

S.E.R.V.E. Winery

Address: 125C Ceptura, Prahova Co.

Phone: +40 244 445 750

GPS coordinates: 45.0169023, 26.3402522



Founded: 1994

Region: Ceptura, Prahova

DOC: Dealu Mare

Area: 110 Ha, 68 of which are in Dealu Mare and 42 are in Istria Vineyard (Cogealac)

Bottled annually (in litres): 700.000 L

Owner: Mihaela Tyrel de POIX (main shareholder)

SERVE is an acronym for **Societatea Euro Română de Vinuri de Excepție (The Society for Exceptional Euro-Romanian Wines)** AND is located in the birthplace of the Romanian red wines: in the **Southern Romania**, and classified as a producer of **Dealu Mare DOC**.

Situated on the 45th parallel, just as the Tuscany and Bordeaux wine regions, the Dealu Mare winery is considered to be the home of red wines and one of Romania's most reputed *terroirs*.

The Dealu Mare wine region is situated in the hills of the Sub Carpathians, between the Teleajen river in the West and the Buzau river in the East. Stretched over 14.500 hectares, "The Country of the Red Wines" has a rich winemaking history, of over 2000 years.

Very similar to the one in the Mediterranean region, the microclimate in Dealu Mare provides a special development environment for vineyards, especially for red varieties: plenty of sunny days (on average, 14 days more than any other region in the country), little rain and rich soil. Feteasca Neagra, Merlot, Cabernet Sauvignon and Pinot Noir are just a few of the grapes that express a more interesting, complex personality in this area. This is also true for some white wines, such as the Chardonnay, Sauvignon Blanc, Feteasca Alba and Riesling.



In the 90's, all that international wine critics knew about Romania was it produced wine, at some point in time. But nothing more. Romania was a white stain on the wine map, and the domestic market oscillated between misleading labels, faulty bottles and stocks of so-called old wines, from "privatized" warehouses. The few wines that haunted the market were semi-dry and semi-sweet, the remaining sugar (or the added sugar, often) being solely intended to cover hygiene deficiencies.

This was the environment in which ventured Count Guy de POIX, a corsican passionate about skiing, with a history of generations in wine, both at home, in Corsica after his father (Domaine Peraldi), and in the Champagne area after his mother, the famous Piper-Heidsieck. A series of fortunate events brought together Guy de POIX and Aurel ROTARESCU. Aurel became Guy's disciple and the one who, as from 1994 until this day, defines the soul of SERVE wines.

SERVE PHILOSOPHY: Legacy, Venture, Respect, Community

The history

A 6 lines description in "The World Atlas of Wine", written by Hugh Johnson, was enough to bring Romanian terroir to the attention of Count Guy Tyrell de Poix, a French dentist and wine aficionado, descendant of a winemaking family with a tradition of over 600 years in this industry.

Sensing the potential of Romanian wine regions, he left behind the Corsican wine domain he was managing (Domaine Peraldi).

He arrived in Romania in 1993, at Ceptura, Dealu Mare, and he was mesmerized by the Feteasca Neagra created by a young winemaker, called Aurel Rotarescu...this is how our story begun.

And so, in 1994, S.E.R.V.E.(The Euro-Romanian Exceptional Wines Company) was established, the first and for many years, the only private winemaking company in the country. 1994 is also the year of our grand debut, when we launched the Vinul Cavalerului range, which became an instant success.

Over the years, our wine portfolio has increased substantially: in 1999 and 2001 we launched the Milenium blends (red and white wines) and also our first Cuvée, Cuvée Charlotte, born in 2001 with grapes harvested in 1999. Terra Romana range followed in 2005 and it consists of carefully selected wines to satisfy the most refined tastes, a brand exclusively distributed in the HoReCa field and foreign markets.

Cuvée Guy de POIX is the last “Grand Vin” launched by S.E.R.V.E., in 2014, with the occasion of our company’s 20th anniversary, as homage to the man who made a lifelong commitment to Feteasca Neagra and who, unfortunately, left us in 2011- Count Guy Tyrell de POIX.

Winemaker – Aurel Rotărescu

He has graduated of the Horticulture University in 1990 from Bucharest and he is the enologist of the SERVE Cellar from 1994. He took training internships in Bordeaux, Montpellier and Corsica.



Here is how he describes his career.

In 1991, as a recent horticulturist, I got an offer to work at a winery in Dealu Mare, a newly established company which owned about 600 hectares of vines and a newly created winery, SC Dionysos SA. I said it was a lucky chance because at that time it was very hard to work in a winery and due to the desire of the director back then, Mr. Bahr I came to consider having this profession, to specialize and to gain some principles which to develop later on.

Together with S.E.R.V.E. winery I grew and learned along the way. After Guy chose to invest in Ceptura, we really began to work on projects that later proved to be successful. We've always had a very serious relationship, I had no reason to choose something else, I actually never thought about other options.

Talking about the best harvests of the S.E.R.V.E. winery in the past 20 he says:

A good harvest is the harvest in which you manage to get what you want and use the maximum of what nature gave you to achieve your goal. Quality wise, the best harvests are determined by nature in a very large proportion, so I could say that in the past 20 years the best were the harvest from: 2002, 2007, 2012, 2014, except the red wines of 2015 and 2016 harvest which are not ready yet.

Grape varieties: Fetească Albă, Italian Riesling, Rhine Riesling, Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot, Cabernet Sauvignon, Fetească Neagră.



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