

VITICULTORES DE LAPUEBLA emerged as the personal project of the fourth generation of the Heras Cordón family, with the purpose of care, authenticity and refinement, values already rooted in the current family winery, but approached in a more unique way in this case.

Started in 2019 with the creation of the first wine, "*Camino de la Traicion*", the project continues with the 2020 and 2022 vintages called in this case "*Camino de la Torre*". This wine has a UNIQUE AURA and pays tribute to the family's origins in Lapuebla de Labarca and its viticulture.

On the other hand, in this exciting year 2022, we enthusiastically present the brand new Monovarietal Collection. Highlighting "*Adventicia*", our white Garnacha, followed by "*Carrelvillar*", which pays tribute to the unmistakable character of Tempranillo. The collection continues with "*Galáctico*", a tribute to our red Garnacha, and culminates with "*Meláncolica*", a somewhat different interpretation of the Maturana variety. Each wine in this collection is truly special, revealing a unique varietal character that captures the unique essence of the different varieties grown in Rioja.

Finally, the tree of life that adorns our logo is the visual representation of our philosophy. The roots of the tree, immersed in the earth, symbolize our foundations and origins. As the branches spread and rise, the tree illustrates our continued growth and development. Every leaf, every branch, is a testament to the experiences, challenges and successes we are facing and overcoming on our journey. From the initial inexperience to the mastery that we are acquiring, the tree of life is a visual reflection of our constant evolution as winegrowers and as human beings.

The vitality of the tree also conveys our commitment to caring for the environment. By preserving the land and its fruits, we seek to maintain a harmonious balance between tradition and innovation in our viticulture. Just as our connection with the land and nature nourishes the quality and authenticity of our wines, applying different techniques, both ecological and biodynamic. Each harvest, each bottle, is a new leaf on this constantly growing tree, telling the story of VITICULTORES DE LAPUEBLA in every sip and in every corner of the vineyard that we care for with such care.

