

# Hacienda Lopez de Haro Blanco

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## THE FACTS

COUNTRY: Spain

REGION: Rioja

APPELLATION: Rioja

## THE STORY

Hacienda López de Haro is the Rioja winery of the Vintae Wine Company and its flagship is the collection of wines with which they pay homage to the authentic essence of their land, Rioja.

**PHILOSOPHY:** One of the characteristics of Vintae as a company is its sociability, expressed in a natural, optimistic and absolute communication strategy. It is about persuasion based on the deep-felt emotion for everything that surrounds its wine world, more than just on the basis of reason.

**BIOGRAPHY:** Under the management of its founder, Ricardo Arambarri, Hacienda López de Haro has an oenologist, Octavio Madurga and a technical director, Raúl Acha. Raul was brought up among vineyards in his hometown, Cárdenas (Rioja Alta), coming from a family who has been dedicated to viticulture for generations.

## THE SELLING POINTS

**SUSTAINABILITY:** Vegan, Sustainable In Practice, Natural Fermentation

