

# Passion Plays

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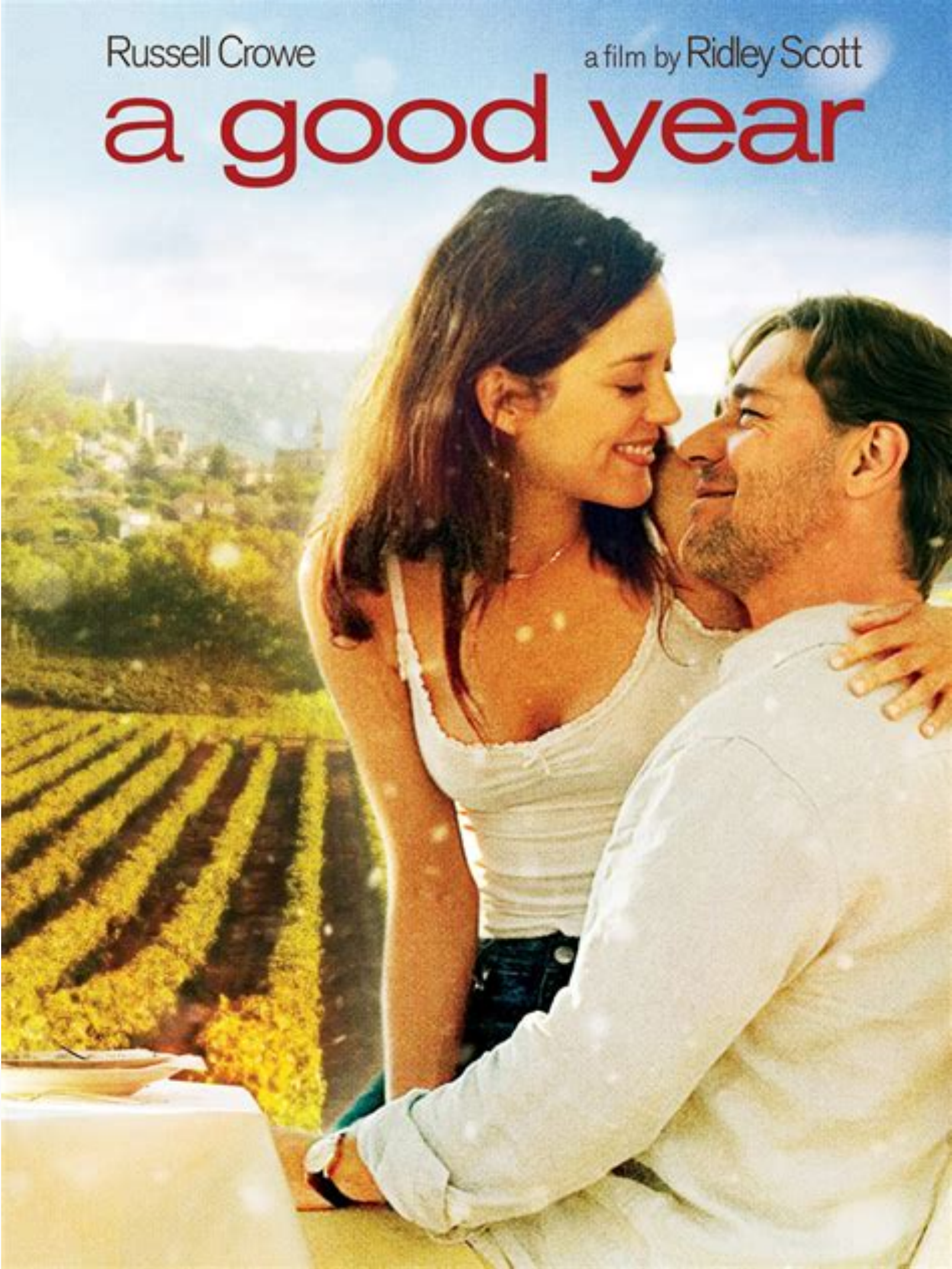
 @ricardo.bsky.social

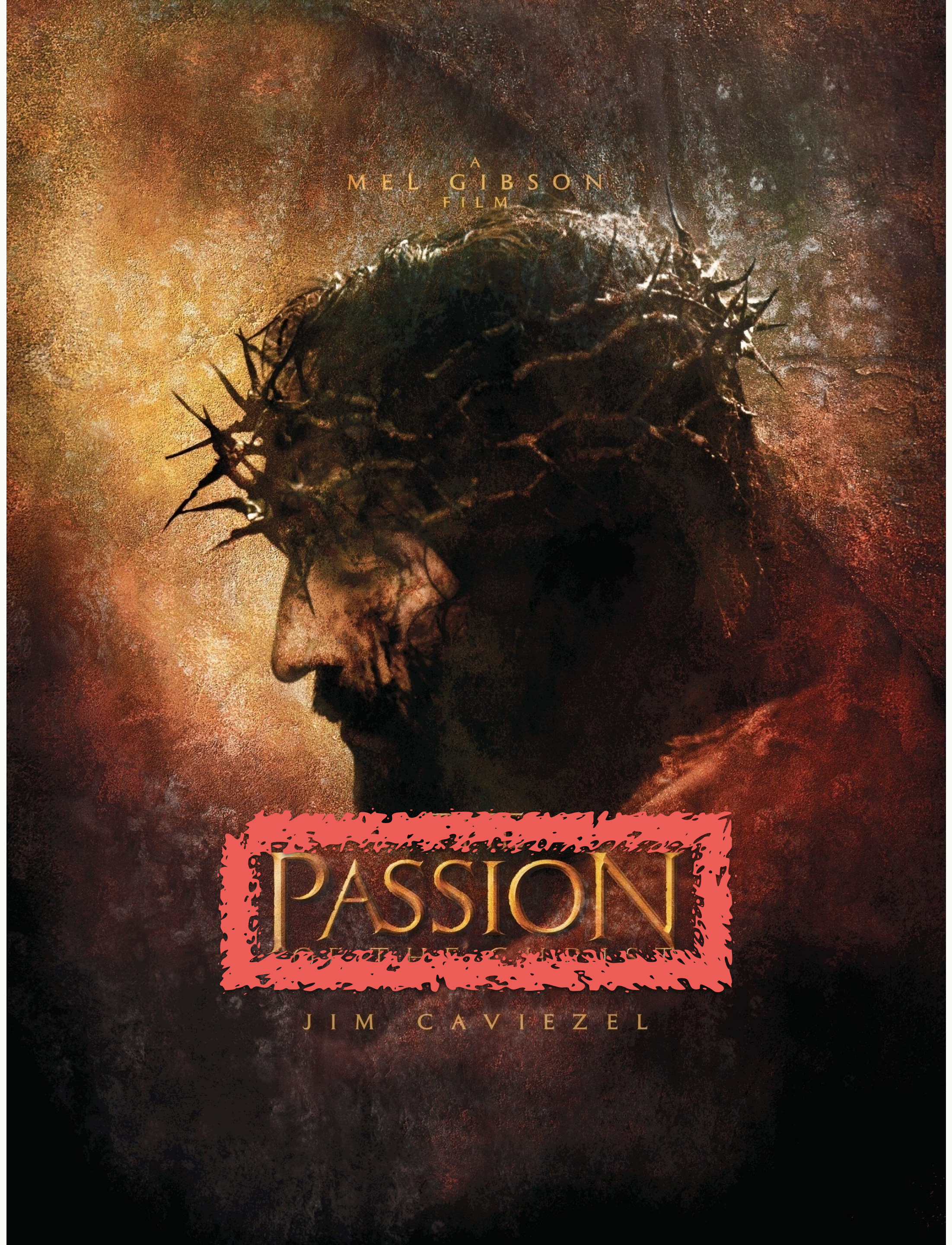
# Habla Español?

Based on Madrid.

Quite a bit of small-scale production  
around it.







A  
MEL GIBSON  
FILM

PASSION

JIM CAVIEZEL

DISCLAIMER!

You do you.

So you want to make wine?



Mildew. Frost. Sun. Water.

Droughts. Deluges. Forest fires.



<https://sunnysimpleliving.com/forest-fire-preparing-for-emergency/>

















# Branding

Character.

Because attention is scarce.



A presentation slide with a light green background. On the left is a stylized illustration of a shark's head with its mouth open, showing sharp teeth. To the right of the shark, the word "JAWS" is written in large, bold, black, sans-serif capital letters. Below "JAWS", the text "THE SERVER-LESS FRAMEWORK" is written in a smaller, black, sans-serif font. In the bottom right corner, there are two circular badges. The first is a dark blue shield-shaped badge with the text "POWERED BY" above the Amazon Web Services logo. The second is a dark blue circular badge with a white dashed border and the text "100% SERVER FREE!" in white.



# -PIES VIEJOS-

PARAJES Y VIÑEDOS

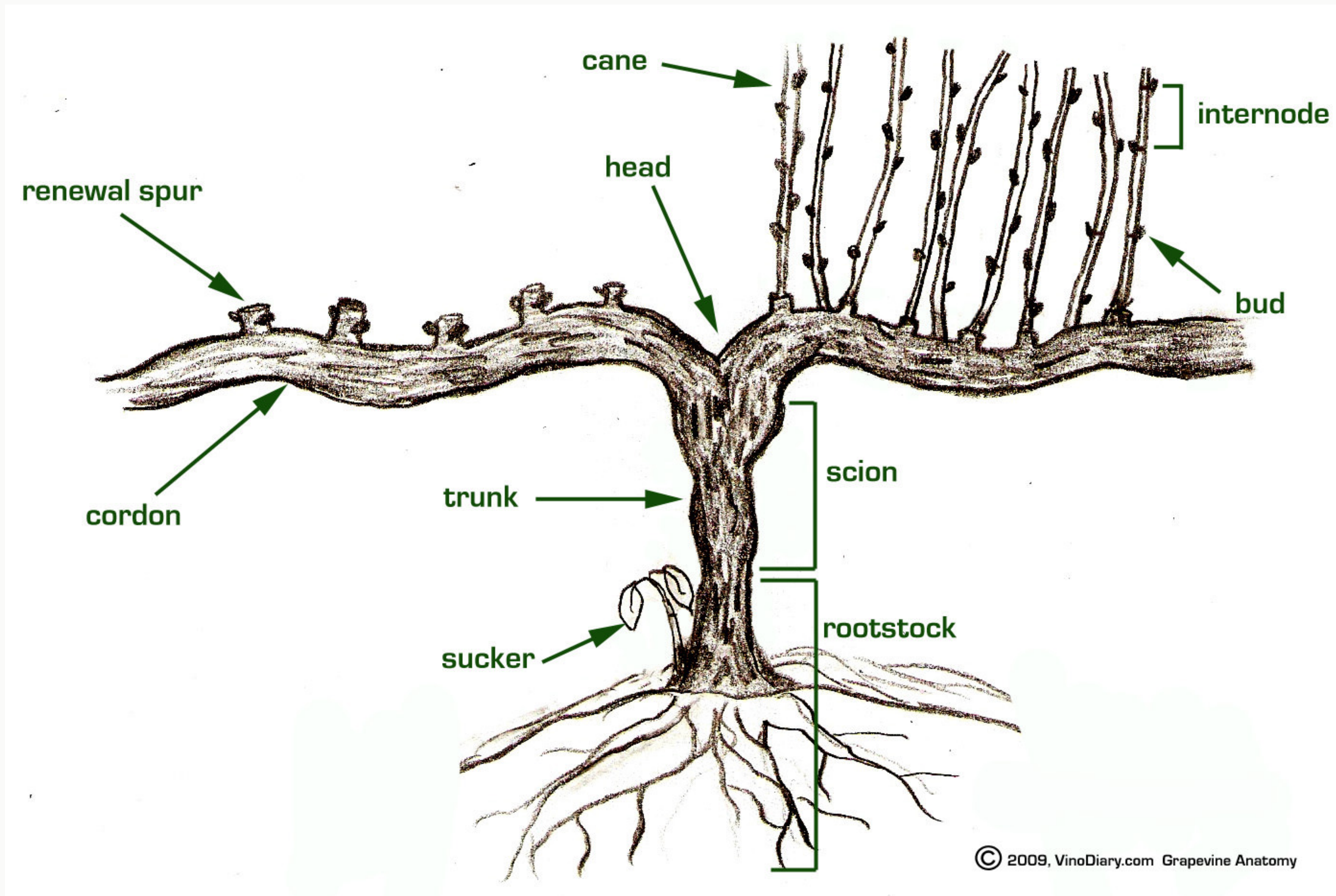






“Old Feet”







*Lucky S... ..*

Pies Viejos ... Old rootstock ...  
Ancient, original vines.

How many people are going to get  
that?

When naming things, check with  
those ***not*** “in the know”



malandrín  
compañía de vinos

*Malandrín* means *brigand*



malan

00

100%

And about telling a story?



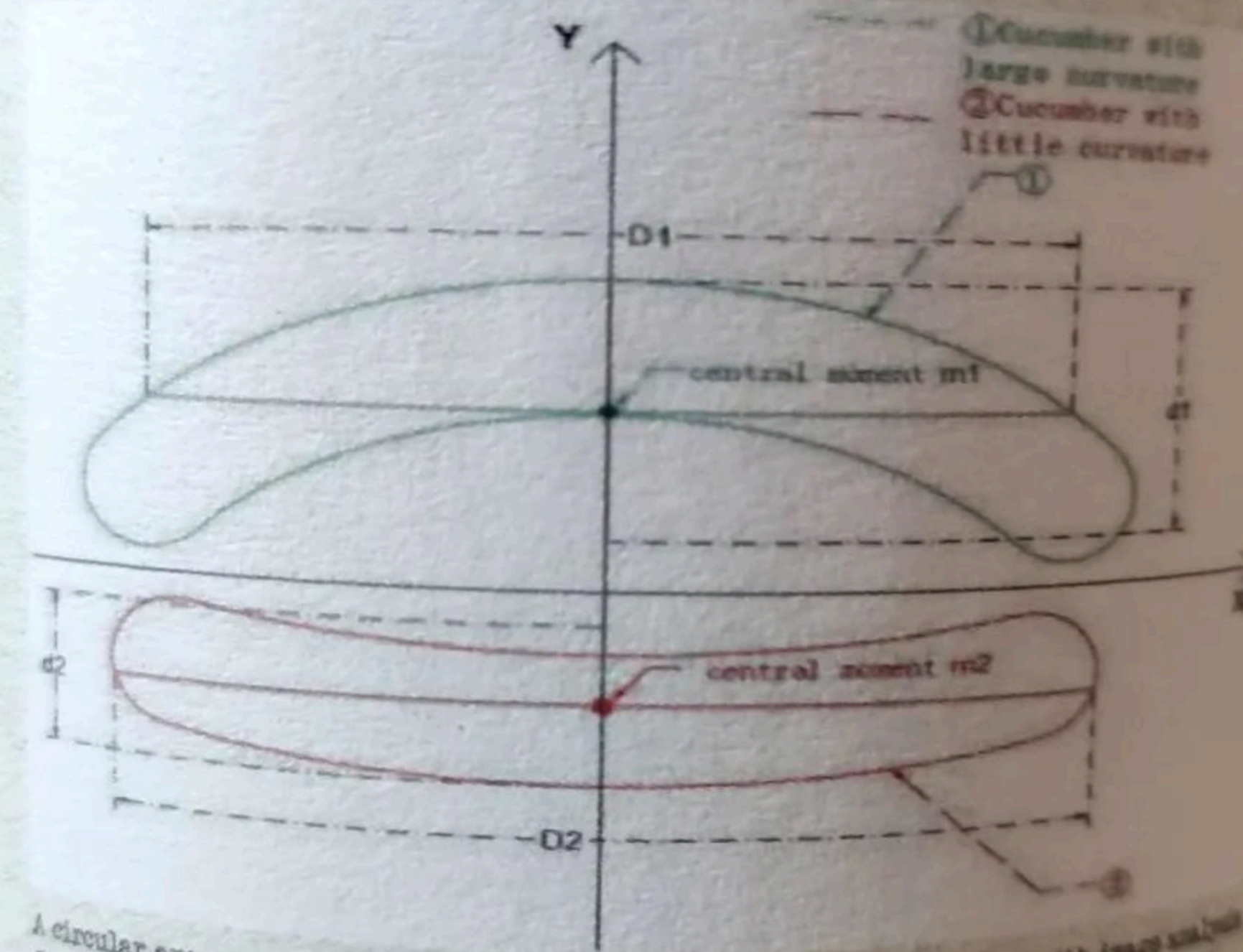
$$\left[ b \bigcirc \right]^2 + \left[ \frac{4}{12} \right]^{20} = \sqrt{c}$$

He is bold, though.

Centro de Investigación Avanzada  
en Viticultura y Enología  
"EL VINO DE MI PEPINO"

PROYECTO:

MC Malandrin



A circular arc approximation algorithm for cucumber classification with image analysis  
Jin Cheng-qian, Cai Ze-yu. Postharvest Biology and Technology Volume 168, July 2020

Departamento: Vinos Malandrin

Autores: Roberto Martinez Ramos et al

Embotellado por RE 8832-VA

Olivares de Duero (Valladolid) - ESPAÑA

contiene sulfitos - contains sulphites

lote: 2021 - MM  
750



## El Vino de Mi Pepino - EVdMP -

Libre

Cada año es diferente, mezcla de ganas e inspiración en proporciones variables, resultados irrepetibles.

Vinos basados en la tradición, pero creados a nuestra manera, libres, sin ninguna intención de agradar y mucho menos de convencer.

Solo para mentes abiertas y culos prietos.

me interesa

Leave room for experimentation.

Be brazen.



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NISH  
WARE  
yk

There's a lot to be said for honesty.

Like I said, you do you.

But be honest while doing it.



Labels matter.

Labels carry meaning.

# Confession Time!

Not a fan of natural wine.

“Low intervention”

Natural wine carries a premium.

They are choosing honesty over  
profits.

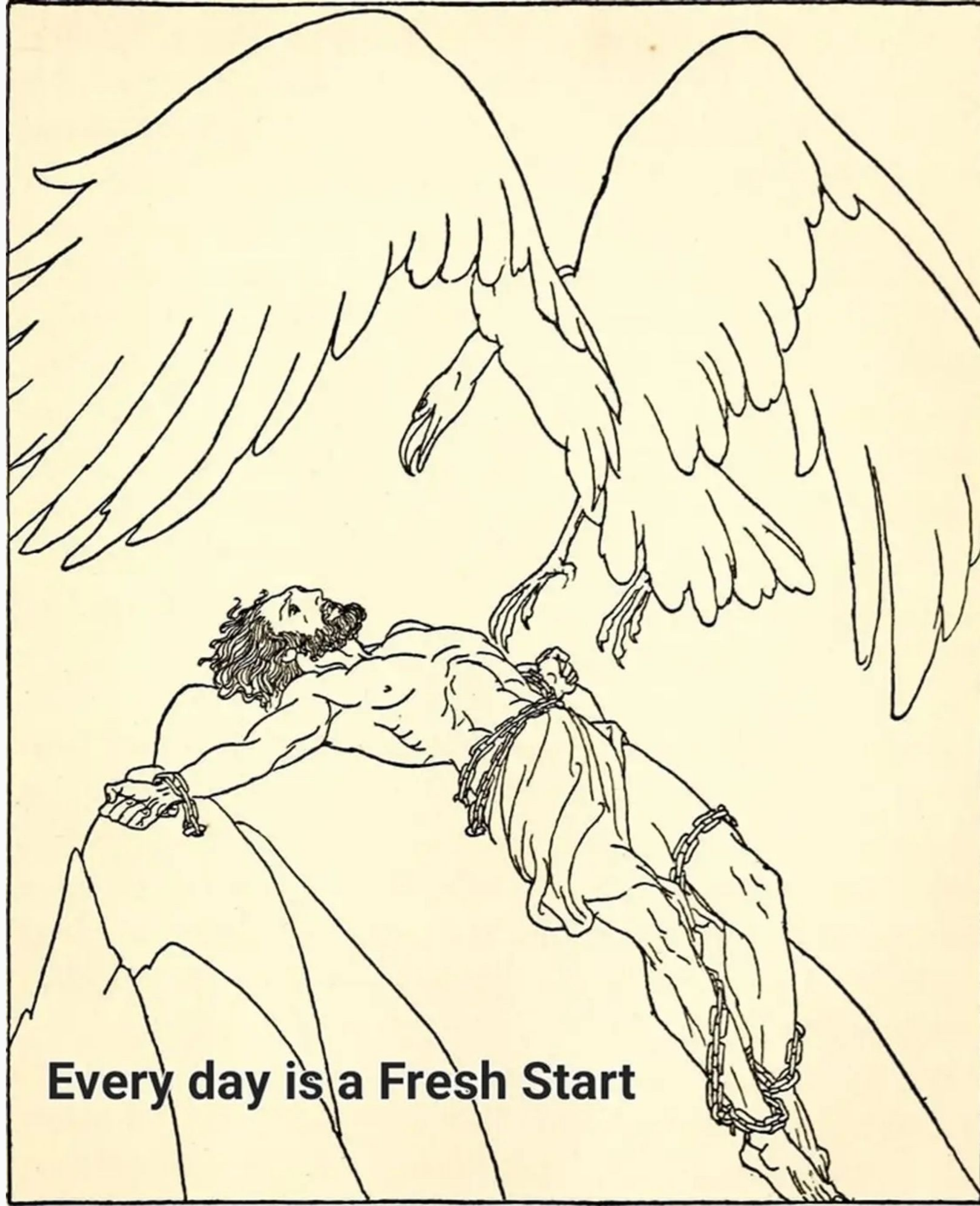
“Yeah, sure, but it’s still a  
commercial industry”



- Retails for about €26 (that's money in Spain)
- Produces about 3,000 bottles.
- Distributors take 30% to 42% (let's say 35%).
- You get €17 out of the €26.
- 19% VAT, leaving you with €14 per bottle.
- Or €42,000 for your entire production.



- Not as profit, mind you - before costs and income tax.
- Corkage...
- Costs...
- Did you get a loan for the land?
- Mildew, frost, fire, smoke, birds, deer, boars?



**Every day is a Fresh Start**





<https://www.smbc-comics.com/comic/weird-4>

José Carlos, industrial engineer.

José Luis, electrical engineer.

Carlota, a radiologist.



Side projects with extra loans.

Maybe what we want to build will  
remain a side project.

Give people  
a reason  
to say  
yes



How often do we deceive  
ourselves?

Wine makers face inescapable  
math.

The industry encourages delusion.

You need to prioritize your own well-being.



If anything, be more calculating.

Passion is really easy to abuse.



