

**Katogi Averoff pays tribute to the 'Big Bear' in its vineyards
releasing a collector's wine featuring a Bob Studio-designed label**

Living on the slopes of Pindos, the brown bear often roams through Yiniets vineyards at Metsovo. She tries the grapes every year, picking them gently, being a true lady of the vineyard. Bears know to wait until grapes have ripened in anticipation of harvest time – autumn's special occasion. The footprints they leave behind are telltale signs of their visits. The evening before the harvest, the bear makes her last, majestic visit, keen to enjoy the ripest and finest grapes of the mountains.

To mark the last year of release for Averoff Estate Cabernet Sauvignon, a limited edition featuring a designer label will be released under the name *Mare Ursa* (Vlach for Big Bear) as a tribute to the brown bears living in the region. *Mare Ursa* is a concept created by three friends for our friends: The wine was produced and bottled by Katogi Averoff; the label was styled by Bob Studio and printed by Kontorousis Graphic Arts.

The 2012 vintage from Ktima Averoff's mountain vineyards at Metsovo expresses a unique sense of place. *Mare Ursa* will reward further ageing, maturing beautifully if stored horizontally at a constant temperature in a dark place. Lay it down and enjoy when you feel the moment is right. Share the moment and your impressions using the hashtag #mareursa.

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