

*Dear friends of Quinta dos Vales,*

*I hope you had an amazing month and found some time to spend with family and friends. The time when children return to school and normal life, which we all eagerly await, seems to be just around the corner. I must admit that while we were looking forward to the summer, we were also slightly scared what might happen when the Algarve's population nearly triples from mid-July onwards from one week to the next. I am very relieved to report that Portugal has done very well in the fight against the pandemic. At the time of this writing nearly **85%** of the population has been vaccinated at least once, and the majority of both Portuguese as well as foreign visitors have respected the required social distancing, which allowed a gradual easing of the pandemic related restrictions.*

*While for most the summer is a time for holidays, for the team of Quinta dos Vales it is the absolute busiest season of the year. We had to overcome several obstacles, the opening of our new resort The Vines, pandemic-related staff shortages, a heat wave that nearly halved the harvest period and as a consequence nearly doubled the workload of the cellar team. However, we managed it, and if you would like to find out more, keep reading. All in all, the summer of 2021 has been an extraordinary challenge but the team around me handled it with a great attitude and I want to give them all a big "Thank You" for that.*

*Karl Heinz Stock  
Quinta dos Vales*



### **The Vines**

In the second week of August we finally opened our new resort. There were a few bottlenecks that were difficult to solve, especially in regard to material deliveries, but we managed them, also with the help of our first guests who had booked a long time ago and therefore still had to endure the noise of some larger construction machines in the first week of August. We tried to make up for it with extra services and received great feedback throughout. The resort was at almost 90% capacity, the bookings came literally from one day to the next. In the meantime, 18 of the 32 suites have been sold as holiday homes in combination with an investment as part of our [buy-to-let concept](#).

But it is interesting to note that about 60% of the buyers who managed to come by as early as August have decided to opt out of the rental programme for the rest of 2021 and use their suites exclusively for themselves. It seems we did some things right! We haven't opened the restaurant yet, we don't plan to do that until mid-2022, when hopefully all the aftermath of the pandemic is under control.

**Should you want to book a last minute trip, [click here](#).**

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## Wine

I reported already in the last newsletter that most of the wines which we have sent into competitions this year were awarded with gold medals. However, I must admit that it is not really difficult to produce high-quality wines if one respects the necessary quality procedures both in the vineyards as well as in the wine cellar. The difficult part in the wine business is actually sales, especially for a boutique winery such as ours, which works without additives in the wine cellar, as our production costs are at least double that of industrial produced wines.

Obviously this makes it very difficult to compete with an industrial product in terms of pricing. Having said this, this summer brought quite a surprise - over the last 5 weeks we sold more wine than in the first 7 months of the year! Summer sales are always higher due to the tripling of the client base, but this increase was really surprising and might be an indication that we are on the right track here. Our [online shop](#) is offering you some interesting deals.

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## The Winemaker Experience

Word of mouth and lots of publicity in the press are showing clear results. As of today we have 19 small vineyards in private operation. Only in the last six weeks we signed agreements with 5 new [Private Winemakers](#).

As mentioned above, this year's harvest dates were much earlier than predicted, nevertheless, quite a few of our Private Winemakers made it in time to Portugal to participate in the harvest of their wines. The ones who didn't make it physically, were involved remotely with videos of the harvest, the work on the selection belt before destemming and crushing the grapes. During the peak time of preparation and actual harvesting, we released in addition two detailed reports about the fine-tuning procedures necessary to define the perfect harvest dates, namely the [selection of the grape samples](#) and the combination of [technical and sensory analysis](#).

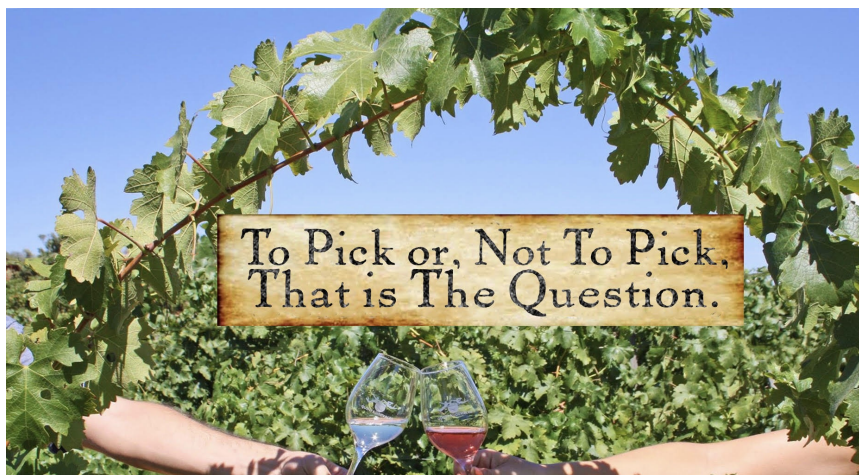
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### Harvest 2021

The harvest is always the most challenging time of the year for our winemakers. 14-hour days are not seldom for the field and cellar team. Our main target for this year's harvest has been to optimize the phenolic maturation of the grapes. This is a delicate matter in a region with over 3.000 hours of sunshine per year, as we need to find the right balance between sugar (alcohol) content and the maturation of the grapes.

This year has been an extraordinary challenge as we had to overcome extreme heat waves. While in northern Europe this summer was relatively short and in some areas pretty wet and cold, we had to handle temperatures partially above 40° Celsius. We decided in favour of the phenolic maturation which means that our 2021 wines will have a higher alcoholic concentration than in previous years. This might be good news for some of our clients who liked to challenge my approach of lower alcoholic Red's, seldom going above 14%. This year we will even have one or two varieties with 15.5%, which promises a combination of an elegant wine with a more full bodied one for these wines. The first tastings of the wines still in fermentation have been promising!



### Quinta dos Vales in the Press

We have been very busy with our press work in the last weeks and have managed to place 12 articles in the press. You know the saying, "it's not enough to do good, you also have to talk about it". This is especially important in a competitive market such as ours.

#### [Happy reading.](#)

- **Former real estate Mogul now works exclusively on unique passion-projects?**

The Portugal News (10.07.2021)

- **Algarve Winery Quinta dos Vales Designs and Offers the Ideal Working Space for Digital Nomads**

The Portugal News (23.07.2021)

- **Are you looking for a unique hobby? How about winemaking?**

Portugal Resident (30.07.2021)

- **Bring People Closer to Portuguese Wine, One Private Winemaker at a Time**

The Portugal News (06.08.2021)

- **What is expected of a Portuguese winery located in the Algarve**

The Portugal News (20.08.2021)

- **What does Shakespeare have in common with modern winemakers**

Portugal Resident (20.08.2021)

- **The Winemaker's Challenge**

Portugal Resident (03.09.2021)

- **A Passionate Harvest**

Essential Algarve (10.09.2021)

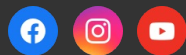
[Read all articles here](#)

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### **Complimentary Online Subscription**

We have managed to convince our partner Open Media to prolong the complimentary online subscription until end of 2021. Just a reminder for the ones who missed this the last time, we have partnered with the Algarve's leading weekly newspaper Portugal Resident. [Click here](#) for a free subscription without any strings attached. All they need is your email address, in order to send you the access codes.



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