



Tokaj-Hegyalja means love and a mission

Béres Vineyards and Winery (Béres Szőlőbirtok és Pincészet)

Melinda REGÉCZY-BÉRES Born: 1981 in Budapest.

Philosophy: *“For us, Tokaj-Hegyalja means love and a mission. It is characterised by several centuries of history, outstanding conditions and fantastic wines. Nowadays, we’re experiencing a new, exciting and promising period; the question is what kind of future we are able to establish, based on our past. I strongly believe that we can manage to restore Tokaj-Hegyalja’s legendary reputation, inside and outside of our national borders. This is our challenge now.”*

A passion for both vines and wine have always been present in their family. Her paternal grandfather – Dr. József Béres Sr., the famous Hungarian scientist renowned for creating the Beres dietary supplement drops – cultivated vines in his garden in Kisvárd, and made wine for his own pleasure. On her mother’s side of her family, her great-uncle regularly invited them to the harvests of their carefully cultivated parcels located close to Bicske, Transdanubia. After the collapse of the communist regime in Hungary in 1989 when family wineries were progressively established, her parents also decided to get into the wine business. Her family first made a tour of all the wine regions in the country and Tokaj soon became their favourite.

Melinda Béres graduated in Economics from the Corvinus University of Budapest, and she also holds an MBA degree obtained in the Netherlands. She extended her knowledge of wines through WSET courses at the Borkollégium wine school.

2002 is the foundation year of their own family estate: Béres Szőlőbirtok és Pincészet. The Béres family bought vineyards near Erdőbénye, out of which 10 hectares were already cultivated. Sarolta Bárdos was appointed as chief winemaker in this first year.

Their first vintage took place in 2003, with the first Béres wines made in the same year: Béres Tokaji Furmint, Béres Tokaji Hárslevelű and Béres Tokaji Cuvée. By winning several prestigious national and international awards, Béres Furmint 2003 established the good reputation of the winery for the future. The Tokaj Women and Wine Association (Tokaji Borbarátnők Társasága) was also established in 2003 and one of the founding members was Melinda’s mother Klára Béres. Melinda joined the association in 2010.

Along with a carefully designed strategy, they finished planting 35 hectares of new land with

*"By drinking Tokaj wine providence
should be felt above us since as much joy
as this wine offers could be
only given by the boundlessly good God."*

(Voltaire)



Béres wine style: "Our primary goal from the very beginning has been to make world-class wines from the grape varieties of Tokaj-Hegyalja, based on our traditions and by using modern technology. Our portfolio offers representatives of both the youthful, trendy, lighter style and full-bodied great wines, such as single vineyard dry wines and aszú. We make our wines very carefully by selecting grape berries and we use oak barrels to both ferment and to age our single vineyard wines in. We make every effort to use barrels in an elegant way so as not to have the oak dominate our wines. We use exclusively traditional gönci (136 litres) and szerednyei (220 litres) barrels made by coopers from Erdőbénye. In the case of making aszú, our main goal is to reach a proper balance between concentration, fruitiness and sugar-acidity. We would like to represent the elegant 'Béres quality' in our wines that show the characteristics of the terroir of Erdőbénye."

The Wine, Shine... Bénye Festival (Bor, mámor... Bénye Fesztivál) was launched in August, 2009. Its goal is to show Erdőbénye, one of the most beautiful villages of Tokaj-Hegyalja, to the most possible people, together with its wineries, farmers, gastronomy, artisans and cultural values. This festival has become one of the most visited events organised in the Hungarian wine regions, while at the same time it has been able to keep its youngish, cool vibe.

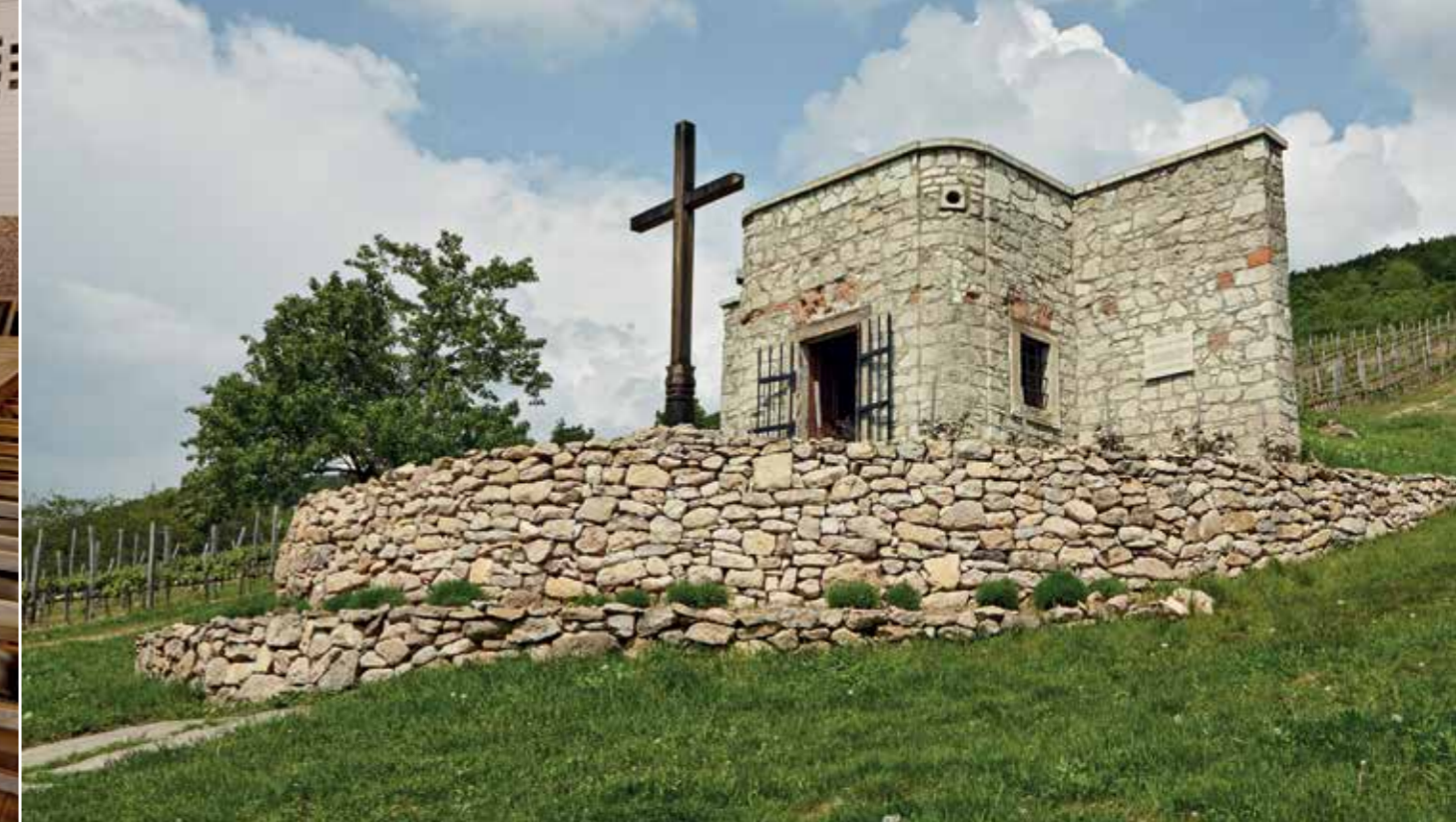


**The most important wines considered
as benchmarks in developing their
own winemaking style:**

Béres Furmint 2003,
Béres 5 Puttonyos Aszú 2005,
Béres 6 Puttonyos Aszú 2006,
Béres Magita 2006,
Béres Naparany 2006,
Béres Holdezüst 2007,
Béres Lőcse Furmint 2007,
Béres Diókút Hárslevelű 2008,
Béres Furmint 2009,
Béres Sárgamuskotály 2009,
Béres Pezsegő 2010.

**Vineyards in which Béres Vineyards
and Winery had its own plots
in 2014 (45 hectares):**

Lőcse (Erdőbénye),
Omlás (Erdőbénye),
Diókút (Erdőbénye).



grape varieties typical to Tokaj-Hegyalja in 2005. The planning and subsequent construction of the estate centre also got underway at this time.

The 3,000 square metre estate centre was handed over in 2006, while the Magita and Nap-arany Cuvée wines entered the market for the first time in the same year. The word Magita evokes the name of a heroine of a legend from Erdőbénye dating back to Ottoman times.

In 2007, the estate centre was recognised and scooped the Construction Niveau Award, with the design team led by Anthony Gall also receiving the Pro Architectura award. The Holdezüst Cuvée was introduced in the same year and a new winemaker, Péter Hudák, was also appointed. Cardinal Péter Erdő presented Tokaji wines made by Béres to Pope Benedict XVI as gifts on a visit to the Vatican in 2008. The chapel of Napbaöltözött Asszony (Woman cloaked in the Sun) was also consecrated in the Omlás vineyard in 2008. The Béres family also donated a barrel with their coat of arms on it and wines to the town hall of Lőcse, Slovakia, commemorating the fact that the Lőcse vineyard had been formerly possessed by the Lőcse free royal city.

In 2009, a new environmentally-friendly biomass heating system was introduced to the estate. It was the first year when branches from the vines were collected and used to heat the building. It was also the first year of the Wine, Shine... Bénye Festival (Bor, mámor... Bénye Fesztivál).

In 2010, Melinda Béres was appointed as managing director of the winery and increased emphasis was placed on exports. Wine Advocate's Robert Parker gave 93 points to Lőcse Furmint 2007. The first mountain bike competition called the Erdőbényei Drótszamar Fesztivál was held at the estate.

In 2011, solar panels were installed on the estate to supply hot water for the winery, offices and other facilities. Melinda Béres became the chair of Tokaj Renaissance - Classified Vineyards of Tokaj Association; a position she held until March 2014. In autumn, Béres Must, the bottled grape juice of the winery came to market, and their first sparkling wine, Pezsegő, was launched in time for Christmas.

Béres Vineyards and Winery celebrated its 10th anniversary in 2012. In this year, its 6 Puttonyos Aszú 2007 won a gold medal at the Wine 100 Challenge contest in China. The winery was reinforced by a new family member in the form of Dávid Regéczy, Melinda's husband, who became the commercial manager of the winery. János Jarecsni was unveiled as the new winemaker in 2012.

In 2013, Melinda became a member of the reorganised Tokaj Wine Region Council of Wine Communities (Tokaji Borvidék Hegyközségi Tanácsa), and she was also elected as the vice-chair of the Association for Wine-Region Tokaj-Hegyalja (Bor-Vidék Tokaj-Hegyalja Egyesület). Her father, Dr. József Béres became a member of Tokaj Wine Committee (Tokaji Borbizottság), an advisory board set up by the Ministry of Agriculture.

In 2014, their late harvest Diókút Sárgamuskotály (Yellow Muscat) 2013 achieved great success at the second Great Tokaj Wine Auction (Nagy Tokaji Borárverés). Moreover, their 6 Puttonyos Aszú 2008 was awarded the Regional Trophy prize at the Decanter World Wine Awards contest. Béres' wines have gained more than 100 international and national prizes between 2004 and 2014. They are especially proud of their Lőcse Furmint wines since each and every vintage of it has been judged as a top white wine at the prestigious Pannon Wine Challenge (Pannon Bormustra), as well as of their aszú wines, which have been highly successful at the top wine competitions in Bordeaux and in London.

The Béres family made history in Tokaj-Hegyalja via their investment in Erdőbénye. This beautiful estate serves as a textbook example not only because they kick-started development in one of the most underdeveloped parts of the wine region, but it also creates increased value domestically by being a top Hungarian enterprise. The estate centre and land around it radiates harmony and tranquillity, so those in search of deep contemplation a relaxation should definitely consider visiting.