

*La Rioja Alta, S.A.*

125  
EST. 1890  
VINTAGES  
*RA*







**3** Presentation. **4** The history that we enjoy together.

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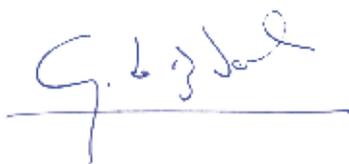
**52** We communicate and share.

125 harvests. It seems a dream, a world, and each year that passes, instead of looking back, we look forward. Just like our ancestors did from the beginning, when with enormous enthusiasm, they decided to create a wine cellar in 1890 with the sole aim of producing great wines. A winery forever.

I sometimes imagine what our elders would think if they returned today and saw, alongside the irreplaceable manual rackings, the robot we use to wash the barrels, the satellites which analyse our vineyards, the quality control applied to every detail, GPS harvesting and refrigerated trailers, the thousands of visitors we receive, and the care we take with each one.

I wonder what they would feel if they saw our wines in the best restaurants in New York, London and Shanghai. In the world's leading wine publications. What they would think to see our affiliate wineries in Galicia, Rioja Alavesa and Ribera del Duero. How they would feel walking through our pristine wineries filled with relatively young barrels, discovering we grow all the grapes we need, that we design our own labels, that we sell our wines in 50 countries...

And when I think of all these things, I feel that they would be proud of their successors because, 125 vintages ago, they created a winery for the future. A winery forever. As we continue doing now.



Guillermo de Aranzabal  
CHAIRMAN





Board of Directors of La Rioja Alta, S.A., Torre de Oña, S.A. and management team.



# The history that we enjoy together

**10<sup>th</sup>** July 1890. That day began a dream which today celebrates 125 vintages with the same elation. Together we have written the pages of our history. Our commitment remains the same as that taught by our founders: a constant search for excellence in all our wines. A passion that was born in the 19th century, developed in the 20th century and we proudly enjoy in the 21st century. This is our path.

y



Monsieur Vigier, our first winemaker in 1890.

## 1890 ~ 1910

*End of the 19th century. The dreaded phylloxera ravaged the French vineyards and moved the Gallic winemakers to La Rioja. Their knowledge and experience were decisive in driving the wine industry in La Rioja and for the birth of wineries like La Rioja Alta, S.A.*



- 1890** Five families founded the 'Sociedad Vinícola de la Rioja Alta' in Haro's Station Quarter. It's first president was a woman, Doña Saturnina García Cid y Gárate. Monsieur Albert Vigier, a Frenchman, was the House's first winemaker and the Reserva 1890 (predecessor of today's Gran Reserva 890) was the first wine he made.
- 1891** The company was then renamed as La Rioja Alta.
- 1892** Our brand and symbol, the river Oja flowing between four Oaks, was used for the first time.
- 1893** International recognition began to arrive. This included a Gold Medal at the Columbian Exposition of Chicago and a Silver Medal at the 1985 Exhibition in Bordeaux.
- 1904** Don Alfredo Ardanza, founder of La Rioja Alta and owner of the Ardanza winery, proposed a merger of the two companies. To commemorate the event, the Reserva 1904, predecessor of the Gran Reserva 890, was created.

# PRECIOS

en la Est

## VINOS

COSECHA 1890	Barrica de 225 l	112
	»	» 56
	Caja	» 12
	»	» 24

COSECHA 1891	Barrica de 225 l	112
	»	» 56
	Caja	» 12
	»	» 24

COSECHA 1892	Barrica de 225 l	112
	»	» 56
	Caja	» 12
	»	» 24

# A hop

# CORRIENTES

ación de Haro

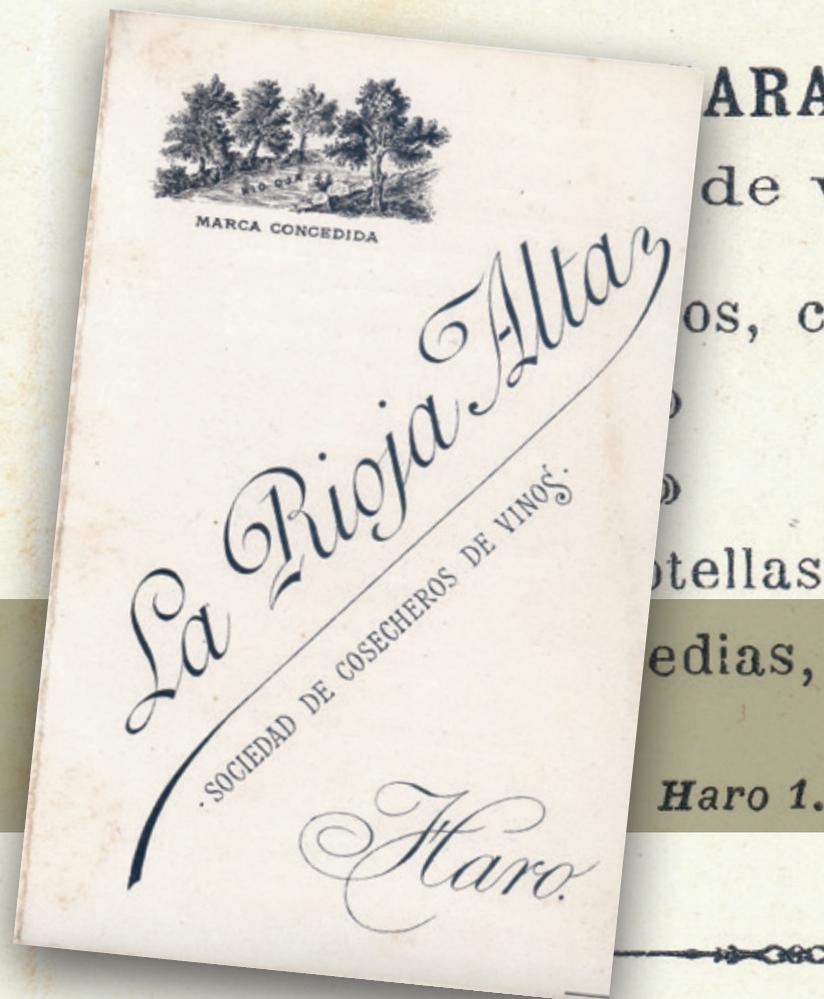
## TINTOS

	Pesetas
litros, con casco.	250
» » . .	130
» » . .	75
botellas, » . .	18
medias, » . .	22
litros, con casco. .	160
» » . .	85
» » . .	50
botellas, » . .	15
medias, » . .	19
litros, con casco. .	125
» » . .	65
» » . .	40
botellas, » . .	12
medias, » . .	16

e is born

# VINOS BLA

Barrica de 225 litros, c	
» » 112 »	
» » 56 »	
Caja » 12 botellas	
» » 24 medias,	



Esta tarifa anula

desde 1890



From the hogshead to the

Historic advertisements of La Rioja Alta, S.A.



# HARROJ

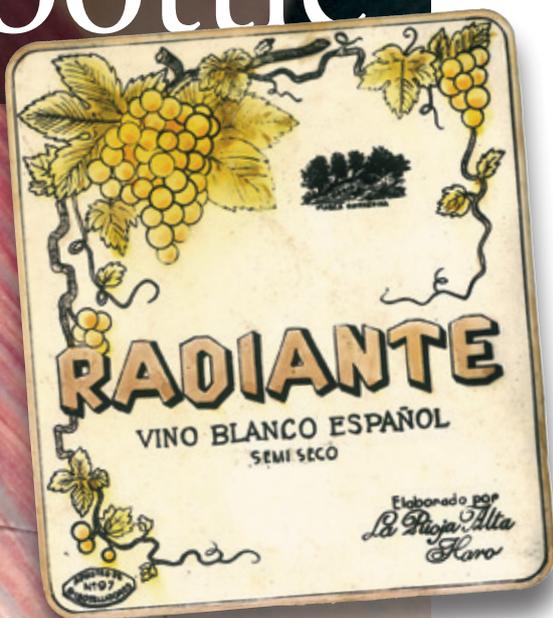
# the bottle

## 1910 ~ 1940

*Despite the wars that shook the world, peace and quiet reigned in our winemaking tasks. These were years of momentum for our business, both in Spain and abroad.*



- 1915** Hogsheads with our wines travelled by train to our national branches. At their destination, winery employees bottled the wines and capsuled and labelled the bottles.
- 1930** Wine began to be dispatched from the winery in bottles, wrapped in straw sleeves and transported inside poplar barrels.
- 1935** Presentation of the Bikaña brand which today is maintained exclusively for the hospitality industry in Haro.
- 1940** Cuba was our main export destination where we sold Viña Ardanza and 3er Año (predecessor of Viña Alberdi). In Venezuela, the semi-sweet white Radiante came accompanied by a certificate from the bishopric and was mainly used to celebrate mass.



## 1940 ~ 1970

*Viña Ardanza is born. Without a doubt, a symbol of our winery and an international exemplar of the great wines of Rioja.*



- 1942** After years on the market, the Viña Ardanza brand was officially registered. It takes the name of one of the winery's founding families.
- 1952** We acquired our first bottling line, the first Girondine in Rioja, capable of filling up to 1,000 bottles per hour.
- 1966** Our winery's headquarters moved from San Sebastián to Haro, where they remain today.



# Viña





*La Rioja Alta, S.A. is one of the most respected Rioja producers and one of my favourites, ever since their wines did so well in the very first comparative tasting I ever arranged, back in the early 1980s. Very happy birthday!*

**JancisRobinson.com**

# Ardanza is born

# Significant growth



Julio Sáenz, La Rioja Alta, S.A. winemaker (Photo: Justo Rodríguez)

## 1970 ~ 2000

*They are the decades of strongest growth for our House: new facilities, vineyard purchases... We decided to keep La Rioja Alta, S.A. as the archetype of 'classic avant-garde' wines and to grow through modern style affiliates with a terroir wine philosophy.*



- 1970** We began major expansion efforts with the purchase and planting of large vineyards while our winery grew by buying new land to build ageing and fermenting facilities.
- 1974** We brought out the Viña Arana brand to replace the classic 6º Año. Four years later we released Viña Alberdi —formerly 3er Año.
- 1980** Our Club de Cosecheros was born. It was a pioneering initiative offering an exclusive wine to a small group of selected customers. The first vintage, 1976.
- 1988** We stopped making Rioja white and bought a small Galician winery, Lagar de Fornelos, which makes the Lagar de Cervera Albariño.
- 1990** We started an exciting project in Ribera del Duero by planting Tinta del País vineyards in Anguix (Burgos) and later building the Áster winery.
- 1995** We bought Torre de Oña, a beautiful château-style winery in Párganos, in what is considered Rioja Alavesa's 'Golden Mile'.
- 1996** We built a new, modern winery where we can apply exhaustive controls to every single process in the municipality of Labastida.

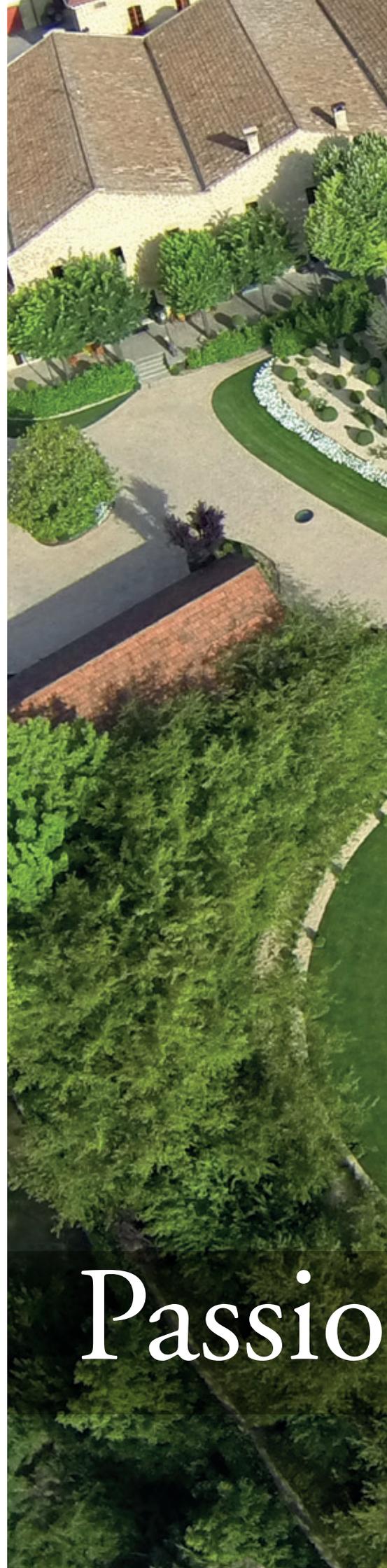
## 2000 ~ 2015

*We uncorked the new millennium reinforcing our commitment to quality, evolving and adapting to new tastes while maintaining the essence and sophistication of the great wines of the world. Quality doesn't follow trends. We are committed to wine tourism, new technologies, R&D, international cooperation, care for the environment and an increasingly global market.*

*A toast to our first 125 vintages!*



- 2000** We focused on the vineyards and, since 2005, all four wineries are self-sufficient in grapes.
- 2005** We made the Torre de Oña and Áster mansions available to wine tourists and opened a new store in Haro, in order to complement our complete range of private dining rooms and winery tours.
- 2007** We became the first Spanish winery to donate 0.7% of its profits to NGOs for the development of sustainable agricultural projects in the third world.
- 2008** We extensively reinforced our sales structure both in Spain and in European, American and Asian markets.
- 2009** R&D became a strategic pillar with the development of ambitious research projects in viticulture, vinification and production.
- 2010** Social media, websites, blogs... We intensified our presence on the web, a new way of interacting and sharing with the fans of our wines across the world.



# Passio



*La Rioja Alta, S.A. is one of the rare wine icons which stand apart from the rest and have hardly changed their style over the decades. This winery has marked several generations of wine enthusiasts and today more than ever, it continues to show with its great timeless wines how extraordinarily elegant Rioja wines can be. Happy birthday, La Rioja Alta, S.A.!*

**David Schwarzwelder** (Journalist)

n for the 21<sup>st</sup> century

**1890** It was our first harvest and for us, one of the most special.

**1894** The first great harvest since our foundation. In 1902, the price in Madrid of a bottle of Reserva 1890 from this vintage was 2 pesetas.

**1897** Extraordinary. It is particularly remembered for offering wines of intense colour. Our 1890 Reserva of this vintage cost 1.5 pesetas in Madrid.

**1904** Another year and another wine to remember. The Reserva 1904 was born thanks to a harvest with very balanced wines and, in the Haro area, of extraordinary quality.

**1906** It particularly stood out for its perfect balance between alcohol and acidity.

**1920** Two decades had to pass in Rioja before another memorable vintage came to pass. The resulting wines had an outstanding alcohol content and colour.

**1922** Great quality and, in addition, a magnificent production. They were the hallmarks of a great year.

**1934** The great balance of the wines made in our winery was notable.

**1948** It was one of the vintages with which Viña Ardanza began to gain national and international recognition.

**1952** What better way to celebrate the purchase of the winery's first bottling line than enjoying an extraordinary vintage.



The wines  
have made us

## OUR ICONIC WINES

**Viña Ardanza: 1964, 1970, 1973, 1985 and 2001**

**Gran Reserva 890 and Gran Reserva 904: 1964, 1968, 1970, 1981, 1982 and 2001**

It is our selection. But the best thing is that vintages like 2004, 2005, 2010 and 2011 that we are already enjoying or are to enjoy in the coming years... will also make history.

**1964** Many say that it is the best Rioja vintage in the 20th century. We agree. For the first time, Viña Ardanza wore the well-deserved 'Reserva Especial' label.

**1968** Reserva 890 and Reserva 904, 6º Año, 3º Año,... What great wines!

**1970** You will surely have guessed: Viña Ardanza 1970. An international myth. Unforgettable.

**1973** Viña Ardanza was again a 'Reserva Especial' despite adverse weather.

**1981** The vintage was officially rated Very Good but we disagree. It was truly excellent, as its wines continue to prove today.

**1982** Who could have imagined that a year with such drought was going to provide such extraordinary wines. How much joy the Gran Reserva 890 of this vintage keeps giving us!

**1985** That Viña Ardanza was one of the great works of our former winemaker, José Gallego.

**1994** Everything seemed to indicate that the year could lead to one of the great Rioja vintages. The passage of time confirmed it.

**1995** Perfect ripening, optimal health, good acidity... A superb quality that came through itself in all our wines.

**2001** For our winemaker, Julio Sáenz, it was the perfect harvest. From start to finish. Tremendously balanced, elegant and complex wines with a splendid future. This is the case of the first Gran Reserva 890 'Selección Especial' in history, with which we celebrate this 125th anniversary.

# that great



*Quite simply, these are some of the finest Riojas that can grace your cellar: complex, refined, classic but without compromising fruit intensity and to reiterate: wines that speak about where they come from.*

**Robert Parker**  
(*The Wine Advocate*)



# The way



*La Rioja Alta, S.A. has always been one of my favourite Rioja producers. It makes wines that age gracefully, reflecting the best of the region's traditions, but it has also not been afraid to change and modernise its approach to remain relevant and contemporary. The founders would be truly proud of what the bodega has achieved over the last 125 years.*

**Tim Atkin** (Master of Wine and journalist)



we were...

Destalking drum (1910).

# ...and the

A wide-angle, low-angle photograph of a large, modern winery fermentation room. The room features a high ceiling with a grid of recessed lighting fixtures. The floor is made of light-colored wood, and several stainless steel fermentation tanks are arranged in rows. Large windows on the right side offer a view of a vineyard and hills. The text "...and the" is overlaid in white at the top.

Fermentation equipment at the La Rioja Alta, S.A. winery in Labastida.

# way we are



*Tradition is the child of innovation. The most valuable tradition is that which knows how to continually renew itself. If in addition it does it over one and a quarter centuries, and always aims at the top, we have La Rioja Alta, S.A. Congratulations on that 'forever young' spirit. Thank you for having poured so many pleasant moments and for those yet to be poured. Those of us who love you, will keep your wines to enjoy them for many years. Finally, please, don't ever change, but keep changing.*

**Pedro Ballesteros** (Master of Wine)





**Q**uality wine will always be our great passion. The pursuit of excellence marks the path our founders showed us which today, 125 years later, is a constant. For this, it is essential to achieve a vertical integration and control of each and every phase that comprises our work —from the vineyard, during vinification and ageing, to the distribution and sales of our wines.

# Signs of ide

## Estate-owned vineyards

**W**e are convinced. A great vineyard is the genesis of an excellent wine. Our particular 'treasure' is more than 400 hectares of vineyards in the best areas of Rioja. The Tempranillo variety dominates our plantations, where we also have other native grape varieties, including Graciano, Mazuelo and Garnacha, which are essential to provide our brands with their personality. Controlling the quality of our grapes is only possible with a very limited production and an exhaustive control technology, applied from the start of the growing cycle until harvest.

## Vinification

**W**e also apply cutting-edge technology during vinification, affording us great winemaking flexibility depending on grape variety, the terroir and berry characteristics. As in the vineyard and during grape production, our vinification tasks also reflect our commitment to R&D in order to study, analyse and improve our processes and, ultimately, our wines.

*a great*

# ntity

Finca La Cuesta in Cenicero (Photo: Justo Rodríguez).

## Manual racking

Every six months, we rack each and every one of our barrels manually, by the light of a candle. It is an art to enhance the development of the wine, removing sediments in a natural way and monitoring each barrel individually. After a stay in barrels, the wines continue ageing in the bottle, where they polish their personality, rounding off and fully developing all their qualities.

## In-house cooperage

Oak constitutes the core of wine ageing. That is the reason why we manufacture our barrels, using true craftsmanship, with wood imported from the United States and dried in the open air for two years at our facilities.



*What to choose from La Rioja Alta, S.A.? Gran Reserva 890 surely; or the lovely 904? Or the popular Viña Ardanza? All are great but try Viña Arana.*

**Sarah Jane Evans**

*(Master of Wine and Decanter journalist)*

# The protagon

Our wines are our great ambassadors. Made only on vintages that respect the personality of each brand, they are the result of unceasing work that begins at the vineyard and that only ends when you uncork and enjoy a bottle. Rioja icons that show a perfect marriage between tradition and modernity and stand out for their harmony, balance and sophistication.



*Arzak and La Rioja Alta, S.A. have had an intense relationship for decades. We have both been able to evolve, innovate and stay up to date, always respecting our roots and pursuing excellence. Zorionak! Congratulations!*

**Juan Mari y Elena Arzak** (Restaurante Arzak)





ABC



EL PAÍS



PARKER

## GRAN RESERVA 890

*Our most exclusive wine. Unique, made only in exceptional vintages, it is the essence of the great classic wines of Rioja. The result of a meticulous selection of our best grapes and a very slow ageing process. The wine for the most special moments.*

### HOW IT CAME TO BE:

It was the first wine of La Rioja Alta, S.A. and was initially called Reserva 1890 in commemoration of the year of our foundation. Subsequently, just like the Reserva 1904, it lost the first number for legal reasons, lest the brand be confused with the vintage.

### DECANTER

(JANUARY 2015 UNITED KINGDOM)

*Among the best 50 wines in 2014*

### DECANTER ASIA WINE AWARDS

(SEPTEMBER 2014 ASIA)

*Silver Medal*

### DECANTER WORLD WINE AWARDS

(MAY 2013 UNITED KINGDOM)

*Gold Medal*

*Trophy best Rioja Gran Reserva*

### INTERNATIONAL WINE CHALLENGE

(MAY 2013 UNITED KINGDOM)

*Gold Medal*

*Trophy best Rioja Gran Reserva*

*Trophy best Spanish Red*

*Trophy best Tempranillo*

### SOMMELIER MAGAZINE

(SEPTEMBER 2013 GERMANY)

*Top among the best*

# ists



Y N° 15356

15.900 BOTELLAS NUMERADAS

La Rioja Alta, S.A.



SELECCIÓN ESPECIAL

RIOJA

DENOMINACION DE ORIGEN CALIFICADA

COSECHA 2001

Gran Reserva 890

Embotellado en la propiedad  
La Rioja Alta, S.A.  
Labastida-España Producto de España

75cl  
13,5% vol.

97

ABC

96

PARKER

95

PEÑÍN



## GRAN RESERVA 904

*A great exemplar of Rioja Gran Reservas to which we also allocate the best harvests from our oldest and wisest vineyards. It shares with the Gran Reserva 890 the elegance, complexity and sophistication of the world's great wines.*

### HOW IT CAME TO BE:

One of our founders, Don Alfredo Ardanza, proposed in 1904 the merger between La Rioja Alta and his winery Bodega Ardanza. To commemorate this key decision and coinciding with one of the best harvests in Haro, the Reserva 1904 was made. Just like the Reserva 1890, it eventually lost the initial 1.

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#### INTERNATIONAL WINE CHALLENGE

(MAY 2013 & 2014 UNITED KINGDOM)

*Silver Medal*

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#### DECANTER WORLD WINE AWARDS

(MAY 2013 UNITED KINGDOM)

*Gold Medal*

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#### DECANTER ASIA WINE AWARDS

(SEPTEMBER 2014 ASIA)

*Silver Medal*

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#### THE DRINKS BUSINESS RIOJA MASTERS

(NOVEMBER 2013 UNITED KINGDOM)

*Silver, Gran Reserva category*

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94

ABC

93

PEÑÍN

92

W.SPECTATOR

## VIÑA ARDANZA

Ask for the name of a Rioja brand and many will answer: Viña Ardanza. A label that, in itself, stands as synonymous of a superb wine. With a great personality, it remains mythical from one great vintage to the next.

### HOW IT CAME TO BE:

Although the wine had been on the market for some years, it was not until 28 September 1942 that the firm, then chaired by Leandro Ardanza Angulo, registered the Viña Ardanza brand. It takes the name of one of the founding families that today is still closely attached to our winery.

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**WINE SPECTATOR TOP 100**  
(NOVEMBER 2014 USA)

*Best Spanish wine*

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### DECANTER

(NOVEMBER 2014 UNITED KINGDOM)

*One of the 25 best wines from Spain under 25 pounds*

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### THE DRINKS BUSINESS RIOJA MASTERS

(NOVEMBER 2013 UNITED KINGDOM)

*Silver Medal*

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### WINE SPECTATOR

(SEPTEMBER 2013 USA)

*Highly recommended (94 points) among 5 wines in the world*

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### WINE SPECTATOR

(OCTOBER / NOVEMBER 2013 USA)

*Best value Spanish wine  
Top 100 in 2013*

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### THE TELEGRAPH

(DECEMBER 2013 UNITED KINGDOM)

*One of the best 5 wines from around the world for Christmas*

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93

ABC

93

PEÑÍN



## VIÑA ARANA

*A wine with a singular and unique character which, renews with every vintage the renowned —and almost extinct— style that is typical of the wines made in the Haro (Rioja Alta) area. Today, Viña Arana continues to dazzle the world with its elegance, silkiness and mild acidity.*

### HOW IT CAME TO BE:

The Viña Arana brand was presented to replace a classic wine, the 6º Año. It takes the name of the then Vice-president Don José María de Arana y Aizpurua y and it is the archetype of the wine that the Bordelais who worked in the local wineries called 'Rioja Claret'.

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### LOS ÁNGELES TIMES

(APRIL 2013 USA)

*Wine of the week*

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### THE DRINK BUSINESS

(APRIL 2013 USA)

*Only Spanish wine among the top 10 of the US Press list*

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### DECANTER

(DECEMBER 2013 UNITED KINGDOM)

*Top 50 wines of the year (no. 7)*

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### DECANTER

(OCTOBER 2013 UNITED KINGDOM)

*Exceptional (95+ points)*

---

### DECANTER ASIA WINE AWARDS

(SEPTEMBER 2014 ASIA)

*Bronze Medal*

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### DECANTER

(JANUARY 2015 UNITED KINGDOM)

*Selected from among the 25 best Rioja buys in 2014*

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92

PEÑÍN

## VIÑA ALBERDI

*It is capable of join the elegance of the great Riojas with freshness and youth. Our only single varietal wine is a guaranteed success, thanks to its extensive food-pairing versatility. It is joy turned into wine.*

### HOW IT CAME TO BE:

In 1978, the Viña Alberdi brand was born to replace the old Tercer Año. It owes its name to Don Nicolás Alberdi, our President from 1947 to 1952. The first vintage to be put on the market was the 1974.

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**THE NEW YORK TIMES**  
(MAY 2014 USA)

*Only Spanish Red wine on the list  
of best choice for the summer*

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**DECANTER WORLD WINE AWARDS**  
(MAY 2013 UNITED KINGDOM)

*Recommended*

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*It is a winery that represents classicism and well-deserved prestige. In my professional life, recommending La Rioja Alta, S.A. was a sure bet.*

**Custodio Zamorra**  
*(Master of Sommeliers  
Restaurante Zalacain)*



# A l a r g e

**T**oday, La Rioja Alta, S.A. is the parent company of a wine group consisting of four wineries located in the most renowned wine regions in Spain: Rioja, Rioja Alavesa, Rías Baixas and Ribera del Duero. All of them share a drive to seek the maximum quality. La Rioja Alta, S.A. seduces with its timeless wines while Torre de Oña, Lagar de Cervera and Áster captivate with the modern personality of their privileged terroir wines.

Finca La Cuesta in Cenicero (Photo: Justo Rodríguez).

# family

*Grupo La Rioja Alta, S.A.*



*Happy 125th anniversary to La Rioja Alta, S.A. on behalf of everyone at Hotel Echaurren. We would like to especially congratulate you on behalf of our parents Félix and Marisa, who have always felt true friendship and admiration for your good work and the wonderful people who have always been behind you. We share it and feel that we have travelled part of your history together. Today we want to toast so that we can continue along that path together, at least for a 125 more years...*

**Francis Paniego** (Hotel Restaurante Echaurren)



Serenity. Elegance. Terroir. Timelessness. Terms that define our beautiful winery in the Rioja Alavesa. A unique place which enjoys an undeniable potential for making a wine that is capable of transmitting —like all great terroir wines— the exclusive features of a privileged land.

# All the magic of a



The Torre de Oña label is the fruit of a deep understanding of the best plots. A modern, innovative wine that enhances the personality of a privileged terroir by

moulding it in oak. Our Finca San Martín is a red single-varietal Tempranillo impregnated with the spirit of the exceptional vineyard in this unique plot.

# wise land



TORRE DE OÑA (1985)



Finca San Martín. 01309 Párganos. Laguardia (Álava)

Telephone: +34 945 621 154 / [www.torredeona.com](http://www.torredeona.com) / [info@torredeona.com](mailto:info@torredeona.com)

Latitude: 42°33'38"N / Longitude: 2°36'3"W

We sought the perfect place to make a great wine in Ribera del Duero. In Anguix, we found the right location to plant almost 80 hectares of Tinta del País and build an elegant winery, fitted with state-of-the-art technology to make wines with that special personality that can only be found in great terroir wines.

# At the heart of Ri



áster (1990)



El Caño. Ctra. Palencia-Aranda, km 54,9. 09313 Anguix (Burgos)

Telephone: +34 947 522 700 / [www.bodegasaster.com](http://www.bodegasaster.com) / [aster@riojalta.com](mailto:aster@riojalta.com)

Latitude: 41° 45' 37" N / Longitude: 3° 54' 10" W

# bera del Duero



Áster wines mainly convey emotion. Faithful, sincere and wise mirrors of an exclusive vineyard. Consistent, elegant, well-armed and with a brilliant fruit.

Typicity and full minerality in Finca El Otero, the first wine of the House from a particular plot. Emotion and refinement in the Crianza.

# The white comes

Our Galician winery is situated on the coast of the Atlantic, nestled in a striking landscape, maintaining an ongoing conversation between land, water and sky. Its vineyard, the largest in Rías Baixas, grant us each harvest one of the best white grapes in the world, Albariño.

When nature speaks, we must listen. Each vintage in this area is a dream come true. Choice freshness and complexity, by

extracting the aromas and fruit flavours so characteristic of this variety by manual harvest and careful elaboration.

# from the Atlantic



## LAGAR DE CERVERA (1988)

Estrada de Loureza, 86. 36770 O Rosal. (Pontevedra)

Telephone: +34 986 625 875 / [www.lagardecervera.com](http://www.lagardecervera.com) / [lagar@riojalta.com](mailto:lagar@riojalta.com)

Latitude: 41° 57' 13" N / Longitude: 8° 49' 36" W

*Rias Baixas*  
DENOMINACION DE ORIGEN



A great



team



Our team around the world, led by the Export Manager, P. Javier Amescua.

# Round the



Our export focus dates back almost to our origins, at the end of the 19th century. In the past 125 years, the presence of our brands around the world has increased and has particularly grown in recent decades, when internationalisation became one of our main concerns. Proof of this are the wine lists of the most renowned and award-winning restaurants across the globe, which include our wines as international standards.

▼  
Distribution  
in over 50  
countries

▼  
We cover  
16 time  
zones

▼  
130  
importers

▼  
Present  
in every  
continent



# world



1 Tibet.



2 New York.



3 México.



4 China.



5 Miami.



6 Moscow.



7 San Francisco.



8 London.

What started as just an idea, continues to be, four decades later, something that is very close to our hearts. It is our Club de Cosecheros, based on a major event in our history, when the 19th century French traders affected by the phylloxera plague visited Rioja wineries to taste, select and “reserve” their wines. In 1980, we wanted our friends to also be able to enjoy their own barrels at their most trustworthy winery.

# Club de C



*My most sincere congratulations for the first 125 years, a true achievement. It is exciting to find historical wineries that continue to maintain the style and class that have dignified Spanish wine all over the world for so many years. Thank you for your hard work and dedication.*

**Carlos González** (Director, Peñín Guide)

# Cosecheros



# Exclusivi

The bonds we hold with our partners and friends are not only commercial, they already transcend generations. We have entered their lives at the most special moments: weddings, christenings, anniversaries... and this has turned us into accomplices. Our exclusive Club enables its partners to live unique moments around a glass of their own wine, enjoying



# ty Club de Cosecheros

great advantages and unique experiences, like staying at a suite in one of our mansions, having breakfast while they gaze upon a sea of vineyards, tasting a perfect pairing of food and the best wines in private dining rooms, feeling the secrets that are hidden in our wineries... is the magic of our Club de Cosecheros.

# Wine is a feeling

We would like our visitors and friends to experience, first-hand, the magic of living the wine. Guided tours, tastings by the glass, wine tasting courses, private dining rooms, multi-purpose rooms for business meetings... show our passion for things well done.





In our cellar, you can enjoy unforgettable experiences. There is nothing like taking a stroll down one of our silent halls, where barrels and bottles blend with the unmistakable scent of oak from vats with 125 years' history. We offer a wide range of possibilities so that all our visitors feel that La Rioja Alta, S.A. is a truly special place.



# A responsible

**W**e are wine and much more. We are concerned about caring for our environment, we show our solidarity with those who need our help, we promote wine culture as part of a very valuable heritage, we investigate and innovate... It is our determined social responsibility effort.

## Committed

**I**n our work as a winery, nature is an essential part. For that reason, every day, we renew our commitment to respect it and, in addition, to protect it. For years, defending the environment has been a priority for us and that is why we have undertaken actions, such as limiting vineyard treatments as much as possible by developing R&D programmes, reusing water, investing in renewable energies, such as biomass and wind power and using corks and boxes made with sustainably-managed materials.

## Solidarity

**S**ince 2007, a unanimous decision of our Board of Directors and shareholders turned us into the first winery and one of the few companies in Spain to donate 0.7% of our consolidated net income each year to non-governmental organizations for agricultural projects in third world countries. We have already planted our small seed in Guatemala, Peru, Burkina Faso, Benin, Mozambique, Democratic Republic of the Congo, Rwanda, Ethiopia and Cambodia.

A photograph of three women in traditional headwraps looking at a smartphone together. The woman in the foreground is wearing a colorful patterned headwrap and a matching patterned top. The woman in the middle is wearing a purple and blue patterned headwrap. The woman in the background is wearing a red headwrap. They are all looking at a green smartphone held by the woman in the foreground. The background is a natural outdoor setting with dry grass and trees.

# e winery

## Wine culture

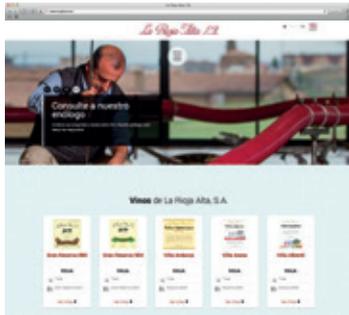
**O**ur winery was a co-founder of the Foundation for Wine Culture. Created in 1998, it is an entity devoted to the dissemination of culture and an instrument of communication and education about wine. Together with the Ministry of Agriculture, Food and the Environment and internationally renowned wineries like Vega Sicilia, Marqués de Riscal, Muga and Terras Gauda we are part of the Board of Trustees of this organisation which seeks to add value to the quality wine industry and the rest of society. Activities carried out include seminars, conferences, industry meetings, cultural programmes, etc.

## We innovate

**A**s part of our philosophy of constantly seeking excellence, every R&D programme we implement aims to continue raising the quality of our wines by better controlling and optimising each and every process in the different areas (vineyard management, winemaking, ageing and production). We work on some projects by ourselves, while others are carried out with fellow winemakers and the CSIC (Higher Centre of Scientific Research).

## Websites

[www.gruporiojalta.com](http://www.gruporiojalta.com)  
[www.riojalta.com](http://www.riojalta.com)  
[www.torredeona.com](http://www.torredeona.com)  
[www.bodegasaster.com](http://www.bodegasaster.com)  
[www.lagardecervera.com](http://www.lagardecervera.com)



## Online Shops

[www.selectessen.es](http://www.selectessen.es)  
[www.clubdecosecheros.com](http://www.clubdecosecheros.com)



## QR Codes

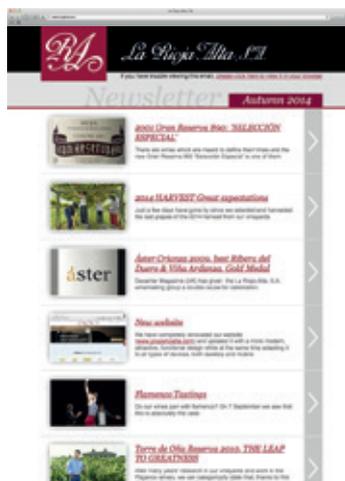


# We communicate



*La voz del vino*  
*La voz de la finca*

## Blogs



## Newsletters



## Mobile App



The internet and new technologies have opened up a world of possibilities for us to communicate and exchange experiences with our friends and customers around the world. Our House has also adapted to all these changes and pioneered the use of the Internet as a vehicle to connect with our fans in real time. However, nothing will replace the physical pleasure of enjoying a glass of wine.

# ate and share



[www.eljardindelvino.riojalta.com](http://www.eljardindelvino.riojalta.com)

**The Wine Garden  
video game**



**Digital  
catalogues**



Facebook  
Twitter  
Youtube  
Flickr

**Social media**

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*ia Alta, S.A.*

*With our gratitude  
for these 125 vintages*





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