



## Meet Luis García

Email address [lgarcia@matarromera.es](mailto:lgarcia@matarromera.es)  
Phone number +1-646-808-4976

### Where are you originally from and where do you live now?

I grew up in Valladolid, the main city in the region where Ribera del Duero, Rueda and Toro are located. Now I live in Madrid.

**What is your role within Matarromera?** I'm the North America Export Manager, so I'm in charge of expanding the presence of our wines in the US and Canada.

**How did you get into the wine business?** My first wine-related job was for the DO Ribera del Duero, acting as "veedor" during several harvests when I was in college. A "veedor" works for a DO during

the harvest to help enforce the DO rules regarding maximum yields and quality control. I was able to meet many winemakers during that experience and got interested in the world of wine. After I finished my Bachelors degree I decided to do a Masters Degree on Foreign Commerce having in mind a future of helping Spanish wine spread across the world.

### What got you interested in Organic wine?

Matarromera has always been a leader in sustainability, so organic viticulture was the next logical step. We were already practicing organic viticulture before we met Ed from Natural Merchants, but after meeting him and learning so much from his passion, organic wines became one of our priorities.

### What is your favorite wine from the portfolio and why?

I love all three Granza wines, I can't choose!

#### EUROPEAN OFFICE:

Cartagena, SPAIN  
[pilar@naturalmerchants.com](mailto:pilar@naturalmerchants.com)

Tel: +34.968.32.15.11  
Fax: +34.902.90.89.61

#### NORTH AMERICAN OFFICE:

Oregon USA  
[ed@naturalmerchants.com](mailto:ed@naturalmerchants.com)

Tel: 1.530.554.2333  
Fax: 1.866.784.0422



**What would you like to highlight about Matarromera?**

What I most admire about this company is how it has become so successful while keeping true to its origin. When our first winery, Matarromera in Ribera del Duero, became one of the most reputed wineries in the area, the easy path would have been increasing the production of that winery fast. But Carlos Moro (Founder and Owner) decided to grow horizontally, opening new wineries in Ribera and other regions, and creating more jobs in rural areas, specially in Valbuena del Duero, the little town where he was born.



**How do you see the future of organic wine and what are the challenges that we will face?**

I have seen organic growing from a little corner in the most hidden shelf in stores to today seeing many retail and restaurant lists focused on organic, but I'm sure that still there is plenty of growth ahead for organic wines. The main challenge is the same we have right now, lack of awareness.

**What do you like to do in your free time?**

I like playing soccer, travelling (even though I travel so much for work!), watching movies and enjoying time with my family and friends.

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