

JUST A MINUTE WITH



RICARDO DIOGO V. FREITAS

**The third generation
winemaker at Vinhos
Barbeito, Madeira.**

**Is Madeira relevant to today's
consumer?**

Yes! By re-exploring the best of tradition and presenting fascinating wines with informative back labels and gift boxes, it's easier for today's younger, curious consumers to put Madeira in its fine wine context.

Yet you have bucked tradition

Only where the end justifies the means. I've stopped adding caramel and our limited edition products include canteiro-aged Single Harvest Tinta Negra Mole (which exposes the potential for this much-maligned variety), Single Cask Madeiras, 'VB' (a high quality blended Verdelho and Boal) and 20, 30 and 40 year olds.

Describe Barbeito's house style

Purity, elegance and refinement, none of which can successfully be achieved without acidity. We are using more early harvested grapes.

**What are your favourite Madeira
food matches?**

With our UK agents, Raymond Reynolds, we have discovered that drier styles, like Single Harvest and VB make fabulous matches with game terrines, duck confit and Welsh Rarebit. They're amazing with a starter of Yorkshire pudding and onion gravy! Malvasia is great with treacle tart or sticky toffee pudding and foie gras.

**Which achievements make you
most proud?**

Barbeito was the first to stop bulk production, paving the way for our emphatically fine wine approach to Madeira. My mother's favourite shop in the world is Fortnum & Mason. She was really proud when Tim French asked us to do some very unique bottlings for them!