lovers.

Lobetia Cans

Organic grown and vegan wine on the go: free of any chemicals, pesticides, herbicides or synthetic fertilizers. Lobetia cans are avail-

able in three different options: Sauvignon Blanc, Rosé and Cabernet Sauvignon.

A Brand New Wine

Orangria is about to become your new favorite word! Following the success of our amber wine, this brand new drink is coming to reinvent the concept of white sangria by mixing the best of both worlds. Orangria is a skin contact white wine based sangria, vegan certified and perfect to take anywhere.

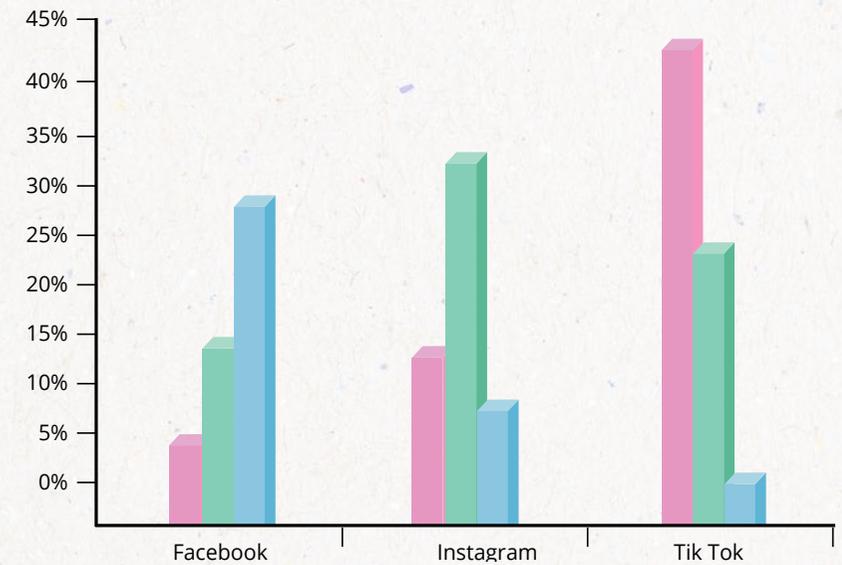
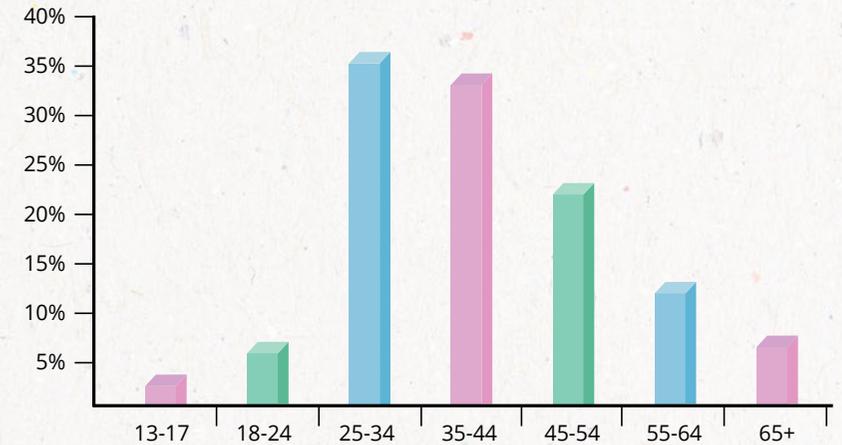
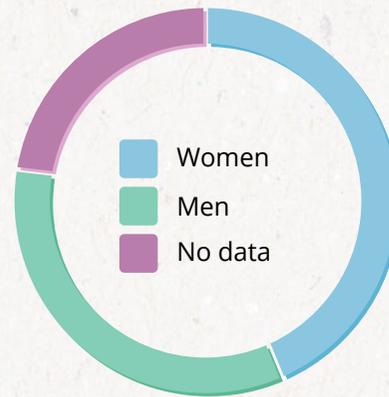


A woman with long, wavy red hair, seen from behind, is holding a camera up to her eye, taking a photograph of a man. The man is standing in a vineyard, wearing a dark blue polo shirt and light-colored trousers. He is holding a glass of wine to his lips and drinking. In his left hand, he holds a bottle of wine. The background consists of rows of green grapevines under a clear blue sky. The text "MARKETING SUPPORT" is overlaid in the center of the image in a large, white, serif font.

MARKETING SUPPORT

Target audience

Our studies show that audiences over 40 are more loyal to brands they already know. Our focus is on audiences between 20 and 35, since this target is more open to new brands and experiences. We connect with this audience not only through modern, eye-catching labels, but also through Instagram, their social network of choice.



Creating *content*

We can provide multimedia content for your social profiles, to share with customers, or any other use you might need. We can adapt our work for multiple formats (horizontal 16:9, 1:1 for instagram, 9:16 for mobile...)

- **Product photography:** taking photographs of the brand in the style that best suits the market.
- **Promotional videos:** filming and editing videos about our winery, our work process at the vineyard, harvest season...
- **Tasting videos:** filming and editing tasting videos of any wine, with the option of subtitles if needed.
- **Brand presentation:** shooting a promotional video introducing the brand to your public.
- **Process video:** filming the bottling, labeling and packaging process of the brand and delivering a final video showing the full process of making the brand.





Social *media*

We use our target demographic and their special interests to launch paid ad campaigns on Instagram and paid search ads on Google.

Our social media department helps to establish the brand by generating content in different formats (photos, videos, reels, stories, blog articles...).

- **Educational content:** about our sustainable farming, winemaking methods... we generate interest in the product by appealing to learning more about wine to young Millennials.
- **DIY / Fun content:** recipes, gift ideas... filming and editing tutorial-style videos to make the brand feel more approachable.
- **Event / Holiday content:** creating campaigns around holidays, promotions or events (usually Christmas, Halloween, market-specific holidays or special sales).

CLICK HERE
TO SEE SOME
OF OUR
SOCIAL MEDIA
CAMPAIGNS

Promotional *material*

POS on demand

We can ship out along with your order some of our winery-branded merchandising: corkscrews, sparkling stoppers, cap openers, ice buckets...

Materials on request

We can create marketing materials on request to help increase sales. Our marketing team can design and deliver final artwork of different promotional materials:

- Shelf talkers
- Neckers
- Case cards
- Displays
- Posters
- Flyers
- Boxes
- T-shirts
- Billboards
- And much more...



Commercial *visits*

As part of our commitment to exceptional customer service, our sales representatives make frequent visits to the market to provide support in various areas:



Sales training

Our sales training focuses on presenting not only our exceptional wines but also the core values and unique story of our winery. Through these presentations, we equip sales representatives with the knowledge and language they need to effectively promote and sell our wines to customers.



Wine dinners

Wine dinners are an opportunity for customers to personally connect with our winery and gain a deeper understanding of our wines and story. These events provide a unique experience to put a face to the winery and appreciate the craftsmanship and passion that goes into every bottle.



Product presentation to customers

By assisting sales representatives in delivering informative and engaging sales pitches, we ensure that clients have all the information they need to make an informed purchase. This helps to establish trust with customers, who get any information they need first-hand.

Expos & Presentations

We love to attend international fairs and expos to showcase the amazing wines of Dominio de Punctum to potential customers of our clients. We are passionate about wine and are always excited to share our knowledge and enthusiasm with others.

We believe that participating in these international events provides a fantastic opportunity for us to connect with a broader audience and attract potential customers. We enjoy engaging with attendees, presenting our wines, and educating them about the unique features and benefits of the Dominio de Punctum wines.

In addition to attending fairs and expos, we also love to support our clients by attending their events, tastings, and presentations. By doing so, we help to advertise, promote, and sell the Dominio de Punctum wines to a targeted audience. We take pride in our ability to create brand awareness, foster relationships, and drive sales of these fantastic wines.





PUNCTUM

BIODYNAMIC FAMILY VINEYARDS

WINERY

Dominio de Punctum
Finca El Fabián s/n, Apdo. Correos 71
16660 Las Pedroñeras
Cuenca (SPAIN)
Phone: +34 912 918 326

OFFICE

Dominio de Punctum
Avenida de las Naciones 37, Local 6
28320 Pinto
Madrid (SPAIN)
Fax: +34 912 959 997

ONLINE

Website: www.dominiodepunctum.com
Facebook: Dominio de Punctum
Instagram: @dominiodepunctum
export@dominiodepunctum.com