

LA OLA DEL MELILLERO

refers to a phenomenon that occurs on the urban beaches of Málaga, where there is a sudden and ephemeral rise of sea level as a result of the waves caused by the approach and braking of the high-speed ferry which travels the Málaga-Melilla sea route.

At about 7:30 pm, the Málaga locals on the beach move their belongings to safety. The wave produced by the arrival of “El Melillero” in port often catches foreign swimmers by surprise. Unaware of the phenomenon, they see the water rise up the beach towards their belongings as a result of the three waves (“olas”) produced by the ferry.

It was Guillermo Martín Ordóñez’s idea to baptize the first wine from the Victoria Ordóñez winery as *La Ola del Melillero*, using this very local and appealing term to position the unusual nature of the wine. A name with fresh connotations through its reference to the sea, but which also evokes surprise due to the unexpected nature of the phenomenon, just like the surprising taste of the new wine.

For *La Ola del Melillero*, great care has been taken with the image and the design. The label is vintage in style and shows a nineteenth century bather surprised by that unexpected wave. With this design, Victoria Ordóñez wanted to transport the consumer to the resorts of nineteenth-century Málaga, interpreting how the arrival of the Melillero wave would have been at that time. This was also a time of splendour for the wines of Málaga and for the Pedro Ximenez variety, until its decline in 1878 with the arrival of phylloxera. Now, Victoria Ordóñez is regaining the glory of those wines. Her work has brought the essence of Málaga wine back to us, just as the Melillero wave returns every evening...

