

## ARGENTINE ASADO & MALBEC FIRE UP AMERICA'S SUMMER GRILLING

**NEW YORK—June 5, 2012—**Almost every culture has its own backyard barbeque tradition but Argentina ranks supreme with its world-famous Asados served up with great wine. Argentine Asados consist of roasting the highest quality of meat over a slow burning wood fire until it is tender and richly flavored and serving it with simple side dishes and the country's signature wine—Malbec.

Thanks to Argentina-based [Catena Zapata](#), the pioneer of high elevation Malbec, and [Robinson's Prime Reserve](#), the preeminent purveyor of the highest quality meats in the United States, American's can now host an authentic Argentine Asado in their own backyard. Just in time for grilling season, Robinson's Prime Reserve is offering six Asado packages available at [www.robinsonsprimereserve.com/catena.aspx](http://www.robinsonsprimereserve.com/catena.aspx) each paired with Catena Zapata's world-renowned wine collection.

"I grew up in Argentina enjoying my Uncle Jorge's weekend Asado. I will never forget sitting with all the children and waiting for my uncle to distribute the chorizos, ribs and monumental slices of sirloin—all cooked to perfection and served one after another in a procession that lasted for hours from lunchtime into the early evening," says Laura Catena, managing director of Catena Zapata. "It is very exciting to work with Robinson's Prime Reserve to give American's the opportunity to experience this time-honored Argentine tradition with their friends and family."

"Having tasted many styles of barbecue across America and the world, the Argentine Asado is one of my favorites. It highlights the rich flavor of great cuts of meat in its most simplistic form," said Ben Robinson, president of Robinson's Prime Reserve. "I know our customers also hold the core of a barbecue sacred because grilling season is one of our busiest times of year. I believe they will enthusiastically embrace the opportunity to experience our delicious cuts of meat and Catena Zapata's exceptional wine in the company of family and friends."

Robinson's Prime Reserve and Catena Zapata offer six exclusive Asado packages that will serve an intimate group of four to a backyard celebration with up to 38 persons. Ranging from Argentine style chorizo, aged flank steak to aged Porterhouse steaks, carved from the Robinson's world-renowned beef,

every component is designed to pair with Catena Zapata's wines. There is a delicious food and wine pairing for everyone. Wines are sold separately. The Asado packages and suggested pairings include:

**Asado Sausages Package:** Argentine Style Chorizo, Country Sausage & Polish Sausage (3lbs/\$75). Pair with Catena Zapata's Alta Chardonnay, Alta Cabernet and Alta Malbec. The Chardonnay's crisp acidity balances the richness of the sausage while the naturally sweet, smooth tannins of the Malbec and Cabernet Sauvignon sooth the slightly spicy chorizo.

**Small Asado Package:** Premium Choice Flank Steak & Argentine Style Chorizo (3lbs/\$100). The classic Asado combination of juicy flank steak and zesty Argentine style chorizo lends itself perfectly to Catena Classic and Alta Cabernet Sauvignon and Malbec. The Cabernet Sauvignon holds up well to the gaminess of the steak and the sweet tannins of the Malbec sooth the slightly spicy chorizo.

**Asado Introductory Package:** Argentine Style Chorizo, Aged Flank Steak & Aged Short Ribs (5lbs/\$125). No introduction to a classic Asado would be complete without the accompaniment of Argentina's signature varietal wine—Malbec. Loaded with soft, supple tannins, bright acidity and enticing notes of spice and ripe fruit, Malbec is an ideal choice to accompany the rich, juicy beef and sooth the spiciness of the chorizo. Pair with Catena Classic Malbec, Alta Malbec, Adrianna Vineyard Malbec or Nicasia Vineyard Malbec.

**Elegant Asado Package:** Aged Porterhouse Steaks, Smoked Natural Chicken & Argentine Style Chorizo (7lbs/\$150). The diverse and delicious array of meats in this package—from beef to chicken to sausage—pair exceedingly well with a trio of Catena's Classic wines. Catena Chardonnay's crisp acidity is perfect for the chicken, Cabernet Sauvignon's rich and full-bodied flavors for the steaks, and Malbec's soft and supple tannins for the sausage. Or for an extraordinary meal, choose Catena Alta wines which are sourced from specially selected high altitude lots in the Catena family's estate vineyards.

**Premium Asado Package:** Argentine Style Chorizo, Premium Choice Flank Steak, Aged Premium Choice Short Ribs & Natural Smoked Whole Chickens (9.5lbs/\$250). This package also includes *Vino Argentino, An Insider's Guide to the Wines and Wine Country of Argentina* by Laura Catena.

The extraordinary range of meats in this package are ideal for exploring the full range of Catena Zapata Malbecs that come from a plant-by-plant selection with the family's historic estate vineyards. Highly acclaimed and available in limited supply, the Malbec Argentino, Nicasia Vineyard, and Adrianna Vineyard represent the very best expressions of Argentine Malbec.

**Asador Package:** Argentine Style Chorizo, Country Sausages, Polish Sausages, Aged Premium Choice Flank Steak, Aged Premium Choice Flank Steak, Aged Premium Choice Short Ribs & Natural Smoked Whole Chickens. (19lbs/\$400) This package also includes *Vino Argentino, An Insider's Guide to the Wines and Wine Country of Argentina* by Laura Catena.

The Ultimate Asado package deserves the ultimate in Argentine wines—Nicolas Catena Zapata. The bold flavors of the meats here need a wine with big tannins and lengthy finish, and the Nicolas Catena Zapata is just the ticket. An outstanding blend of Cabernet Sauvignon and Malbec, Nicolas Catena Zapata consistently receives standing with the best wines from around the world.

Produced exclusively from estate vineyards, Catena Zapata wines are available at fine wine retailers nationwide for the following suggested retail prices: Classic Chardonnay (\$20), Classic Malbec (\$24), Classic Cabernet Sauvignon (\$20), Alta Chardonnay (\$33), Alta Malbec (\$55), Alta Cabernet (\$52), Nicolas Catena Zapata (\$135), Malbec Argentino (\$135), Nicasia Vineyard Malbec (\$115), and Adrianna Vineyard Malbec (\$150). Catena Zapata wines are imported by Winebow. For more information visit [winebow.com](http://winebow.com).

### **About Catena Zapata**

Catena Zapata is a hundred year old family winery in Mendoza, Argentina. Thirty years ago, Nicolas Catena, a third generation vintner, vowed to make an Argentine wine that could stand among the best of the world. In search of concentration and ageability, Nicolas explored the rocky soils of the cooler Andean foothills and planted Malbec at almost 5,000 feet elevation where nobody thought that it would ripen. But it did. His passion and perseverance resulted in Argentina's first internationally renowned Malbec. In 2009 Decanter Magazine named Nicolas Catena as their Man of the Year in recognition of his lifetime achievements. Daughter Laura Catena is now managing director of Bodega Catena Zapata and continues the family tradition of excellence. She is also the author of *Vino Argentino*, the first English language book about Argentine wine. For more information visit [Catenawines.com](http://Catenawines.com).

### **About Robinson's Prime Reserve**

Robinson's Prime Reserve, owned and operated by the Robinson family of Louisville, Kentucky, is the preeminent purveyor of the highest quality meats, including Beef, Bison, Poultry, Pork, Lamb and Veal. A standard for high quality meats, Robinson Prime Reserve's products are used in the kitchens of celebrity chefs, award-winning restaurants and hotels, and have been served on the plates of U.S. presidents, numerous dignitaries, celebrities and even a royal family. Robinson's Prime Reserve's online store was launched in 2008 to provide every carnivore, foodie and connoisseur of fine living the opportunity to taste an incomparable culinary experience in the comfort of his or her own home. For more information please visit [robinsonsprimereserve.com](http://robinsonsprimereserve.com)

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