



Idea: mental representation of something...

Idea? Sow the vineyard and make wine.

This was the idea that a group of young people had about 10 years ago. They met at the university and after that they decided to take the challenge of becoming farmers in the touristically Mallorca of the 21st century and make real this crazy dream.

They started from nothing, recovering the land that once had been an old vineyard; they learnt everything about the difficult world of wine, and they invested until the last Euro they even didn't have. They sowed the new plants and after a time they picked the first fruits that became their first wine from their own small winery.

Aim: intend or try... Goal: dreams!!

One of the first aims of this group of young people was to take part into a different project.

For them, this project was based in recovering the family past as well as the one of Selva, located at the bottom of the Serra de Tramuntana, where long ago there had been a wide tradition in making wine.

A past that, nowadays, only small buildings, of an unbelievable architectural value, are left to remind us of the old tradition in making wine of this village.

That's why these young people included in their project not only their own families but their friends and the inhabitants of Selva.

Aim: intend or try...

Another important aim was to give to the land of Mallorca the agricultural value that deserves. In the Serra de Tramuntana the primary sector is reduced at the moment into something symbolic, mainly because the price of the soil is increasing day after day and the farmers, whose life is already difficult, are seduced by builders and promoters who are interested in their lands.

So, in a few words, the aim is to defend and love the land while they try to produce high quality products as well as they enter into the secrets of the world of wine delighted by a good cup of wine shared with friends.

Why Divins?

The name of Divins came up from a brainstorming of all the people implied into this wine project. Everyone, who wanted, took place giving their ideas for the name of the new wine produced into the village of Selva.

The owners weren't fond of something typical as the name of the place or a personal name. In fact, they were searching something original, fresh and new, so that they chose Divins to name the brand new wine.

Once decided the name they had to write it and it wouldn't be an easy task. Once more they wanted to imply everyone who was somehow related to them and they asked the children from the school, the local artists, friends and families to write the word.

Why is label changed? FernandezCoca.com's entry.

Although it is the opposite to the basic principles of marketing, according to experts' words, DIVINS has decided to present all its wines in an original way. Every year is different, vintages and plants change, wines are prepared in the vineyard, not in a lab, in the field 2 plus 2 are never 4 ... If wines are different every year in spite of coming from the same plants, then, why not dress them differently and have the participation of the illustrator FernandezCoca.com's provocative mind, original palette and rhythm?

FernandezCoca.com has made a label for 2007 vintage that is going to be in the market by June 2009. This is original, progressive, provocative and thought to stand out the production among the others. This has a sketch, rhythm and colour that has not been seen yet in the wine market.

It is continuous and is going to be also present in the next vintages.

Why did FernandezCoca.com accept to take part in this project?

*"There are many ways to be a man because there are many ways to grow up.
There are many ways to grow up because there are many ways to be a child."
Avelino Hernández, poet*

Because it was a challenge; because it implied to connect with again with his Jerezano origin, wines land where he lived his childhood near to wine cellars which gave off smells, family and life; because another family, named Pons, owner of DIVINS, was like this wine: a near reality like FernandezCoca.com's family; because before everything there was a poet, Avelino Hernández, whose body is not but his presence is in texts. He and his wife, Teresa Ordinas, were the joint point and the key causality for a first meeting; Because FernandezCoca.com is above all a human being who loves good things that are honest and do not cause any secret problem and who enjoys a lot giving better results before them. Because that's the way it is!

IT'S SAID THAT THE WINE LOVERS WILL BE CONDEMNED. THERE AREN'T TRUES BUT THERE ARE OBVIOUS LIES, SO THAT IF THE WINE AND LOVE LOVERS ARE IN HELL, PARADISE MAY BE EMPTY.

Omar Khayyam.

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