



*"Grab some clothes, lots of strength and a bottle of wine.
We will get ahead"*

PRELUDE – PLEASURES ARE BETTER SHARED



Within these pages, we invite you to meet our project. But above all, what we'd like you to know about us is: the philosophy, the feelings, the experiences and moments that, along with the magic of grapes, have brought us here in order to bring our wines to life. Every sip is the result of many years of hard work, of the support of so many friends and of the advice of the masters that have guided us throughout this world of senses until we reached our goal: interpreting the grapes of these lands (La Rioja and particularly a small village at the feet of Obarenes Mountains, Villalba de Rioja) with perspective, criteria, with character and imagination.

WHO WE ARE?



Alonso & Pedrajo Viticultores

The outcome of a close friendship between two families.

We are the first generation, the first in our family to dedicate ourselves to the vineyard and to winemaking. For us the pride is precisely that, to begin this adventure that is changing our way of living and of considering our future increasingly closer to the land, the people, the wine. We hope to be the origin that will allow future generations to say that the cultivation of vineyards has been a tradition in our family.



VANESA

I never imagined that I would end up harvesting our own vineyard, making wine. But from the first moment at the Javier he started to tell me about the Project we could join, I got drunk with excitement. I am convinced that ours is not just another project. Every detail, every gesture, from the vineyard to the design of the label is full of illusion. And so we walk, tightening our belts to buy some barrels, vineyards...



JAVIER

I recognize that my attention in the world of wine was precocious, being a child I was attracted by the devotion with which my father tasted each bottle of wine. When I grew up I learned to see it differently, through the eyes of Alberto who showed me the secrets involved. To grasp life with strength and decide to go in search of a dream. As real, and exciting, as it was demanding. Learning from scratch and enjoying he journey with these 3 partners.



ALBERTO

I arrived in La Rioja attracted by the dream of making wine. And that quest became a way of life. Making wine, together with Gema, Vanesa and Javier, is a real pride. That's why we try to make wines that go beyond the conventional, to risk letting ourselves be carried away by intuition but without losing the sense tat has brought us here.



GEMA

I was born far from La Rioja, in the south, and my relationship with the world of wine is recent but very intense thanks to my meeting with Alberto in 2011. Since then I have been discovering how wonderful and at the same time sacrificing this close relationship with the world f wine is. La Rioja is in my heart and wine has become, together with my family, my two passions.

THE QUEST

We seek to understand and then be understood, because the lack of an objective audience is of little use. We believe in origins, we believe in vine growing for a living, the kind that allowed the vine growers to dedicate themselves to their crops and live off their vineyards. We believe in harvesters who were able to provide diversity for Rioja wines, sometimes brought to life by elementary means, but still held their entire personality. Therefore, we started our pursuit with a goal in mind, trying to find abandoned vineyards or uncultivated lands where there had been vines in years past. Size didn't matter, what mattered where the soil, the location, the features of the environment and realize that it is there where our wines would be born.



WHAT WE MAKE

The wines are not created within the cellar. For us, the best enologist is he who does not intervene, who respects and understands the nature of the grapes he uses for making the wines. The challenge of Alonso & Pedrajo is reflecting the exceptional origins of our vineyards and the singular nuances provided by a particular location in every glass; a commitment with the essence of these lands which we aim to fill each and every bottle with; no crafts, a minimal intervention, guaranteeing grapes are in the limelight at all times. There are no rules or recipes, just observation and respect.



THE SMALL DETAILS



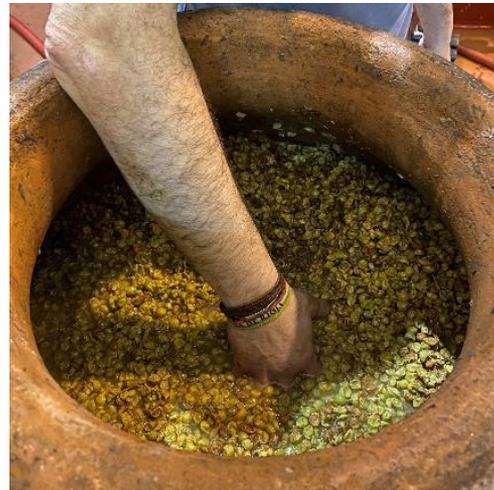
SMALL PLOTS & VARIETALS



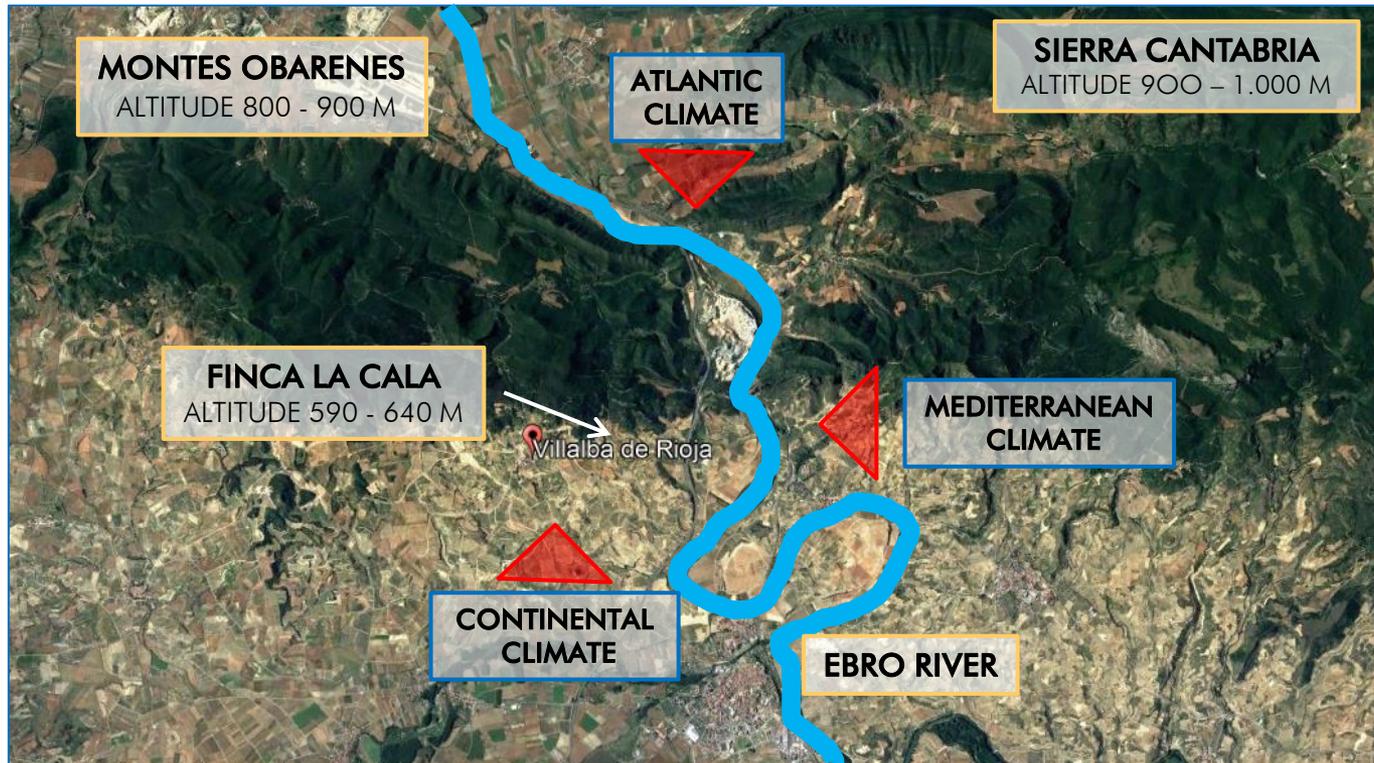
SKIN MACERATION



CONCRETE, CLAY & OAK



RIOJA WESTERN LIMIT, CONFLUENCE OF CLIMATES



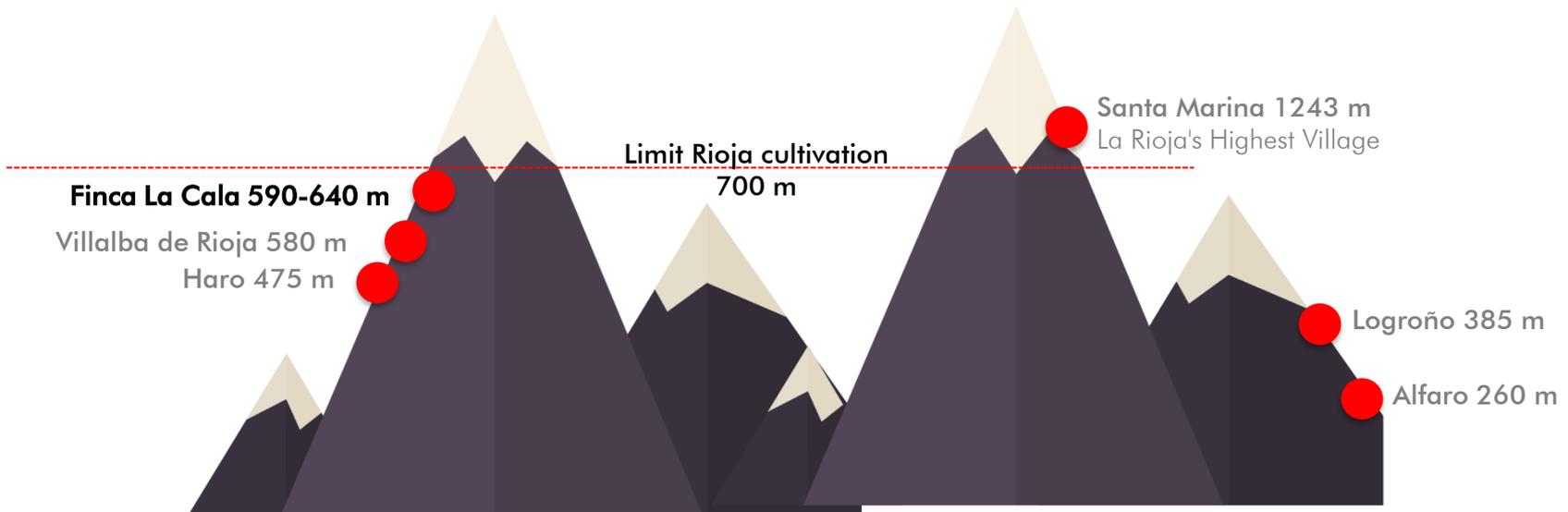
Located at the eastern end of the Obarenes Mountains, close to the cultivation limits, Villalba is characterized by a marked transition between the climates that make up its environment, mainly the continental climate, but also with an important Atlantic influence. Entrance of the Ebro River at its north-western end, which separates Sierra Cantabria from the Obarenes Mountains, its diversity of clay-lime soils provides an exclusive typicality.

LOS MONTES OBARENES, OUR IDENTITY



The Montes Obarenes constitute the last and most southern foothills of the Cantabrian Mountains. They have a model structural relief in the Jurassic style and their maximum height is Pan Perdido, with 1,237 metres. The relief of this area is the structural hinge that links the Cantabrian Mountains and the Pyrenees, forming a unique territory of great beauty and rich landscape.

THE HIGHLAND VINEYARD, OUR EXTREME PERSONALITY



The vineyard in La Rioja is cultivated at altitudes ranging from 325 metres to 700 metres

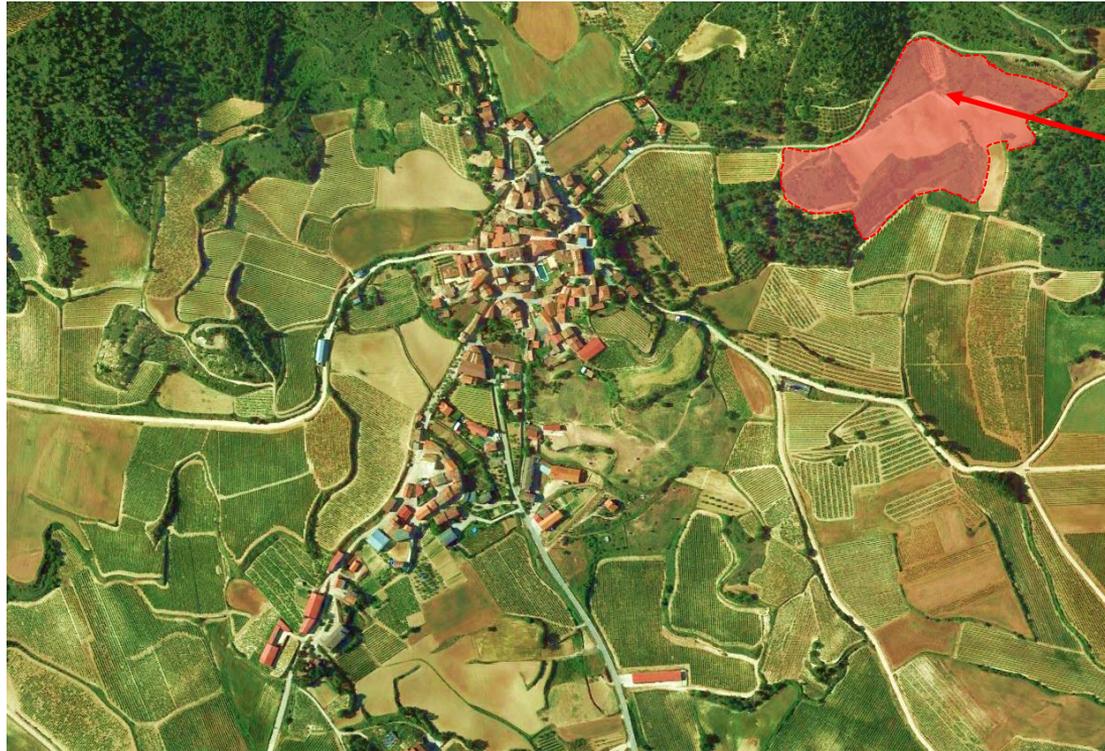


THE NORTH WIND, OUR ALLIANCE



The northern winds, cold and loaded with humidity after caressing the Cantabrian Sea and which would have harmful effects on the vineyards and the grapes, collide upwind with the Obarenes Mountains, forcing them to climb over the obstacle. Once the peaks are reached, the North wind, already partial dry because it has discharged all its humidity, descends the southern slope, to the leeward side, facilitating the ventilation of our vineyards and increasing the thermal amplitude during the ripening period.

VILLALBA DE RIOJA, OUR VILLAGE



FINCA LA CALA

Villalba de Rioja is a singular spot, very special even within La Rioja, its grapes have always been valued in the Haro wineries. In Villalba, wines are still made in the family wineries that were traditionally sold to the Haro wineries, although fewer and fewer winemakers are making wine from their vineyards, opting to market their grapes, which is why there are currently only three wineries that market wines from the village.



FINCA LA CALA, OUR HOME



La Cala is an estate of 5 hectares, which looks out into an open, well-ventilated valley which favours the regulation of temperature and humidity in our vineyards. The estate, protected by the Obarenes mountains from the north wind, opens up to the vineyards of the Haro region as if it were a sea of vines from the protection of the cliffs of our cove. Its rough orography allows us to subdivide it into 7 plots: **La Primera, La Segunda, El Puntal, Los Arenales, Los Tranquilos, La Capitana and La Conda.**

A DREAM THAT IS TAKING SHAPE



"We can seek great places, but the challenge is to create them".

La Cala is precisely that, the determination of 2 families to interact with a unique landscape, to live our dream.

THE WINERY, INTEGRATION AND SUSTAINABILITY



- *RESPECT AND INTEGRATION WITH THE OROGRAPHY AND THE VINEYARD OF THE ESTATE*
- *80% UNDERGROUND CELLAR*
- *NATURAL VENTILATION TAKING ADVANTAGE OF PREVAILING NORTH WINDS*
- *REGENERATION OF EROSION SLOPES OF THE SURROUNDING AREA WITH THE LAND REMOVED FROM THE CONSTRUCTION SITE*



2023, NUESTRA PRIMERA VENDIMIA EN LA CALA



OUR WINES

RESPECT FOR THE HERITAGE

SUAÑE

SUAÑE MELANGE

VALDINERO / TRASPALACIO



INNOVATION & FUN

NAUDA

LA PEQUEÑITA

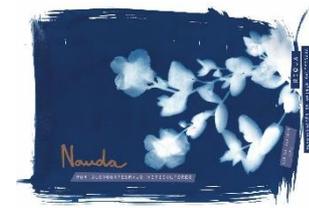
VOLÁ

We currently elaborate **6 lines of wines** of which we commercialize 4. With this diversity we want to emphasize the different aspects involved in the elaboration of singular wines: Wines elaborated under the criteria of the Minimum Intervention but with the Maximum care and detail.

OUR WINES IN THE MARKET

NAUDA : GRAPE, JUST GRAPE, NO MAKE-UP | RAW GRAPE

Nauda is grape, just grapes and nothing more than grapes. Our declaration of intentions about **Minimal Intervention** in Rioja. To listen to what the terroir gives us, to know how to interpret it and to make an honest wine. Without additives, without removing or adding anything, without fining or filtering. There are no rules in the winemaking process, but there is a lot of attention and monitoring. A long maceration with the skins that bring out the personality of the grape and its origin, with the utmost minimum of intervention, until we achieve our purest wine. The label is connected using the cyanotype technique to capture the plants found in each of the plots from which each wine has been made.



LA PEQUEÑITA: THE RETURN TO "COSECHERO" WINE | SINE INTERVENTU

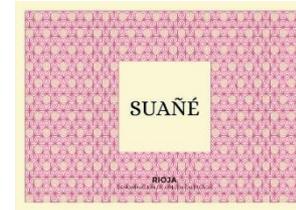
La Pequeñita means "*the tiny one*". It emphasizes the **value of the small things** and of the **small vineyards** dispersed along the La Rioja, where the grapes, due to their limited quantity, are condemned to be mixed for the wine-making process with other batches. Furthermore, **small experimental elaborations** have looked for an alternative path to the most traditional ones. All of this comes from the devotion for the tiny one, with **minimal intervention** in its elaboration, aiming for the spirit and uniqueness of something that was **born to be great**.



SUAÑÉ : RESPECT FOR THE TRADITION | THE ORIGIN

Without forgetting the origin of our wines, that tradition that has brought us here, so are Suañé . This wines are defined from the respect to the traditional aging of Rioja, but seeking to contribute our peculiar way of understanding what today is modern and in the near future will be tradition.

SUAÑÉ: From the phonetic transformation of the French word “Soigné” meaning dedicated and cared for, this is the ethos of Suañé Reserva. Our intention with this wine is to pay tribute to the highly regarded Reserva classic Rioja wines capable of developing outstanding quality with age.



VALDINERO: OUR FIRST SINGLE VINEYARD | IDENTITY

The next step in our project was to locate and classify unique vineyards. Vineyards that, after having been vinified separately for several harvests, we saw their potential and their clear personality. Vineyards whose identity is marked by the change of soil and climate that take place at the beginning of the Obarenes Mountains, on the left bank of the Ebro River as it enters in Rioja, here in the westernmost part of Rioja, in the villages of Haro and Villalba de Rioja. Valdinero is a tribute to Don José, who put us on the trail of our first vineyard in Villalba de Rioja. Don José was a shepherd in his youth, travelling all over the area developing a precise knowledge of his land and vineyards, until he achieved his dream, to cultivate his own vineyards in his village. From his deep knowledge of the environment, from our endless conversations, came the idea of making this wine from one of the estates he owned, Valdinero.



NAUDA



LA PEQUEÑITA



SUAÑÉ



VALDINERO





"SEE YOU IN LA CALA"