



**Pe
cad
OS⁷**

the seven sins

**EVERYDAY
IS LIKE
SUNDAY[®]**

**WINE &
MORE
SINS**

Peccados

the seven sins



EVERYDAY
IS LIKE
SUNDAY®

WINE &
MORE
SINS



The concept

Many have been the people who asked us about our name, our origins, the first seed of our wine, the location of our wine cellar...

We introduce you, with **PRIDE**, our Seven Sins ...

We are Everyday is Like Sunday; three dreamers related since always, one way or another, with the wine world.

It's been some time since we banished the **SLOTH** from our side with the purpose of give a new air to the Rioja's world. We wake up with **WRATH** to give light to the Seven Sins project; the development of the wine it's been as hard and inspiring as the design of this amazing image. Reasons that make us rethink everything from scratch: excellent quality wines, with different personalities, made from different varieties of Rioja's grapes as Tempranillo or Garnacha. All of them are from vineyards which are the **ENVY** of a lot of people.

The name Seven Sins was also made to define even more our transgressors personality, far from cliches, and open to the higher doses of **LUST**.

For all of this, and knowing your willing to satiate the **GLUTTONY** and falling in our temptation we introduce you the new Seven Sins collection, now better than ever.

Now you can bring out your **GREED** and get hold of them all.

**EVERYDAY
IS LIKE
SUNDAY®** WINE &
MORE
SINS



The design

Design is fundamental part in the development of our wines. Each bottle tells a different story. Each sin is represented in a way that evokes different feelings on the viewer.

The **LUST** wrapped in a woman's stocking, an evocative touch at the time of grabbing the bottle, sensuality in the hand and in the mouth when tasting it.

The **ENVY** wishing everything that surrounds it, that is the reason of its mirror effect, which reflexes and catches its environment.

The **SLOTH** as recently leaving a bottle cemetery where it has been sleeping for a long time, full of dust and with the text in horizontal, that is why it likes be readed lying down.

In other bottle we find a **WRATH** attack in the way of a burned label... we couldn't avoid it.

The **PRIDE** always above all, standing out, in this case, with Swarovski crystals.

The **GLUTTONY** couldn't hold on the fork that embraces it, letting it completely useless after so much use and abuse.

And in the last place trying to be untouched for nobody, a lock persevering the **GREED**.

Each bottle is dressed and painted by hand, the locks and the forks are made of tin in high relief, the stocking, the Swarovski crystals, the sealing waxes, the labels... Every bottle is complete handmade, just like the wines they contain.

For all of this, Seven Sins has been awarded with the most prestigious International Design Awards:

The Dieline Awards. Chicago. USA. FIRST PLACE.

Anuarria Awards. Barcelona. Spain. ACCESIT.

Pentawards. Belgium. SILVER AWARD.

Annual Design Awards. London. UK. FIRST PLACE.

Mobius Awards. California. USA. BEST OF SHOW. FIRST PLACE.

Fab Awards. London. UK. GOLDEN AWARD.

Laus Awards. Barcelona. Spain. BRONZE.

Art Directors Club of Europe. ADCE. AWARD.

CLAP. Latin America Awards. PLATINUM AWARD.



The Wines

Our wines are developed in a completely traditional and artisan way, so each vintage changes and offers us different experiences.

The Seven Sins are produced in a small Rioja winery, which works 25 hectares of its own vineyard with an average age of 45 years. 90% are free-standing bush vine and 10% are trained on wires practicing all of them sustainable and precision agriculture; respectful with nature and without the use of chemical fertilizers, herbicides or other compounds that may be harmful to the environment.

The terrain of the different plots is mostly clay-calcareous, which offers wines with unique organoleptic qualities and deeply rooted in the wine-growing region they are from.

Due to the way we understand viticulture, our wines begin each vintage from the pruning; year after year we prune to 5 thumbs, instead of 6 as is usually done in Rioja, this allows us to precisely regulate the production in the vineyard itself.

Later we carry out the "spergura", another completely manual work, which consists of eliminating the herbaceous shoots and defining exactly the growth buds that are left. We always leave 2 buds on each thumb, which has many benefits for the vine and for the development of the bunches; improves aeration and penetration of light, and favors a microclimate of the bunch more suitable for proper ripening.

These two processes give us much less grape production in the vineyard but of much higher quality.



At the time of the harvest, it is done at the exact time, all manually and trying to ensure that the grapes reach the winery fully in shape to avoid oxidation.

Once the grapes are in the winery, we use the Bordeaux or "destemming" system, which consists of removing the stem from the bunch before fermentation begins. In this way we avoid astringent and herbaceous flavors of the fermentation grape must.

In the elaboration each wine will have different fermentation temperatures. To find more power in the mouth we do a "destemmed" maceration, in which the winemaker makes the "discover" (the separation of the liquid from the solid) at the exact moment. This process is carried out "by tasting", instead of doing it by analytical, to find the best "bouquet" of the wine.

In summary, our traditional elaboration adding small innovative nuances, the daily control of our vineyards and the selection of our grapes, from the birth of the vine to the final result, gives us every year the best wines for our Seven Sins. For something, the 2016 vintage of one of our sins has just received a Platinum Decanter award with 97 points.



TECHNICAL
SHEETS

**EVERYDAY
IS LIKE
SUNDAY®** WINE &
MORE
SINS

LUJURIA

LUXURIA
LUST
LUXURE
WOLLUST

Pe cad os



**EVERYDAY
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MORE
SINS

7 PECADOS. LUJURIA | LUXURIA | LUST | LUXURE | WOLLUST



PRODUCT

Article	LUJURIA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	80% Tempranillo + 20% Half aging
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES






BOTTLE

EAN Code	8437021573176
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Bright red lacquer bottle. White silkscreen. Black synthetic lace stocking. Natural cork 42 mm. Synthetic sealing wax
Locking	



THE TASTING

-  **Eye**
Red living cherry colour, clean, glittering, high intensity.
-  **Nose**
Balanced, high intensity. Red fruits, blackcurrant balanced with wood. Vanilla, coconut.
-  **Mouth**
Lasting strike. Suttle acidity, well worked tannin, sweeted, tasty. With a good ending taste.



AWARDS

- The Dieline Awards.** Chicago. USA. FIRST PLACE.
- Anuaría Awards.** Barcelona. Spain. ACCESIT.
- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
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- CLAP. Latin America Awards.** PLATINUM AWARD.



PEREZA

ACIDIA
SLOTH
PARESSE
FAULTHEIT



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7 PECADOS. PEREZA | ACIDIA | SLOTH | PARESSE | FAULTHEIT



PRODUCT

Article	PEREZA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	100% Tempranillo
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES



BOTTLE



EAN Code	8437021573183
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Aged effect lacquer bottle. Gold mirror silkscreen
Locking	Natural cork 42 mm. Synthetic sealing wax



THE TASTING



- 👁️ **Eye**
Garnet red color, alive, glittering and clean, with high intensity.
- 👃 **Nose**
Balance, high intensity, red and black fruits. Spiced and balsamic touches.
- 👄 **Mouth**
Lasting strike, embracing all the mouth, balanced with good freshness and a well worked tanning, velvety, tasty easy salivation.

AWARDS



- The Dieline Awards.** Chicago. USA. FIRST PLACE.
- Anuaría Awards.** Barcelona. Spain. ACCESIT.
- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
- Art Directors Club of Europe. ADCE.** AWARD.
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GULA

GULA
GLUTTONY
GOURMANDISE
VÖLLEREI

7 Peccados



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7 PECADOS. GULA | GULA | GLUTTONY | GOURMANDISE | VÖLLEREI



PRODUCT

Article	GULA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	70% Tempranillo + 30 Garnacha
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES



BOTTLE



EAN Code	8437021573220
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Aged effect lacquer bottle. Gold mirror silkscreen
Locking	Natural cork 42 mm. Synthetic sealing wax



THE TASTING



- 👁️ **Eye**
Red cherry coloured; alive, glittering and clean, high intensity, scarlet coloured on the edging.
- 👃 **Nose**
Balanced, high intensity, red fruits, strawberry, raspberry and blueberry. Vanilla and coconut touches.
- 👄 **Mouth**
Lasting strike, giving volume on mouth, fresh, easy to drink and with high content in velvety tannins.

AWARDS



- The Dieline Awards.** Chicago. USA. FIRST PLACE.
- Anuaría Awards.** Barcelona. Spain. ACCESIT.
- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
- Art Directors Club of Europe. ADCE.** AWARD.
- CLAP. Latin America Awards.** PLATINUM AWARD.



IRA

IRA
WRATH
COLÈRE
ZORN

Pe cad os



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SINS

7 PECADOS. IRA | IRA | WRATH | COLÉRE | ZORN

PRODUCT



Article	IRA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	70% Tempranillo + 30% Half Aging
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES



BOTTLE



EAN Code	8437021573190
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Label on paper with gold stamping. Die cut.
Locking	Natural cork 42 mm. Synthetic sealing wax



THE TASTING



👁️	Eye Red cherry colour, violet engine, alive, glittering and clean. High intensity.
👃	Nose Balance, high intensity, berries, vainilla and coconut touches.
👄	Mouth Good strike, lasting. Fresh and with a reactive tannin wichgive us tasty sensations.

AWARDS



The Dieline Awards. Chicago. USA. FIRST PLACE.
Anuaría Awards. Barcelona. Spain. ACCESIT.
Pentawards. Belgium. SILVER AWARD.
Annual Design Awards. London. UK. FIRST PLACE.
Mobius Awards. California. USA. BEST OF SHOW. FIRST PLACE.
Fab Awards. London. UK. GOLDEN AWARD.
Laus Awards. Barcelona. Spain. BRONZE.
Art Directors Club of Europe. ADCE. AWARD.
CLAP. Latin America Awards. PLATINUM AWARD.



ENVIDIA

INVIDIA
ENVY
ENVIE
NEID

Pe cad os



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7 PECADOS. ENVIDIA | INVIDIA | ENVY | ENVIE | NEID



PRODUCT

Article	ENVIDIA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	90% Tempranillo + 10% Half aging
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES






BOTTLE

EAN Code	8437021573213
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Gold mirror lacquer bottle. Black silkscreen.
Locking	Natural cork 42 mm. Synthetic sealing wax



THE TASTING

-  **Eye**
Garnet red color, alive, glittering and clean, high intensity, violet colouring on the ending.
-  **Nose**
Balance, high intensity. Red fruits, strawberry and raspberry. Spice touches, vainilla and coconut.
-  **Mouth**
Lasting strike wich embraces the mouth, harmonized by the freshness. High content in tannins with a long and tasty mouth ending.



AWARDS

- The Dieline Awards.** Chicago. USA. FIRST PLACE.
- Anuaría Awards.** Barcelona. Spain. ACCESIT.
- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
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- CLAP. Latin America Awards.** PLATINUM AWARD.



AVARICIA

AVARITIA
GREED
AVARICE
GEIZ

7 Peccados



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SINS

7 PECADOS. AVARICIA | AVARITIA | GREED | AVARICE | GEIZ



PRODUCT

Article	AVARICIA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	80% Tempranillo + 20% Garnacha
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES



BOTTLE



EAN Code	8437021573237
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Gold mirror lacquer bottle. Golden tin lock. Natural cork 42 mm. Synthetic sealing wax
Locking	



THE TASTING



- 👁️ **Eye**
Cherry red colored, with a little scarlet touch, alive, glittering and clean, high intensity.
- 👃 **Nose**
Balance, high intensity, red fruits jam smelling, spicy touches, vainilla and coconut.
- 👄 **Mouth**
Good strike, fresh, easy to drink, reactive tannin wich increases an easy salivation.

AWARDS



- The Dieline Awards.** Chicago. USA. FIRST PLACE.
- Anuaría Awards.** Barcelona. Spain. ACCESIT.
- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
- Art Directors Club of Europe. ADCE.** AWARD.
- CLAP. Latin America Awards.** PLATINUM AWARD.



SOBERBIA

SUPERBIA
PRIDE
ORGUEIL
HOCHMUT

Pe cad os



**EVERYDAY
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SINS

7 PECADOS. SOBERBIA | SUPERBIA | PRIDE | ORGUEIL | HOCHMUT



PRODUCT

Article	SOBERBIA
Variety	RED WINE
Year	2017
Lot	L/2017
Vintage	15 months in oak barrel
Country of origin	Spain
Region	San Asensio. La Rioja. Spain
Appellation of origin	Rioja. Denominación de Origen Calificada
Winery	Bottled by 7 Pecados 7 Sins. San Asensio. España R.E. LR-45
Grape variety	90% Tempranillo + 10% Garnacha
Alcoholic Volumen	14,5% Alc. Vol. CONTAINS SULFITES



BOTTLE

EAN Code	8437021573206
Bottle	Borgognota. Vetroelite
Volume	750 ml
Height	320 mm
Diameter	88,0 mm
Empty weight	620 g
Full weight	1370 g
Label	Matte black lacquer bottle. Red Swarovski crystals and red silkscreen.
Locking	Natural cork 42 mm. Synthetic sealing wax



THE TASTING

- 👁️ **Eye**
Garnet red color, near from cherry colored, alive, glittering and clean.
- 👃 **Nose**
High intensity, red fruits, raspberries, strawberries and blueberry, touches of woods, vainilla and coconut wich increases nose complexity.
- 👄 **Mouth**
Lasting strike, long, it embrace mouth, delicate freshness, sweet and tasty tannin.



AWARDS

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- Pentawards.** Belgium. SILVER AWARD.
- Annual Design Awards.** London. UK. FIRST PLACE.
- Mobius Awards.** California. USA. BEST OF SHOW. FIRST PLACE.
- Fab Awards.** London. UK. GOLDEN AWARD.
- Laus Awards.** Barcelona. Spain. BRONZE.
- Art Directors Club of Europe. ADCE.** AWARD.
- CLAP. Latin America Awards.** PLATINUM AWARD.



LOGISTIC
SHEET

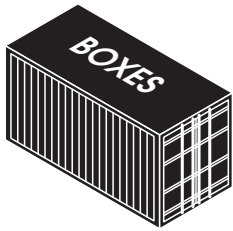
**EVERYDAY
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SUNDAY[®]** WINE &
MORE
SINS

7 PECADOS. THE SEVEN SINS.



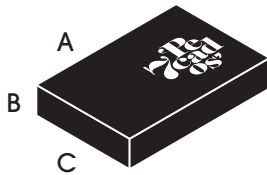
CONTAINER (Cases)

	EUROPEAN PALLET		AMERICAN PALLET	
	20 FEET	40 FEET	20 FEET	40 FEET
Total Pallets	11	25	9	20
Weight Contents	7.414 kg	16.850 Kg	7.200 Kg	16.000 Kg
Total Boxes	605	1.375	576	1.280
Total Bottles	4.235	9.625	4.032	8.960



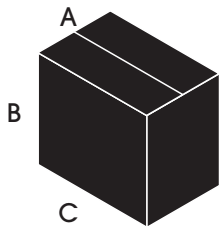
CONTAINER (Cases)

	EUROPEAN PALLET		AMERICAN PALLET	
	20 FEET	40 FEET	20 FEET	40 FEET
Total Pallets	11	25	9	20
Weight Contents	8.800 kg	25.000 Kg	9.000 Kg	20.000 Kg
Total Boxes	880	2.000	900	2.000
Total Bottles	5.280	12.000	5.400	12.000



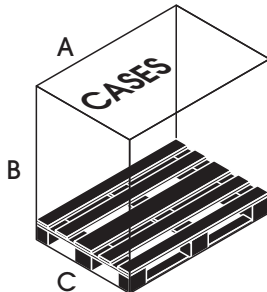
CASES

EAN CASE	8437021573244
Content	7 Bottles
Total Volume	4500 ml
Long (A)	690 mm
High (B)	113 mm
Width (C)	350 mm
Total Weight	12 Kg



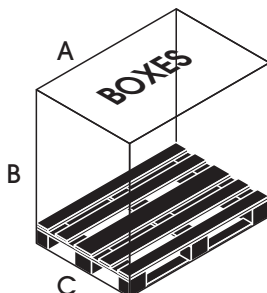
BOX

EAN BOX	-
Content	6 Botellas
Total Volume	4500 ml
Long (A)	190 mm
High (B)	325 mm
Width (C)	280 mm
Total Weight	10 Kg



PALLET (Cases)

	EUROPEAN PALLET		AMERICAN PALLET	
	20 FEET	40 FEET	20 FEET	40 FEET
Cases per floor	11	25	9	20
Floors	5	5	5	5
Total Cases	55	125	45	100
Long (A)	1,20 m	2,40 m	1,20 m	2,40 m
High (B)	1,87 m	1,87 m	1,95 m	1,95 m
Width (C)	0,80 m	0,80 m	1 m	1 m
Total Weight	674 kg	16.850 Kg	800 kg	16.000 Kg
Volume	1,80 m³	20,70 m³	2,24 m³	20,00 m³



PALLET (Boxes)

	EUROPEAN PALLET		AMERICAN PALLET	
	20 FEET	40 FEET	20 FEET	40 FEET
Boxes per floor	16	40	18	40
Floors	5	5	5	5
Total Boxes	80	200	90	200
Long (A)	1,20 m	2,40 m	1,20 m	2,40 m
High (B)	1,78 m	1,78 m	1,78 m	1,78 m
Width (C)	0,80 m	0,80 m	0,80 m	0,80 m
Total Weight	800 kg	16.850 Kg	900 kg	16.000 Kg
Volume	1,71 m³	20,70 m³	2,14 m³	20,00 m³



EVERYDAY IS LIKE SUNDAY, S.L.

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