

GUANAJUATO'S Vineyards and Wineries

Land of Wines

Rodolfo Gerschman

Photography Ignacio Urquiza



Guanajuato
Live Great Stories

Secretariat of Tourism

GUANAJUATO'S
Vineyards and Wineries
Land of Wines

Guanajuato's Vineyards and Wineries. Land of Wines

First Edition 2022

ISBN: 978-607-546-446-6

D.R. © Agencia Promotora de Publicaciones, S. A., de C. V.

Avenida Eugenio Garza Sada Sur 2245, colonia Roma,

Monterrey, Nuevo León. C.P. 64700

AUTHORSHIP AND EDITION:

Rodolfo Gerschman

PHOTOGRAPHY AND PHOTOGRAPHIC EDITION:

Ignacio Urquiza

ART AND DESIGN:

Leonardo Vázquez

CONSULTING OENOLOGIST:

Natalia López Mota (Vinograd)

PROLOGUE AND INTRODUCTIONS:

Natalia López Mota

Juan Emilio Villaseñor

José Alfredo Hernández Padilla

INFOGRAPHICS:

Miguel Ulloa

COVER PHOTO:

Ignacio Urquiza y Francisco Lara Sirvent

STYLE CORRECTION:

Julieta Cruz López

TRANSLATION:

Oralia Torres de la Peña

EDITOR OF THE ENGLISH VERSION:

Iván Ríos Gascón

Francisco Lara Sirvent, photos on the pages: 12, 16, 52, 53, 62, 63, 65, 68, 69, 70, 90, 91, 93, 122, 123, 124, 126, 127, 134, 135, 149, 167, 191, 199, 210, 226, 229, 237, 238, 239, 240, 241, 242, 243

Ricardo Vega Cámara, photos on the pages: 17, 125, 151, 158, 208 Camila Vega Urquiza, photos on the pages: 40, 43, 87 Lander Rodríguez, photo on page: 178

DIGITAL RETOUCHING:

Juan Carlos García Díaz

REPROGRAPHICS COURTESY OF:

Colección Museo Soumaya. Fundación Carlos Slim,

Ciudad de México, México

All rights reserved. It is strictly forbidden the total or partial reproduction of this work by any means or procedure, including the graphic reproduction and informatic treatment, photocopy or recording, without the previous authorization from the authors, owners or right holders and the editor.

Printed and made in Mexico

GUANAJUATO'S Vineyards and Wineries

Land of Wines

Rodolfo Gerschman

Photography Ignacio Urquiza







The Wine Industry, Guanajuato's Greatness



Each year, the vine is protected from the upcoming winter. Its vitality lasts dormant until it returns with strength during the spring. Its resilience is, perhaps, the most adequate metaphor for our times. It is also for our state's economic dynamism and its capacity to reinvent itself.

The book you have in your hands, “Guanajuato's Vineyards and Wineries. Land of Wines”, is a way to celebrate it.

Its content describes the development of the wine culture in Guanajuato, activity that picks up a tradition started during the Colonial times, and that restarted with force in the last few decades until it became an important nutrient for the productive root of the state.

The wine industry contributes to the strengthening of our economy and its place between the firsts of the country.

Its input impacts several areas. In agriculture, it incorporates new lands for the vine –crop that has, among its virtues, the moderate use of water–, while it introduces, both in that sector as in the industrial one, technologies that are updated and stimulate the creation of other productive activities.

The wine industry has a direct impact on tourism too, which in the past years has translated into the construction of infrastructure designed to receive the growing number of visitors that comes to taste our wines and enjoy the stroll among the vineyards.

That is how our strong wine tourism started, with its invaluable stimulus towards the permanent service improvement, the creation of qualified workers and the protection of the environment.

It was necessary to portray that landscape that integrates wineries, vineyards, hotels, restaurants, awarded chefs and oenologists, as well as entrepreneurs willing to explore new territories.

I celebrate the publishing of this book. It is an instrument to announce, through photographs and stories, this new reality that has germinated, grown and consolidated throughout the last years.

Come to see it and live great stories in Guanajuato.

Diego Sinhue Rodríguez Vallejo
GOVERNOR OF THE STATE OF GUANAJUATO



The Wine Industry Boosts Tourism



Through this book, the Tourism Secretary of Guanajuato wants to share the wine culture development in the state, with the integration of wine tourism as one of their most potent engines.

In the last decade, over 40 new wine projects have started, out of which around 30 already have their wines on the market, generating, at the same time, proposals that integrate to the touristic offer of the state.

The multifaceted character of Guanajuato's reality nurtures tourism. Cities like San Miguel de Allende and Guanajuato are —and have been for decades— places that are distinguished in the Mexican tourist offer. The city of Leon grows each day, attracting inversion and summoning business trips.

Boosted by these tourist flux, the gastronomy and hospitality industry developed. Wine culture adds strength to this impulse, not only for the quality of the wines offered, but also for the attractiveness of visiting vineyards and wineries.

The enterprises have developed an extraordinary culinary and hospitality offer, treated with chefs and expert sommeliers in their installations. Visitors enjoy parties that blossom around the vineyard's growth and the grape's maturity, just as harvest festivals.

In this book, readers will know how wineries answer to the challenge of a new reality, with restaurants and hotels gifted with the highest quality standards. Their creation will encourage, without a doubt, more investments in that sector, which still has a lot to offer in the state.

Just as the wine industry is a beautiful reality in Guanajuato, so is the hospitality industry that has grown in its environment, and that we generally call wine tourism.

The Tourism Secretary will continue supporting the promotion of the wine industry and tourism, recognizing in them two aspects of the same reality: Guanajuato's development and its placement as a Land of Wines.

Guanajuato, Live Great Stories.

Juan José Álvarez Brunel

TOURISM SECRETARY IN THE STATE OF GUANAJUATO



LETTER FROM THE AUTHOR



The Discovery

This book is a journey, several journeys, condensed into hundreds of pages. It began a little less than a year ago and, like any initiation, it started with an incomplete, perhaps distorted, idea of what we would find. Years had passed since my previous visits to Guanajuato and Nacho was much more assiduous, but neither of us expected any surprises: we already knew something of its vineyards. Something, I say, because now we know that even if we were to list them all in the most scrupulous way, we would inadvertently omit that new winery that has just had its first harvest or the other that has just wrapped the roots of its first vines in the fertile soil of some corner of Guanajuato.

Right now, while you are reading these lines, dear reader, there is a farmer or a city-dweller —guanajuatense or not— who is thinking of launching his new project in the state. Someone who, calculator in hand, is exploring numbers to reach the magic figure that will turn him into a wine producer. The truth is that Guanajuato is experiencing a wine boom. The north of the territory is populated by vineyards. San Felipe, Lago de Morelos, Sangre de Cristo, San Diego de la Unión, San Luis de La Paz and Mineral de Pozos added or are about to add their names to those of San Miguel de Allende and Dolores Hidalgo —a commemorative plaque of pioneers for them— in the great story of the history of wine in the state.

What motivates them? Why Guanajuato? In the following pages you will find answers. Guanajuato's terroir, which conditions differ from many classic wine regions of the world, is generating exceptional wines since its adanism. *Earth, Water and Light*. Those are the names we have given to our first chapters to highlight these unique conditions. Nature has surrounded the vines with attentions and they live a great romance with their environment. Yes, there have been discoveries, happily many, and this book is the illusion of sharing them with you.

Rodolfo Gerschman



PROLOGUE



A gaze towards the consolidation of Guanajuato as a land of wines

Natalia Vázquez Mota

The vine is a cultivation that allows a very particular and intimate bond with the earth. It values human work in symbiosis with the ecosystem by transforming its fruits into a highly sophisticated and delicate drink. Wine is a sheet of musical notes that translates the patterns of the environment into decipherable information through each of our senses. As the ferment is the result of an annual cycle, each wine is also some kind of almanac for the region.

Each bottle has the potential to condense how the year was at a certain place. Wine talks to us. We can know about the sun, rain, earth, the mountains, and the river's influences. We can also meet, through the personality of each wine, the technique and relationship of the producer with their craft.

What makes us talk about a wine region, at first, is the presence of wineries and vineyards in a territory. Each producer is a representative and interpreter of their environment. The diversity in propositions is wealth for the inhabitants and visitors. However, what enriches each region in the wine world happens over time.

When we have a diversity of propositions, imbued with respect to the craft and time, a collectivity and human tissue is formed, among the producers first and, when the region

has matured enough, it intertwines with the environment, culture, history, and context, too. We can always keep tasting the personal identity of each producer, but the time comes in which we can also start tasting, in each glass, the cultural influence, creativity, the traveler's and the inhabitants' influence; a live collective voice is created that feeds back from its environment, and that is the moment in which a wine region becomes unique.

The vine's cultivation in Guanajuato's soils has had a long and intermittent dialogue for over 500 years. For several historical reasons, it took time to bloom in other ages in our territory. We're living through the first and most relevant decade of vine cultivation in our land for the wine's quality and the depth of the understanding of our lands. We're writing history.

We're living in a very relevant stage of the development of this vinicultural region from the efforts and collective dreams of some pioneers in the region over 20 years, which paved the way to new sets of producers in the last decade. The sum of all these bets and experiences is already fruitful, convertible into wines. We can drink our learnings. We have access to patterns that allow us to decipher our territory from other angles. The collective experiences are a legacy.



“I like to think that wine nurtures our roads to reach the archeological sites and in the visibilization of the work by artisans, cooks and local cultural projects.”

Guanajuato is a state that invites people to love it, defend it, travel it, live in it and take care of it. It’s a land with a unique richness and represents a heart of Mexico that also requires revindication. The incorporation of vine cultivation to the territory is a possibility to nurture, from another angle, our bond with these lands. The vine cultivation and wine production are slowly incorporated to the social and cultural fabric of the state, inspiring a new agricultural vocation around the cities and *Pueblos Mágicos*¹.

The axis that sustains the weather’s viability for the vine cultivation in the State is in our watersheds and our rivers. At this point of the development of our viticulture region, it’s relevant to explore our successes, understand our limits and look for the biggest sustainability of the cultivation in our lands, guaranteeing its input to the social, cultural, economic and ecologic fabric. We know that our environment conditions the wines of each region, and that each one has a unique personality. By knowing the particular characteristics of each personality and seeing the varieties as a whole, we’re learning to be a collective: different producers with the same purpose, synchronizing to one rhythm.

To have beverages that are alchemy and translation of our environment is the possibility to take our conversations to our tables. The production of wines worthy of the local

gastronomic creativity is already a responsibility, a goal and an inspiration to some producers, it’s part of a symbiosis that begins to have a discourse.

Wine tourism joins the routes and stops to invite our visitors to travel inside the state. Each cellar is an experience by itself, and provides, at the same time, an opportunity to bond with their surroundings. I like to think that wine nurtures our roads to reach the archeological sites and in the visibilization of the work by artisans, cooks and local cultural projects. That it motivates travelers to know the name of our mountains and our rivers, and awakens the curiosity to understand more about our local flora and fauna. To take home wine experiences is to take a bottle at a time, a liquid memory of the encounter with Guanajuato.

This book presents, from a beautiful narrative and gaze, the collective effort of our region. It gathers the visions from different actors that participated in the history of what we can call today a wine region. This collection represents the governmental efforts and from each of their representatives too, along 20 years of history to support different private efforts’ channels and allow their vinculation with the State.

The stories, texts and images shared here consolidate a highly relevant work that was necessary to achieve at this point of our life as a wine region, in order to record and share what, up until now, we’ve understood as producers, giving the reader a guide to keep exploring, with a deeper understanding, the diversity that today builds the wine scene in Guanajuato. ♦

1 *Pueblos Mágicos* is a touristic program created in 2001 by the Mexican Secretary of Tourism to recognize cities or towns in the country that actively protect and guard their cultural wealth.



Manuel harvesting at the San José Lavista winery.



The wine of our land

We're surrounded by saws and blessed by the richness of a splendid land

Chef Juan Emilio Villaseñor

LA COCINOTECA, LEÓN

W

e live in one of the most generous regions in Mexico, with the exact sun hours and amount of water to produce what we need and more.

We find ourselves in a privileged location, valued like that since its first inhabitants. The natural conditions of this geography, right at the center of the nation, are unbeatable. Here, the land has always given fruit. We dominated our flows, we learned to work and to take the right amount of the seasons to sow, reap and inhabit in a huge orchard that can't stop giving.

We have an ancient history in which very different cultures have intertwined. We're artisans, farmers, breeders, tanners, miners, artists, industrials, cooks, and we love to enjoy the fruits of our labor.

Five centuries ago, the first vines arrived. Since then, grapes and wine entered our lives. Although history confirms us among the wine regions with the deepest roots in the continent, it wasn't until a few decades ago that the most nutritious and interesting chapter of viticulture in Guanajuato was being written. Today, our branches are in very good shape.

Our land's vineyards and wineries have given huge efforts to honor this country's cuisine, particularly the one in the central highlands, which, from its characteristics, will

always appreciate a wine's company. The enterprises have invested a lot of money and have promoted important resources for investigation. There has been hard work to honor our history and traditions from the cultures we owe ourselves. Guanajuato's wineries, concentrated in less than a dozen of regions, have studied the original and agro climatic conditions of areas like Jaral, León, Dolores, San Miguel, Salvatierra or San Felipe, to make things properly. There's planning and the goals are being achieved. Areas like Commonfort are being recognized for their development, and new areas like San Francisco del Rincón are being opened. In rural extensions close to the capital, different varieties are being sowed and made into wine with notable results.

Many labels from our land have been rewarded and, most importantly, each year they become favorites among the customers. Guanajuato can boast of providing an excellent offer to a rising and more formidable demand. This last thing, with the businessmen's daring actions, have created an interesting gastronomic tourism offer, encouraged by wine tourism.

Guanajuato is one of the country's states where contemporary cuisine has had a greater evolution. Currently, over twenty vineyards offer activities to receive the tourist, along with the lengthy list of restaurants in León, Guanajuato.





to, San Miguel or Dolores Hidalgo that have gained good national and international fame due to their highlighting cuisine, service and design. Here we eat very well and, thanks to the influences that add up to the ancient recipes and ingredients, we have a diverse, tasty and essential cuisine.

We're aided by a variety of vegetables, fruits, legumes and cereals, along with extensive cattle, sheep, pig, poultry, and goat farming. We have wild species and huge land extensions in full production; we're even provided with vegetable patches and farms that produce according to what restaurants and cooks need, with an amazing quality. We make mezcal, we're good on tequila, we make competitive beer and we're now considered among the main wine regions in Mexico. Today, our land's wines are good and will be even better. We still have land to plow.

I invite you to taste our food, especially that which remains close to the traditions that strengthen us. Delight yourself with our centenary recipes and with the dishes that we've designed from the ingredients that the region provides. Combine the flavors from our kitchens with our wines. Guanajuato's wine is an act of congruence, as it is to eat and toast with our wines and those from other Mexican regions.

Drink our history, enjoy a glass that will tell you about the lands, the skies and the people that made them.

We have powerful wines that express what the weather has taught the vines. There are wines with good acidity and fruitiness that fascinates thousands of enthusiasts. We live in a place that awaits for eating and toasting like few. Guanajuato creates the opportunity to meet new places and taste products with distinctive characteristics. Treat yourself tasting a wine that has been portrayed from its very first steps, from the selection of land and the vine until the glass and its sensations. Relax and taste it; the wine is to enjoy and share. From your home or from ours, the purpose is to say "cheers", lots of it. We want to be your hosts. We await for you here with tasty cuisine, a corkscrew, a couple of glasses and a bottle at the perfect temperature and moment.

To drink wine from Guanajuato is to honor our homeland. ♦



José Agustín Arrieta Fernández (Santa Ana Chiautempan, Tlaxcala, Mexico, 1803 – Puebla, Puebla, Mexico, 1874). Cuadro de comedor ('Dining table'), 1864. Oil on canvas. Wooden frame with marquetry applications. Signature: A. Arrieta of 1864, at the bottom center. Guillermo Tovar y de Teresa Fund. Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.



THE PAST OF GUANAJUATO'S WINE



The vineyards during the New Spain era

José Alfredo Hernández Padilla

The wine culture's heyday in the state of Guanajuato is a reality of the past half century, but its history refers to the Conquista, when the Spaniards planted the first vines in New Spain. Hernán Cortés promoted their cultivation, as documented in the "Cartas de Relación", where he informed King Charles I about the progress that the wine industry would bring to the new lands.

With his gaze fixed on the recently conquered lands, Hernán Cortés signed the 1524 Ordenanzas (rule or law), which forced the expansion of vineyards: "any neighbor that had repartimiento (distribution) Indians must be forced to place in them, each year, with every hundred Indians that they had for distribution, a thousand branches, even if they are from the plant of their land, choosing the best one they can find. It is understood that they must be placed and have them well weighted and cured, so they can fructify, said branches can be placed wherever he likes, without injuring others, and place them each year, as said, in the times that are convenient for sowing, until it reaches an amount of for every hundred Indians five thousand strains; if during the first year he doesn't place and cultivate them, he must pay half a golden mark, that having in the land vine plants from Spain that can be done, must be obliged to ingest the strains that they had from the plants from the earth".

The landscape was transforming with the first vineyards, not only in what is now Mexico City, also in the regions of Villa de Carrión (Atlixco, Puebla), in Antequera (Oaxaca) and in some Castilian populations of the New Kingdom of the Western Indies, which was named the "New Spain of the Ocean sea" and that, in other places, it included the lands that today form the state of Guanajuato.

Around 1522, expeditions left towards what today is Michoacán. While passing through Guanajuato's territory, they occupied lands in the name of Hernán Cortés, who soon enough would allocate the first encomiendas² to Juan Riobó, Diego Hurtado, García Holguín, Pedro de Sotomayor and Francisco Morsillo, among others.

As part of the expansion campaigns of the domains, the first religious orders were established with the double duty to evangelize the populations that they find through their journey and plant the vine with the objective of producing wine to consecrate.

In 1526, San Francisco de Acámbaro was founded in the lands of Pedro de Sotomayor and then in Hernán Pérez de Bocanegra's. The importance of those areas results from

1. The "encomiendas" was a Spanish laboral system that rewarded conquerors (or "conquistadores") with the labor of particular groups of conquered non-Christian people.



Novohispanic anonymous. Real de Minas del Salto of Guanajuato of New Spain, c 1817. Oil on canvas. Wooden frame with golden leaves application. 62.8 x 83.8 x 1.5 cm; with frame 76.1 x 97 x 4.5 cm. Inscription: «Real de Minas del Salto/ in Guanajuato. from New/ Spain. Explanation/ 1. Mayor's house./ 2. Troop's barracks./ 3. Main Plaza./ 4. Ore benefit./ 5. Mineral de Plata./ 6. Neighbors' houses/ 7. Wheat mill / 8. Road in Guanajuato/ 9. Ore wash./ 10. Mountains from the mines», up at the left. Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.

the vineyards that the religious orders established. The Franciscans were the first to establish and then, a few years later, the Augustine order.

The villages on the side of the routes at that era were growing, and by 1547, after the discovery of silver deposits in Rayas and San Bernabé, in Guanajuato, the vine became greatly popular after supplying the mining operations and the soldiers that fought against the Chichimecas, a conflict that extended until the end of the XVIth century.

Amidst the confrontations with the native population, the populations of Celaya, León and Salamanca were founded. Since the conflict extended for years and the constant demand of groceries was growing due to the new cities, the production of food in the haciendas became necessary.

The growth of crops during the second half of the sixteenth century included the vine, both in table varieties

as those destined for the fabrication of wine and grape preserves, very appreciated at that time. The vineyards, however, couldn't produce enough to meet the demand, which was covered with grapes and broths brought from other regions.

Most of the vineyards were for family consumption, which explains its reduced effect facing the growing demand, except in the lands of Hernán Pérez de Bocanegra y Córdova, in Guanajuato's oriental area. Within their vast properties, the area of Apaseo el Grande was notorious for having the first productive vineyard, the first in Guanajuato. Its existence was documented in Marqués de Villamayor's book, written in 1679, and in the master José Buenrostro's monograph about Apaseo.

The Apaseo el Grande agricultural properties were the home of the state's first vineyards, which is told in a chronicle from 1679: "...in the residence called Apaseo, where Mr.

Hernán Pérez de Bocanegra y Córdova has a vineyard in the valley below, from the spring until where water from that river is consumed, that would be a thousand strokes long, and a width of two hundred and fifty: and everything was sold, with its waters, entries and exits”. From those first vineyards in Apaseo el Grande, which start the history of Guanajuato’s wine, we don’t know precisely to whom the production was destined for.

Ecclesiastical contributions

Both *encomenderos*² as the religious orders played an important part in the region’s wine growth. The orders of Franciscans and Augustines were established with the convents and, around the end of the sixteenth century, the Jesuits. The former had the most notable activity, as they produced wine for both their consumption and eucharists as well as for commercialization in mining zones.

Some other orders, like the Brothers Hospitallers of Saint John of God, Dieguinos, Dominican, Bethlehemites and Camillians, were gradually established in the area during the sixteenth century and, after the seventeenth, created orchards and vineyards in which they used native labor.

The Jesuits didn’t limit themselves to the evangelization of native population and make them work the lands; they also educated them in taking care of the vine to produce better wine. The Order turned the wine activity into a source of income, and brought a time of prosperity that extended, at the end of the sixteenth century, to the town of San Luis de la Paz.

Around the third decade of the century, the Jesuits had over 15 thousand plants in their vineyards. In their wineries, they kept a good number of bottles and bota bags with wine from the region. This bonanza extended along with the expansion of the religious order to places like Celaya, León and Guanajuato, places in which the vine growth increased, although with less relevance, than the one achieved in San Luis de la Paz.

The wine production in Guanajuato, especially in San Luis de la Paz, got to compete with the production in Pa-

rras, Coahuila, both placing themselves as the two main wine regions in New Spain, above Puebla, Mexico City, Toluca, Alta and Baja California and Sonora. Additionally, Guanajuato was one of the few places where the restrictions imposed by the Spanish Crown at the end of the sixteenth century weren’t applied. King Phillip II wanted to keep the Spanish wine monopoly, instructing the viceroys in 1595 to forbid “planting vines in the Western Indies” and to “not give license to plant again nor to repair those that were ending”, which was reinforced by Phillip III in 1610 and by Phillip IV in 1628 and 1631.

Safe from the prohibition, the growth remained constant until the Spanish producers pressured the Crown to forbid the wine and distillates production in their American territories, except those that were meant for the church, which was made effective with an edict in 1699.

However, the friars ignored this proclamation and maintained the wine commerce with miner communities nearby, like those in Xichú, Comanja, Guanajuato, La Luz, Sangre de Cristo and even some went further, like the ones in Bolaños or Santa Fe, which is now New Mexico. Fray Francisco de Ajofrín’s “Travel journal to New Spain” mentions

The wine production in Guanajuato, especially in San Luis de la Paz, got to compete with the production in Parras, Coahuila.



2. The “encomenderos” were the Spanish conquerors that were granted with an encomienda by the Crown.



In their wineries, they kept a good number of bottles and bota bags with wine from the region. This bonanza extended along with the expansion of the religious order to places like Celaya, León and Guanajuato.

that “there are vines and wine production in Salvatierra, just as in Salamanca and Irapuato, there are good and abundant vineyards. In San Miguel el Grande and in the Pueblo de Dolores there are also grapes and some wine production”.

However, the friar doesn't think their quality is comparable to European wine. In a text that can be considered as the first wine criticism in America, he's unforgiving, adding: “The grape is very good but not as seasoned as in Europe, and it always retains some unpleasant sour taste; in my opinion, it comes from the low vineyard cultivation and not knowing how to time its labor”.

The Jesuit expulsion and the wine deceleration

After a century of progress in vine cultivation, the Jesuit influence ended in 1767, when King Charles III ordered the expulsion of the religious order from Spain and its colonies. Viceroy Carlos Francisco de Croix's emissaries, accompanied by an army guard, informed in the Jesuit missions that “by order of King Charles III you are, from this moment, incommunicado and would have to leave Spain, without any

belongings other than the breviary, the clothes on your backs and the money belonging to each one.”

With the order's expulsion, the agricultural education regarding the vineyard's care for the Natives was paralyzed. To more detriment of the vine, in 1774 King Charles III remembered the prohibition of planting new vineyards and gave that embargo, in a royal edict from January 17th, the characteristic of “absolute”. As a result, the cultivation was mostly abandoned, with exception of some plantations, and the wine production in Guanajuato resented this blow.

At the same time, Spain's wine kept entering in great quantities. In 1792, a new mayor arrived in Guanajuato, Juan Antonio de Riaño y Bárcena, who reactivated the interest in the vine cultivation and its later transformation into wine. At that moment, some producers were only in areas like Celaya, Villa de San Miguel el Grande, San Felipe and Dolores.

In 1796, the fabrication and sale of hard liquor, aguardiente and *chinguirito*³, was liberated in the area of Aguascalientes. Historian Lucas Alamán pointed out that, until that moment, “vineyards had advanced a lot in several areas, especially in Parras”. In that same year, King Ferdinand VII gave permission, according to Alaman, “to plant other new vineyards in the Guanajuato province, who's mayor favored this kind of industry, which was also rising in the province of San Luis Potosí”.

At that moment, facing the Spanish wine monopoly and the consequent restrictions, the vineyard owners preferred to sell the fresh grape or as uvate, a thick grape preserve that is made by heating them up with the must until it becomes like a syrup.

On May 11th, 1803, the royal edict to approve the licenses given by the viceroy Miguel de la Grúa Talamanca, Marquess of Branciforte to José Joaquín Márquez, Fernando Movellán and Ignacio de Celis on July 28th and August 4th of 1796 for their vineyards in the Plancarte hacienda near Celaya and the royal lands bought in Tetela del Río was published in the Gaceta de México (volume II, num. 36, inv. 290).

The permission encouraged them to bet for the vines in the Guanajuato Intendant and increased the existing cultiva-

3. The *chinguirito* is a kind of aguardiente or hard liquor made from sugar cane, it usually has a very bad quality.



Daniel Thomas Egerton (London, United Kingdom, 1797 - Mexico City, Mexico, 1842). Guanajuato [Mexico], 1840. Colored lithographic print with watercolor and gouache. Wooden frame carved with paste and golden leaves applications 41.5 x 58.6 x 0.2 cm; with frame 80.9 x 98 x 6.2 cm. Signature: D.T. Egerton.1840, below at the left side. Inscriptions: Guanajuato, below at the left side. Guillermo Tovar y de Teresa Fund. Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.

tions. Mayor Riaño supported the criollos so they could plant in San Miguel, Dolores and Guanajuato. Among the characters that piqued their interest for the vine cultivation was priest Miguel Hidalgo, who promoted the production in Dolores and taught the winemaker job among the population.

What's controversial from priest Hidalgo was supposedly born from the education he gave to the natives in hopes to improve their job and their social condition, along with the preference for French literature (forbidden by the viceroyalty, according to Alamán), which promoted Dolores as a town with liberal ideas. The destruction of the vineyards by the viceroy's troops can be explained by that reputation.

The viceroy's troops got the order to destroy all the vineyards in the region. The rigorous application of this demand, particularly with priest Hidalgo's vineyards, is seen as one of the provocations that lead to the start of the inde-

pendence movement, with the famous episode of the *Grito de Dolores*⁴.

Resuming the road towards today

After independence, several initiatives appeared with the objective of recovering and replanting the vineyards. One of them was the imposition of a tax greater for foreign wines over national ones. In 1843, during Antonio López de Santa Anna's regime, the Agricultural National School was founded in Chapingo, which attempted to favor the spread of the vineyard and other cultivars.

4. *The Grito de Dolores*, or Cry of Dolores, is considered as the starting point of the movement for the independence of New Spain (later renamed as Mexico) from Spain.



José Agustín Arrieta Fernández (Santa Ana Chiautempan, Tlaxcala, Mexico, 1803 - Puebla, Puebla, Mexico, 1874) Cuadro de comedor ('Dining table'), c 1840-1860. Oil on canvas. Wooden frame with paste and golden leaves applications. 62 x 86.7 x 2.8 cm; with frame 107.7 x 132.7 x 13.6 cm. Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.

Wine production faced a new challenge too: the competition with cheaper beverages, like mezcal and other spirits, coconut wine, chinguirito and pulque, and it had to face another coup when the church, which was still the biggest owner of existing vineyards, suffered in 1857 the expropriation of their goods and properties by the State.

What was left of the wine industry arrived, very diminished, to the beginning of the XXth century. At the end of the XIXth century, however, Italians Fabián Garbari and Rafael Gamba brought back to life the vineyards at an estate that had belonged to the Jesuits, in San Luis de la Paz. The production was small and had good quality, which made the sales grow fast enough to have to buy grapes from other states to supply the demand.

After Garbari's death, the enterprise changed its name to *Vinícola Rafael Gamba e Hijos*, and received a strong im-

pulse due to the wine shortage provoked by the First World War. For decades, they were white and red wine producers, as well as fortified wine —sherry, muscatel, malaga, port— and distillates, specially grappa and brandy; they supplied the churches with consecrated wine, and some of their products won awards in France and Italy. The vineyard was active for three generations of the Gamba family, until its closure in the decade of 1970.

The arrival of Catalan Juan José Manchón Arcas to Dolores in 1975 started a new era. He was born in Vilanova, in Penedès, and before arriving in Mexico he worked at the Codorniu winery, in Sant Sadurní D'Anoia, and also in Chile. In the country he broadened his knowledge at a Zacatecas ranch before arriving in Dolores, where he started making homemade wine in 1978 with his friend Ignacio Vega, owner of the neighboring ranch.



Mexican anonymous. Los rancheros. Vista general de Zacatecas ('The Ranchers. General view of Zacatecas'). [From Carl Nebel's (1805-1855) characters in his book 'Picturesque and archeological journey over the most interesting parts of Mexico, 1836, Paris, France], c 1836-1850. Mosaic with feathers, gouache, oil and dry cake over paper. Wooden frame carved with paste, red varnish and golden leaves applications, 31.2 x 42.6 x 0.02 cm; with frame 50.7 x 62.4 x 7.7 cm. Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.

In his ranch, Ignacio planted the first vines at the end of the 1980 decade. His son, Ricardo, partnered with Juan José's son, Juan Manchón, who followed his father's footsteps by finishing an oenology doctorate in Valencia. That was the beginning of Vega Manchón, a formal winery project that today is known by Cuna de Tierra, an ever-growing brand.

This project's success relaunched Guanajuato's viticulture by inspiring other businessmen to follow their example. The landscape was deeply transformed and at a great velocity. Guanajuato now has 450 hectares of vineyards, around 30 wineries already have their wines at the market, and at least another 20 have begun planting with the same objective. ◆

The arrival of Catalan Juan José Manchón Arcas to Dolores in 1975 started a new era.



Wine history and establishment in Guanajuato region



Royal edict that forces encomenderos to plant 1,000 vines for every 100 granted indigenous people.



Starting from the XVIth century, Guanajuato was integrated into the Camino Real Tierra Adentro, the most extensive commercial route of the world at its time, with 2580 miles.



Independence. Burning of Hidalgo's vineyards by the colonial army.



1524



1550



1793



1810



The fall of Tenochtitlan.



Discovery of silver deposits in San Bernabé and Rayas, both areas integrated into the Colonial Roads circuit.



It forbids planting new vineyards, unless the wine production is destined for the eucharist and other exceptions.



Miguel Hidalgo moves into the town of Dolores.



The first winery, called San Luis Rey, is created in San Luis de la Paz





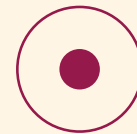
Porfirio Díaz. During his presidential period, over 1,000,000 vines in the Hacienda de Roque in Guanajuato.



Angelorum. The first fortified wine was born in Guanajuato, authorized by the Mexican Catholic church for consecration.



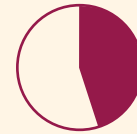
Catalonian Juan Manchón Arcas starts to make vin de liqueur in Dolores Hidalgo.



50
Planted hectares



8
Wineries



450
Planted hectares



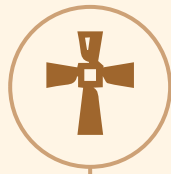
45
Wine Projects

Ettore Apollonio and Remo Stabile start the wine production in San Miguel de Allende.

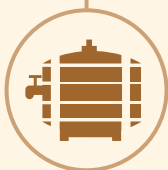
75%
of productivity
Museo del Vino in Guanajuato



1900



1913



San Luis Rey is transformed into Gamba e Hijos with the incorporation of the Genovese immigrant, Rafael Gamba.



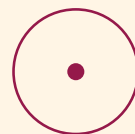
1960-80

Vineyards are created near San Miguel de Allende and Dolores Hidalgo, with a grape production for fortified wines.



1978

First sowing in Cuna de Tierra in Dolores Hidalgo



10
Planted hectares



2
Wineries



250
Planted hectares



18
Wine projects





Daniel Thomas Egerton (London, United Kingdom, 1797 – Mexico City, Mexico, 1842). Guanajuato [Mexico] c 1840.

Oil on paper. Wooden frame carved with paste and golden leaves applications, 44 x 53.8 x 0.3 cm; with frame 71.9 x 81.7 x 6.8 cm.

Museo Soumaya Collection. Carlos Slim Foundation, Mexico City, Mexico.



GUANAJUATO'S Vineyards and Wineries

Land of Wines

I
LAND

II
WATER

III
LIGHT

IV
THE JOURNEY

V
PROTAGONISTS

VI
GUIDE TO THE WINERIES
OF GUANAJUATO





CONTENTS

I LAND ♦ 37

The subtleties of the terroir

Dolores Hidalgo and San Miguel de Allende
Clay, Sand and Silt

II WATER ♦ 75

The uncertain balance

The vine's austerity

From San Miguel de Allende's side

III LIGHT ♦ 109

Photosynthesis, origin of life

The solar skin

Enfolded in light

The matured vines

IV THE JOURNEY ♦ 143

The museum and the routes

The weight of restaurants

The subdivisions of wine

Harvest festivals

V PROTAGONISTS ♦ 203

VI GUIDE TO THE WINERIES OF GUANAJUATO ♦ 243





I

◆ LAND ◆



To me its fascination is that so many other subjects lie within its boundaries. Without geography and topography it is incomprehensible; without history it is colourless; without travel it remains unreal.

◆ Hugh Johnson, foreword in *Monks and Wine*,
Desmond Seward, Lume Books 2020.



Sunset at Viñedos de los Senderos, from the La Santísima Trinidad group, 1.8 miles from San Miguel de Allende.



The land says what wine is; it is not about a beverage that plants its roots in the planet's matter as an equation traced on air. During its journey in the plant and its fusion with the ground, with the hot and cold waves, the sun and its absence, rain, the barrenness's severity and the morning dew, the fruit draws the wine's character. Guanajuato's wine grew respecting that rule and in the proper order: first the land, then the fruit and, much later, the wineries. Winemakers began by being growers: planting. Since then, they give life to the terroir, they create evidence of lands and weathers, they make wine to reveal its richness. "Terroir": French word that expresses as much as what it hides. At a first glance, it tells what it is, but no: whoever wants to tie the word to its etymology would diminish its meaning. "Unlike other products, where the wine comes from is the whole point", wrote the famed wine writer Hugh Johnson to locate its inevitable origin in the land and in the complex elements that define it. "The whole ecology of the vineyard: every aspect of its surroundings from bedrock to late frosts to autumn mists, not excluding the way the vineyard is tended, not even the soul of the vigneron", he enlists. On the other hand, writer Jancis Robinson isolates the concept of hu-

man factor to place it at the end of the skein. "By defining terroir more narrowly, we can better appreciate the extraordinary relationship the vine cements between constant, unyielding Nature and those mercurial, rebellious creatures who seek to capture her in a glass of wine".





Foehn wind with fog in the Guanajuato landscape. The Sierra Madre Oriental, The Occidental and the Trans-Mexican Volcanic Belt offer the vine a privileged terroir.





Tendril that uses the vine to grab the wire trellis.

Access to Cava Garambullo.

Guanajuato's terroir is the volcanic earth and the sandbank, gravel, and red and black clay, the mud that sinks the feet and the grains of sand that only marks their footprint, the plain and the slopes in the hills; the angle in which the sunlight falls over the vine's leaves, too, and the intensity of the radiation with its sugar sequels in the grapes; the heat of the summer, the cold in the night that slows down the metabolism and protects the acidity, the rains that refresh the air, keeps the roots alive and the earth's temperature, the winds that disperse that freshness and releases the plant from fungi. Wine is the expression that sets these stimulus storms and, at the same time, it acts over the scenario that incubates them. The State starts to experiment its dynamic, submissive to its whims. Inside the lands, beyond the roads, the fields become filled with vineyards, whose perfectly symmetrical lines, sometimes curved by the slope of a hill, cover the agricultural areas. The vine fights for space among the mountain chains —the Sierra Madre Oriental, the Sierra Madre Occidental and the so-called "Transvolcanic Belt"—, whose elevations contract and dilate the field as a body dressed in green and ocre. The Mexican Plateau covers half the state and, at the same time, one of its halves, the northern one,



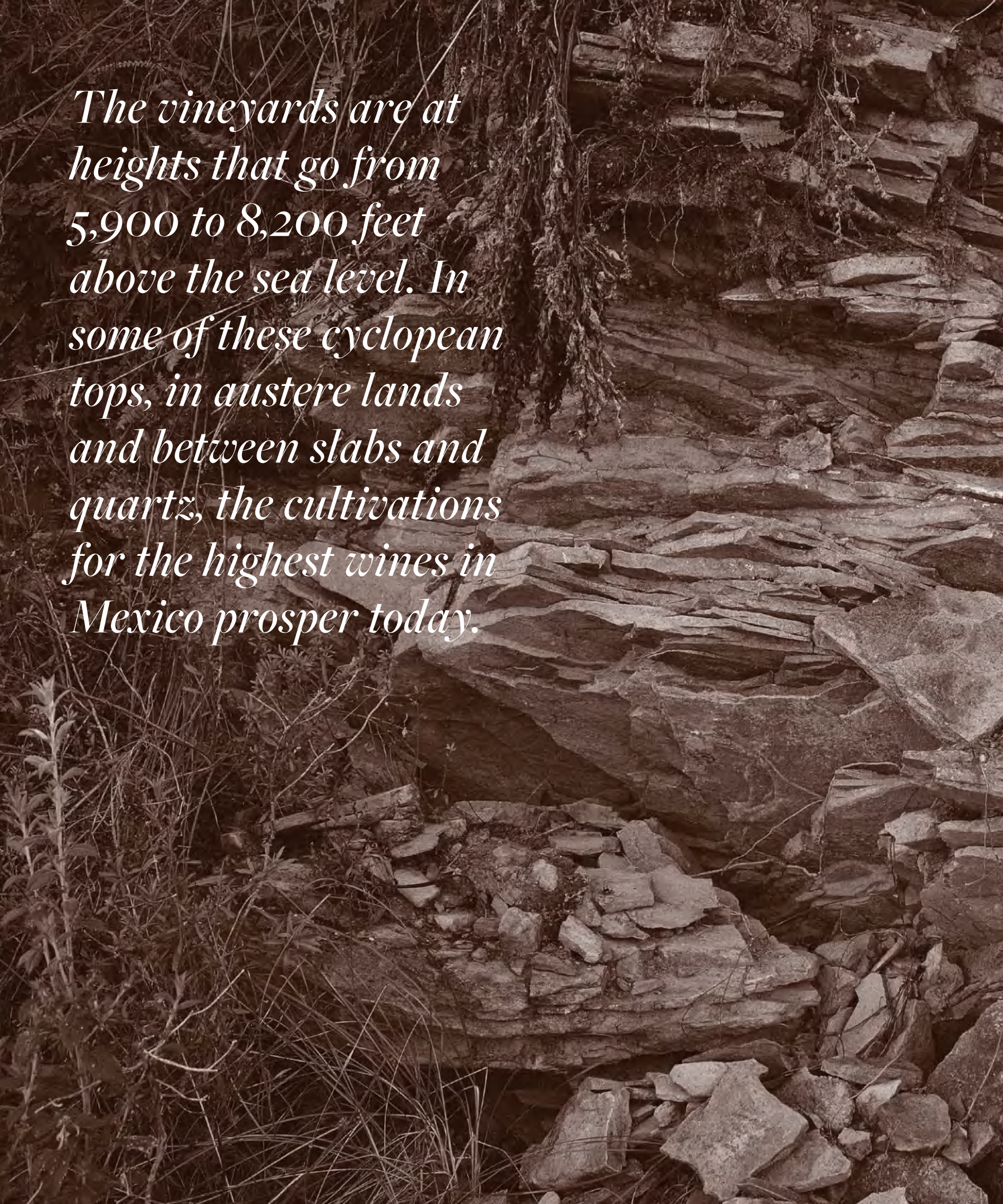
Aged vine branch, Dolores Hidalgo.



The winery's exterior.



Tasting room inside the Cava Garambullo winery.



The vineyards are at heights that go from 5,900 to 8,200 feet above the sea level. In some of these cyclopean tops, in austere lands and between slabs and quartz, the cultivations for the highest wines in Mexico prosper today.

Branko Pjanic, oenologist in Cava Garambullo, examines a bottled sparkling's Cuna de Tierra Vineyards, with over 30 years.



has made the wine its most dynamic tenant. A common denominator (there are several) is height: from 5,900 to 8,200 feet above the sea level (some of the highest vineyards of Mexico now grow in these cyclopean peaks).

The subtleties of the terroir

The terroir in Guanajuato is not just one, and that's where its richness comes from, displayed on the variants of a "semi desert and semi continental" weather, as stated by Natalia López, from the winery Cava Garambullo. In autumn and winter it has very little rain, and then, from the grape's formation until its full maturity, there's downpours. The summer rains interrupt and end quickly, followed by a potent sun that evaporates its sequels. The summer heat can go up to 86°F and descend to 59°F at night; the temperature difference is moderated by the rain, which gives the fruit a unique characteristic that it'll transfer to the wine.

Cava Garambullo is a few miles away from San Miguel de Allende. Branko Pjanic and his wife Natalia, oenologists







Cuna de Tierra Vineyards, with over 30 years.



Natalia López and Branko Pjanic in Cava Garambullo's barrel room.

and owners, met when they were doing a masters degree in enology, viticulture and terroir in Angiers, the French city in the prefecture of Maine-et-Loire. Natalia, a food chemist from Mexico City, found her passion in wines. Branko came from a Bosnian agricultural worker family that produced wines, distillates and charcuterie for self-consumption... They didn't return to the starting point; they looked for a place in Mexico and found Guanajuato. They arrived in 2012 and were consultants for the first wave of wine cellars that revolutionized the state: Vega Manchón, Dos Búhos, Viñedo San Miguel, La Santísima Trinidad...

From those experiences, they acquired the knowledge they have of Guanajuato's terroir in their different versions and latitudes. Natalia and Branko's wines are itinerant or, rather, reflect their author's itinerary. They're usually called "naturals", although they prefer the "low intervention" label. The basis of their proposal is organic cultivation and the way they practice their job is, according to Natalia, "as a Burgundian micro-trader". They don't have a vineyard: they buy

grapes from different projects they've collaborated and they highlight the label's origins, so each bottle is an incidental witness of the terroir; as an example, there's their Cabernet Franc in two versions: Dolores and San Miguel, very different despite being made from the same strain.

Here it's convenient to stop: while Natalia's comparison with Burgundy highlights only the type of business, it could be better to examine others that anticipate a possible road for Guanajuato's viticulture. Today, it's characterized—more than any other in the Bajío—as a habitat for small producers. Reality endorses it when seeing the extension of its properties: from a tiny half hectare to up to sixty. Yet, Burgundy vineyards register geological complexity. Could something similar happen in Guanajuato, due to its extreme soil difference which sustains their wine classification between Graves and Premier Cru?

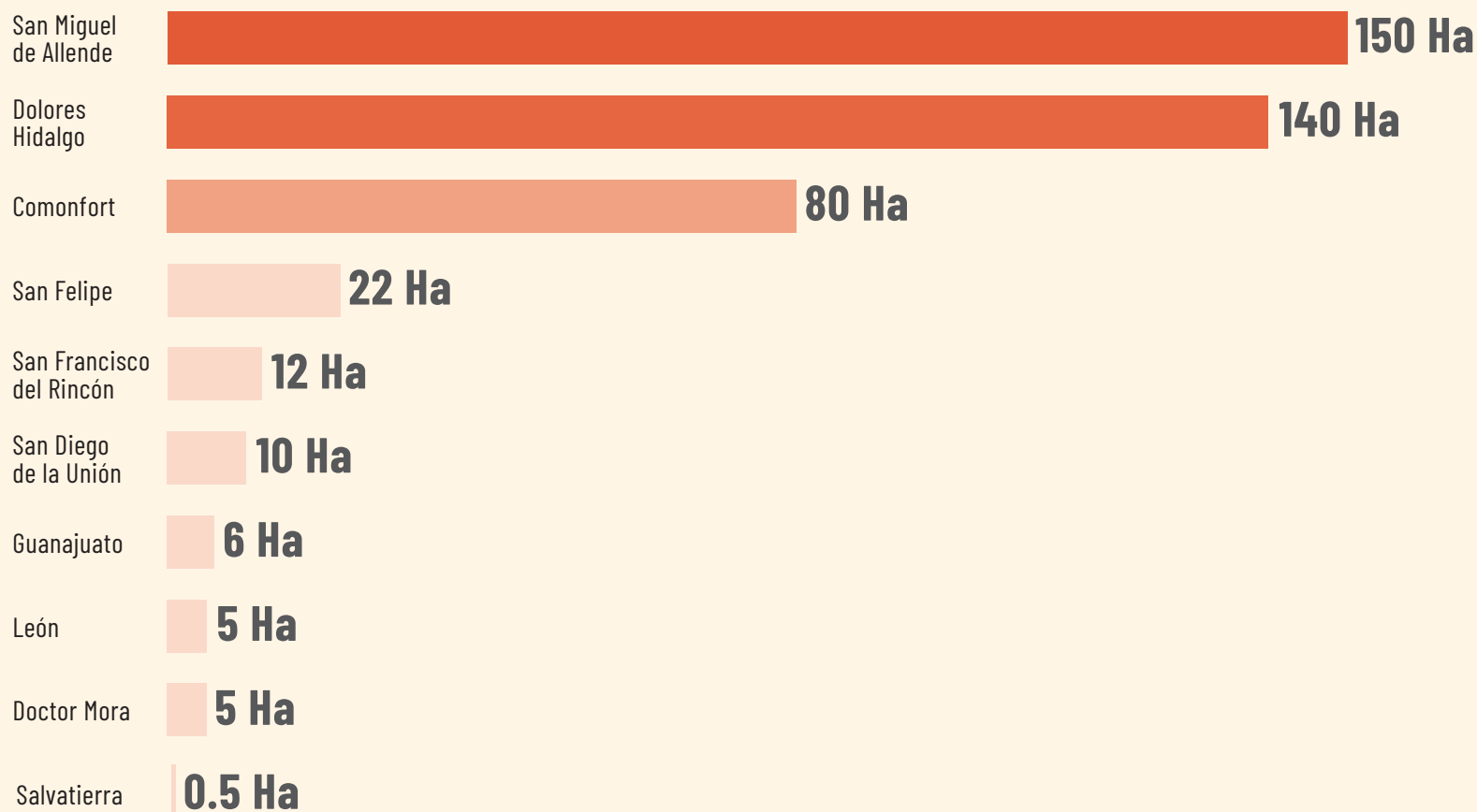
Garambullo's experience tends to prove it. Since Louis Pasteur, wine has been sheltered by science's advances, yet its practical, empirical component is decisive and often takes



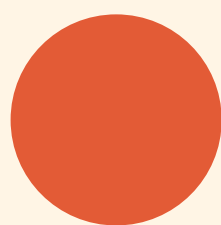
In Dos Búhos, the grapes are harvested in boxes for 40 pounds to avoid their damage and have the pulp exposed to oxidation and the attack from fungi and insects.

Numbers for wine culture in Guanajuato

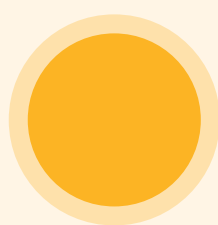
Relationship between the density of the wineries established by municipality and planted hectares (ha)



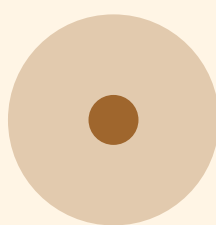
State wine production summary



450 Ha
Planted
vineyards



300 Ha
Productive
vineyards



25 Ha
Organic
Vineyards

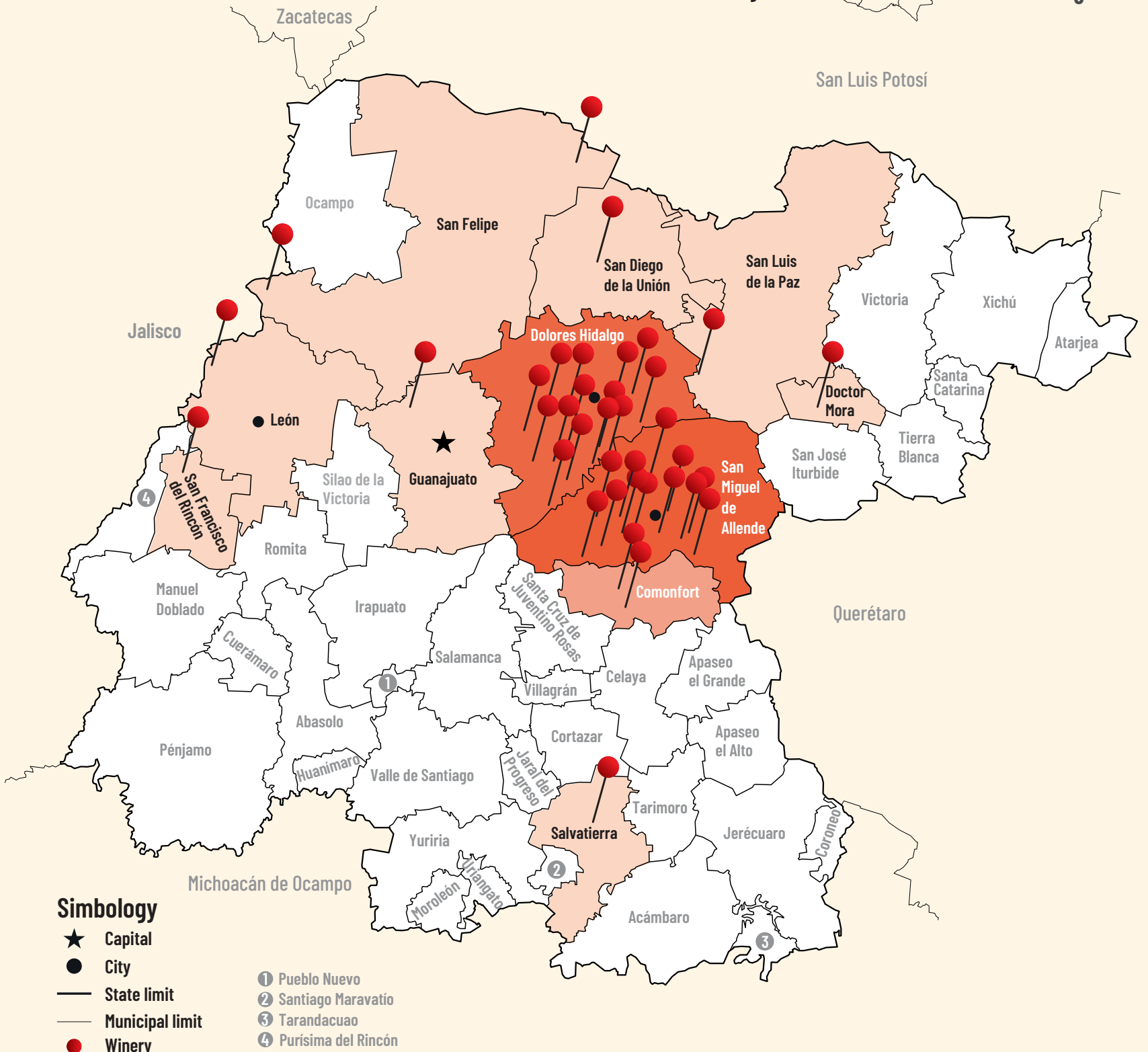
32
Established
wineries

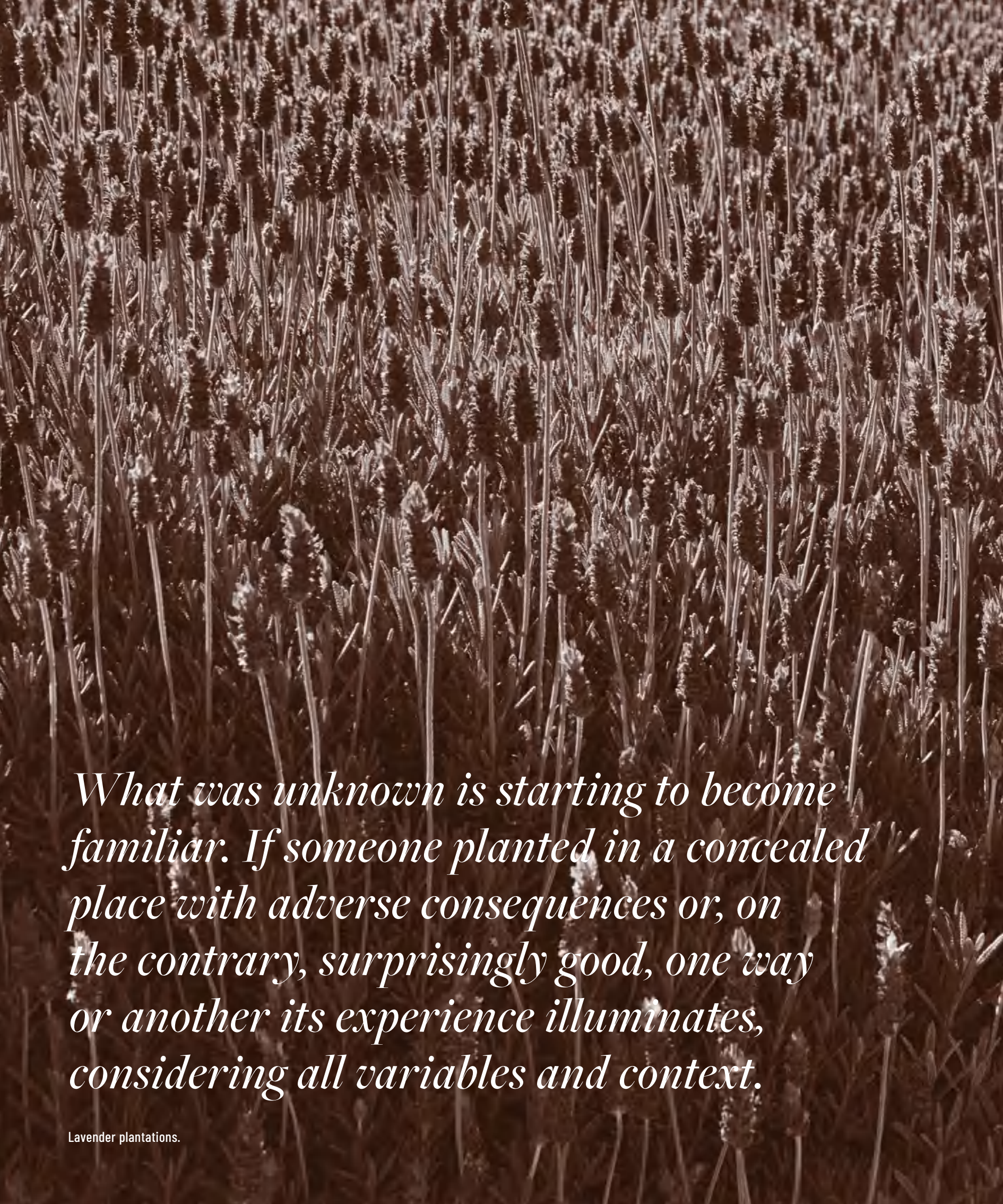
12
Wine projects

132
Wine labels



Cellars established by municipality





What was unknown is starting to become familiar. If someone planted in a concealed place with adverse consequences or, on the contrary, surprisingly good, one way or another its experience illuminates, considering all variables and context.

Work instruments that allow the oenologist to anticipate possible problems through early diagnosis.



the lead. Even so, Guanajuato's winemakers started from the beginning: hire experts, do creeks and submit samples to the laboratory, follow the weather's statistics, sunlight and rain millimeters, and then see results...

Dolores Hidalgo and San Miguel de Allende

What was unknown is starting to become familiar. If someone planted in a concealed place with adverse consequences or, on the contrary, surprisingly good, one way or another its experience illuminates, considering all variables and context. A great part of the information collected by enologists, agronomists, geologists, laboratorists nurture the heritage. Their experience has a value hard to quantify, especially when they've been in the area for years and they have been able to continue harvest after harvest, season after season, the weather conditions and their effect over the soil and plants.

Two great regions with differences marked by geography, the weather and history stand out: Dolores and San Miguel de Allende. Starting from the beginning, the chronology points out that the first wineries in contemporary Guanajuato





Entrance to the Dos Búhos winery.

Barrels and bottle racks in the Toyán vineyard, one of the first wineries in Guanajuato and pioneer in organic cultivation.



started in both towns. In Dolores, Juan Manchón Arcas was twice a pioneer: in 1978 he started the production of artisanal wines, and three decades later, he and Ricardo Vega founded Vega Manchón, the first project in facing the challenge of a commercial production with a consistent quality offer. Other proposals with similar ambition followed them in the first decade of the XXIst century: Rancho Toyán, Bernat Vinícola and, with a real estate bias, La Santísima Trinidad.

Martha Molina founded and currently directs Toyán. Bernat was created by its current owner, Álvaro José Álvarez Bernat. His son, Álvaro Fuentes, is in charge of enology, and the sommelier Indra Laporta collaborates with him. Despite sharing climate traits with its neighbors, its soil is slightly different: it had more clay and was more calcareous. Possibly, that's why the red and white vines divide the territory in an almost equitable manner: on the red side, Grenache, Malbec, Syrah y Merlot, and on the white side, Muscat, Viognier y Chardonnay.

San Miguel took a while (not that much) in replicating, even though there already were some vineyards with limited productions around the city for decades, born for self-consumption, among them the ones owned by the Italian



Colonial arcs frame the Dos Búhos restaurant.



In the places surrounding San Miguel, vineyards with limited productions made for self-consumption already existed for several decades, such as the ones from Italian pioneers Ettore Apollonio and Remo Stabile.



The Malbec variety has rapidly gained space among Guanajuato varieties.

Remo Stabile wines, one of the first producers. His vineyard is in the surroundings of San Miguel de Allende.

pioneers Ettore Apollonio and Remo Stabile. To the influence of what happened in Dolores, several projects more focused on the market rose, like Dos Búhos, Puente Josefa, Los Senderos and Viñedos San Miguel (this one in the Comonfort municipality).

Between both territories, the pluvial regime traces thin borders: plentiful rains that can sum up to 33.5 inches a year in San Miguel and its surroundings; more moderate—around 6 inches less—in Dolores Hidalgo. Regarding the soil, the one in that region can be defined generically as “candid, sandy clay”, says Rafael Garza, an agronomer that gives advice to almost 40 wine cellars in different regions in Mexico. In Guanajuato, he collaborates with a lot of the ones in the past few years, so he reaches the most dissimilar geographies in the wine territory, and year after year it incorporates inmaterial experiences and understanding to the terroir.

The vineyards closer to San Miguel de Allende, Garza emphasizes, usually have more clay. “A clay that the water compacts like *muégano* and that, when it dries, explodes and cracks”. This is the case of the Viñedo San Miguel, around



Sommelier in the tasting table at Viñedo San Miguel.



Vineyards in the Guanamé winery, in San Felipe, a town near San Luis Potosí.





Guanamé barrel room where wines mature in French and American woods.



Vineyard table planted with Syrah.

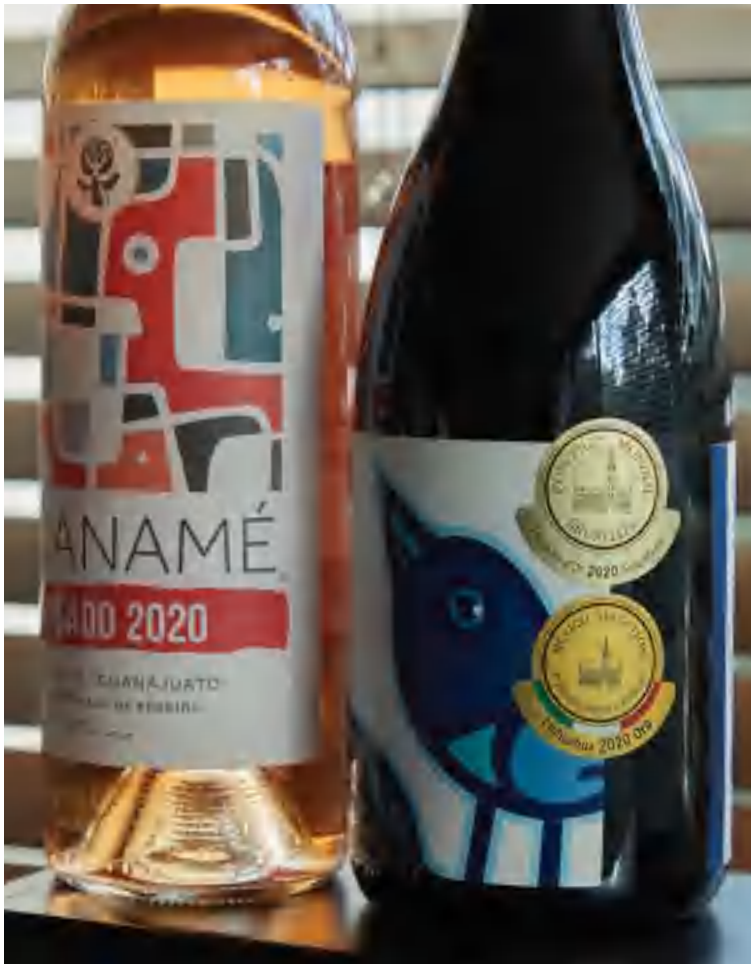
10 miles from the city, in the municipality of Comonfort. It's owned by the Cuadra family, leather goods businessmen in León. It's 60 hectares with a current production of 14 thousand boxes and the desire to double their numbers. Dolores and their environment have less clay, but more sand and gravel. What places them on the same page? The volcanic soils, with a high mineral content like calcium, magnesium and potassium.

Garza lives in Aguascalientes, from where he daily goes to the vineyards under his command and leaves his recipes in them. He's an agronomist graduated from Tec de Monterrey (ITESM) and has a specialization in viticulture in France by the *École Nationale Supérieure Agronomique* of Montpellier. He entered, without noticing, the wine world since his mentor during college sent him, in 1975, to an internship in vineyards in Aguascalientes. "It was surprising that they sent me there without asking me if I wanted to go", he tells, "but after the first contact with the vines in La Laguna, I decided to pursue this road that I haven't left ever since".

Clay, Sand and Silt

If we divide the trio of clay, sand and silt, present in the soil's texture, the wine's traits could be ordered, theoretically, according to the different proportions in which they participate in the terroir. The clay prolongs the maturity cycles and, as a result, it favors the development of color and tannins in full-bodied red wines; the sand enhances in the grapes the aromatic flow that the wine captures, and the silt tends to produce softer and more round wines.

The fourth ingredient in harmony, when it's present, is the lime, which incentivizes the finesse—specially in white wines—as well as the concentration of sugars, which derives in alcoholic degree. San Felipe, whose vineyards have San Luis Potosí as a neighbor, has less clay and a little more sand and gravel. It is warm during the spring and summer, with its highest temperature being 90° F, states Elías Torres, owner of the winery *Pájaro Azul*. During the nights, the temperature lowers until 50°F, and in those differences, of almost 40 degrees, the grape is comfortable, accumulating color and



Graft over the vine's branch.

Guanamé wines awarded by the *México Selection* by *Concours Mondial de Bruxelles*.



tannins. In that area, the land and weather produce an earlier budding and, therefore, the harvest happens earlier, in a way that it arrives before the rains come.

“But we’re in the Jaral de Berrios Valley”, specifies Torres, “it’s different, it’s a little more south; it’s a valley with more water and better irrigation”. That’s why the most important activity is dairy farming. Out of the 250 hectares that the family owns and were developed by his father, he used 30 for wines in 2011, specially with Merlot, Malbec and Tempranillo vines. Farmers and ranchers are the backbone of Guanajuato’s economy and, as in this case, they’ve generated, almost at the same time, that branch of compact cells that is wine.

Torres says, “it’s the result of passion, of love for the land and by this exceptional microclimate. In my family we drank good wine, and my dad and I wanted to prove that we could get that good wine in our terroir, that it could provide an excellent fruit”. The results support the hypothesis: round, velvety, with a good natural acidity and around 13 degrees of alcohol.

From San Diego de la Unión, north of Dolores, to San Felipe, and there to the west until the border with Jalisco,



The Hacienda Santiago vineyard.



Group of tourists during a vineyard tour.



Colonial building and chapel in Tierra de Luz, where the Jaramillo de Abajo Hacienda was founded in 1550.

another wine region is starting to take shape. The rains are moderate (from 12 to 16 inches), the soil has little heavy clay, and the organic material is of very good quality, resumes agronomist Garza. In 2017, Juan Manchón Jr, oenologist at Cavas Manchón and responsible for the oenology of the Vega Manchón cellar, planted near San Diego, at over 6,500 feet tall, 10 hectares in high density, a very rare strategy on the zone: 7,600 plants per hectare, the double of the usual. It aims not only for quality, as it wants to achieve a more concentrated fruit from the plants' competition for nutrients.

Between León and the Jalisco municipality of Ojuelos, the vineyards found another promising ecosystem, somewhere less than 6,500 feet of height, with differences of up to 20 degrees of temperature between day and night, and sandy and loamy soils. The Tierra de Luz wineries have 5 hectares, which produces a little less than 500 boxes of Merlot, Malbec, Pinot gris, Sangiovese and Nebbiolo. Both for its curated colonial aesthetic as for the careful vineyard and the cleanliness of their installations, it's the winery boutique by definition.







The Hacienda Santiago vineyard is, perhaps, the one placed at the highest altitude in Guanajuato; it's at 8,202 feet above the sea.



The interior of the El Lobo winery, south of León; their wines evoke the opera world.



Their white, sparkling and rosé wines Xido.

Juan José Álvarez Brunel and his wife Rosario walk along their little vineyard, Lomas de Xido, near San Miguel de Allende.

In the lands surrounding Leon and at the border with Jalisco, on route to Comanja, is Sierra de Lobos, the Hacienda Santiago winery that configured an unlikely bet. Its owners, Salvador Oñate, Luis Plascencia Reyes and Raúl Farías, planted in 2020 sixteen hectares at 6500 feet over the sea level, on reddish, sandy clay earth. The variety of strains reveals their ambition: Cabernet Sauvignon, Cabernet Franc, Syrah, Tempranillo, Malbec, Sauvignon Blanc and Chardonnay. In 2022, they hope to add another 10 hectares and, according to Farías, they'll reach 300. It is the highest wine in Mexico and, if their forecast becomes true, it'd be the largest in the state.

There's another wine winery close, Hacienda Barbosa, in the antipodes: its vineyard is, for now, of three hectares. In a very different terroir, south of León, the winery El Lobo thrives in a terroir next to the road that links San Francisco del Rincón to Manuel Doblado: it's a warmer weather, with less difference in temperature between night and day, and it's less cold during the winter. In 2008, its owner, Francisco Hernández, planted twenty hectares with Zinfandel, Syrah, Tempranillo, Merlot and Malbec in a plateau prone to clay. In a smaller quantity, as an experiment, it has Cabernet

Sauvignon, Cabernet Franc, Muscat of Alexandria, Chenin Blanc, Malvasía and Carignane vines. The signs that guide the wine's character are on the land, and the weather, irrigation and planting techniques will shape them under men's care. 8 years ago, Guanajuato's current Secretary of Tourism, Juan José Álvarez Brunel, at that time the president of the Business Coordinating Council, lead a visit to Burgundy coordinated by the École Agricole de France, focused on knowing the wine industry in that region. That journey gave more dynamism to a wine activity that was starting with a remarkable enthusiasm.

Guanajuato met in Burgundy what takes shape with time: the base of their wine's character, the terroir's key influence, and the diversity that gives life to its character. In that journey, says Álvarez Brunel, "we learned about the region, we caught something of what wine is, and the rest came with time. For this and other visits we've made, for example to Valladolid, through our participation in the Asociación de Ciudades del Vino (Cities of Wine Association), Guanajuato has a clearer vision of its future as a wine region". ◆



Laja river bend, their waters cover a great part of Guanajuato's vineyard region.



II

◆ WATER ◆



Water was fresh, potable, there was for everyone. It has become scarce for reasons we all ignore, and contaminated for reasons we all know. Wine, on the other hand, is so much better now than before.

◆ Jean-Claude Carrière, French writer and novelist on his native Languedoc, an iconic location of French Mediterranean wine.



Drip irrigation in Cuna de Tierra.



Reflections on the water in Vid Elena's jagüel.

In the process of transforming water into wine, there's a chemistry gestated on the earth, and from a few secrets blossom: water flows among the rocks, drags matter and surrounds the roots in freshness and nutrients that rise up to the fruit and model it with their cargo, slightly transformed in the journey. The water becomes wine after running, on the surface or underground, in the countless arteries that it has carved on the earth for centuries before agreeing into the unseen destiny: nurture the vine, establish itself on their wineries.

Guanajuato is a semi desert geography but, paradoxically, is overflowing with water: from the rains, present from June to October, from lagoons and reservoirs, artificial in some cases, works of nature in others, and that runs in the underground aquifers. The relationship between the vine with water is dynamic: it's the one of an organism that knows how to live with little.

When there's not enough water, or not at all, it sinks its roots more knowing that there it'll find what it needs. When it exceeds its needs, it regulates it. The idea of terroir by itself it's modulated by its relationship to water. "More than a particular chemical constitution, what matters is the

earth's physical condition of humidity... The ideal for the vine is when it works as a regulator of humidity. Its structure ensures the evacuation of the excess of rain water, but it also secures the necessary freshness for the deep roots and the plant's good functioning during the dry periods", writes Émile Peynad, one of the founders of modern oenology.





Sunrise in the San Lucas vineyard.

The quality mystery is in the terroir, but that enigma follows another one closely, because, “how is the taste of the wine so dependent on its terroir when, apparently, it doesn’t provide anything else but water, nitrogen and its mineral elements? One can’t tell and, however, when the earth changes, all the wine’s fragrances change”.



The uncertain balance

Water is the vehicle that transports, to the roots, the earth’s nutrients: nitrogen, iron, potassium, magnesium, phosphorus, among others (when one of them is scarce, the agronomist adds food supplements that the plant receives, again through the irrigated water). It’s a perfect fit: the soil lets it through, drinks it, filters it, conducts it and fills it with matter that it incorporates into its nature. From the water, the plant plays the terroir’s complex partiture and shapes the grape. Yet, that beneficial relationship can be destructive: as it grows, the sprout needs it at every moment; when the grapes matures, a lot less. Around the grape harvest, the rain could be damaging.



Merlot bunch after the rain.



Guide wire for the vines in Viñedo San Miguel.



A black and white photograph of a rocky, moss-covered landscape. The foreground is dominated by large, dark rocks with patches of light-colored moss or lichen. The background shows a dense thicket of thin, dry-looking plants and ferns, creating a complex, textured scene. The lighting is dramatic, with deep shadows and bright highlights on the moss.

*It's a tense
relationship.*

*Winemakers look at
the sky, asking about
the upcoming heavy
rain: would it be a
lot, too much,
too little?*



Fertilized soil in the Tres Raíces vineyard.

Bunch before the fruit's formation.



It's a tense relationship. Winemakers look at the sky, asking about the upcoming heavy rain: would it be a lot, too much, too little? When we say that Guanajuato's weather is semi-arid, we also say that, despite everything, water is scarce. If we stick to the annual rain average —something more than 15 inches in average— it's enough; if we perceive its distribution, there are months in which the winemaker must irrigate to keep the plant alive. From November to May, the drought dominates; from June to October, the rains.

But, wasn't "the vine is a plant made for suffering"? Of course: the hydric stress, the drop counts breakfast during the maturity stage, with barely enough to live, has a positive echo on the wine. If the plant sees scarcity as a threat (which it is), it activates the survival reflexes: it concentrates its energy on the grape, its reproductive system. When the rains come after the drought, they drink with thirst. If the grape swells, the process staggers: the wine could be watery, its sugar dissolves and can't reach the alcoholic grade, the acidity tends to be unbalanced.

The risk exists in the whole viticulture of the Bajío, with a greater or minor intensity that depends on the microclimate because the rains arrive during the stage of maturity.



Bed on the Laja river by the northern area in Guanajuato.



Guide wire for the vines.

The risk exists in the whole viticulture of the Bajío, with a greater or minor intensity that depends on the microclimate because the rains arrive during the stage of maturity. This condition, part of the terroir's characteristic while in other wine areas —Burdeos, Burgundy or the Loire in France— is just a summer accident, forces the design of careful strategies for the evacuation and absorption of water. In them, both the land's composition and the topography in which it forms intervene.

The hills help, even if they're soft, as they evacuate the inundation faster; sandy soils or those with gravel ease the drainage towards deep layers. It's more complicated with clay, as it absorbs water in a flash. Yet, how good it feels when the heavy rains fall after the drought! During them, it's better to have reserves. Water makes the vine needy and fickle, it demands it and rejects it, looking for an unlikely balance.

The winemakers from Guanajuato have known to take advantage of their accumulated experiences by their colleagues from other latitudes, and turn them into theory. However, their practical application is conditioned by the

particular traits of each area. In 2012, José Seoane planted a vineyard of seven hectares in “a promenade with a slope that avoids waterlogging”, he explains. There, in San José Lavista, he's been creating, since 2015, three reds —two Malbec and a Merlot—, a Syrah sparkling rosé, a Sauvignon Blanc white and, even, a port-like fortified.

San José Lavista is a few miles from the city of San Miguel de Allende, and for that and other reasons, wine tourism has been present since the beginning of his project, with the opening of the Lavista Restaurant and the creation of spaces for weddings, including fourteen rooms destined for receiving guests. Even then, the vineyard development and the winery have been key in the project.

The planted area shares with the rest of the zone its sandy, clay structure, while the five hectares that Seoane wants to plant more vines, in a near future, are over a land that is clearly dominated by limestone. This peculiarity could start different wine lines based on the terroir's impact on the grapes. The game between the slopes that deplete the water and the kinds of soils that retain it accentuates the diversity



Barrel room at the San José Lavista winery.

The earth with limestone comes from maritime wildlife remains, which lived in the oceans that covered the Earth millions of years ago. As the waters withdraw, these remains dried out, releasing the calcium carbonate.

and foreshadows a good potential, depending on the areas, for reds and whites.

The limestone component creates questions. Its origins come from the remains of maritime animals that accumulated on the oceans that covered the lands millions of years ago, during the Jurassic era. When the sea retired and the huge deposits of shells and fish bones dried out, they released the calcium carbonate, limestone's base matter, creating rocks that time turned into dust until they blended on the same ground with other materials. Today, this component impregnates the surface of the earth with whiteness and a soft sand color, it's on thousands of hectares and produces one of the most beloved wines of the planet.

The sunlight bounces in the limestone, while its entrails retain the water. Adding several characteristics results in a "cold" ground, which results in the fruit's slower maturity. It also tempers the color and body of the red wines, the opposite effect of what happens with the clay, and propels its elegance. It provides positive attributes for the whites: acidity, aromatic potential, mineral notes, hence the ter-



San José Lavista Chapel.



Landscape of San José Lavista.







During the winter, the vine rests to have a refreshing awakening during the spring.

roir's exegesis that usually joins the commentary on wines from those great white and sparkling wines, like Chablis and Champagne in France, as well as Jerez in Spain.

The vine's austerity

That the vine needs less water than other crops makes more sense to the option of cultivating them in Guanajuato, where, as they say, it's relatively scarce. There are two basins formed by the great rivers: Lerma Santiago and Pánuco. The first one covers 80% of the land, but barely touches the northern area, where the vineyards are. Over there, only a small part of the Lerma river reaches it. The Laja river, on the other hand, is born at the northern half, feeding its second most important dam, the Ignacio Allende, and covers most of the part of the wine region. Its influence is key for the vine and the weather regulation, turning it less dry.

The Pánuco basin covers less than 20% of the territory. It's fed by the rivers born in the Sierra Gorda —Santa María,





White grape orujos after their separation from most.

Sparkling wine from San José Lavista winery.

Many of the rivers only carry water from June to November. When it no longer runs through its channels, they're tunnels with cold air that provide humidity and intensify the cold hours, helping during the plants' winter rest.

Manzanares, the Pileta, Xichú and Victoria— in the north and northeast of the State. These water currents moderate the dryness of the semi desert, refreshing it. They only carry water from June to November, when they provide a fresh relief to the soil. When they no longer run through their streams, they become tunnels of cold air that provide humidity and intensify the cold hours, helping the plant's winter rest.

With the rain, the rivers', dams' and authorized wells' flow regime, the vineyard has what's necessary for the expansion. Mostly, the wineries use irrigation systems by drop, and some attend them with sophisticated computer processes. The virtues of the vine cultivation regarding water saving become more important when 90% of the State's eighteen subterranean aquifers are overexploited, according to the National Water Commission: in them, the extraction overcomes the recharge. The deficit, which comes from both the industrial and agricultural use as well as the population's growth, gets worse sometimes due to climate factors. The vine's austere character is, at the same time, used by the new wineries to locate their vines in thin, less fertile and less floodable lands. This is the case for Vinícola El Paraíso, in Dolores Hidalgo. Its owner, Francisco Moreno, who's



Bunch selection table for vinification at the Tres Raíces winery.



El Paraíso wines.

Francisco Moreno in his vineyard
El Paraíso.

main activity is cattle, summarizes it like this: “I saw the vine as an alternative for some clayey, plain lands that were not suitable for alfalfa and corn. They’re slopes of around 15 degrees in which the surface of earth has 11 inches of depth and then the *tepetate* starts”. In that area of Dolores Hidalgo, it rains around 20 inches a year, and the slope helps the water to evacuate quickly.

El Paraíso was born in 2015, when Moreno planted three hectares with Syrah, Malbec, Merlot, Tempranillo and Sauvignon Blanc vines in a property located about 9 miles away from the city of Dolores, and at 6,102 feet of height. “We planted the rows from east to west”, says Moreno, “and the vineyard worked really well. I’ve struggled with the Merlot, who has gone slower”. During the summer, the temperature can rise to 95°F and, during dawn, lower to 46°F; the usual is a thermal amplitude of 59 degrees. Currently, it produces around 8 thousand bottles from three varieties —Merlot, Malbec and Sauvignon Blanc— and an ensemble with the rest of the red grapes.

1. *Tepetate* is a Mexican term for a geological horizon, hardened by cementation, that is found in Mexican volcanic regions.

Shaker Sayeg also cultivates in austere soil. He sells his grapes, of known quality, to other companies, and sometimes he asks them to save him some bottles, which he treasures, with his fruit. The vineyard, of ten hectares, is close to Dolores and occupies a slope with limestone and clay, with some sand and gravel. “I took advantage of the little slope”, he says, “of a poorer soil with more stone, in the higher part of the ranch, and the plants have developed very well, specially the Grenache. I also planted Tempranillo, Shiraz, Merlot, Cabernet Sauvignon, some Malbec, Albariño, Muscat from Alexandria and Rosa del Perú²”

The existence of nuances in the rain regime becomes a key topic in Guanajuato. Casa Anza is a good example of how such nuances influence the wines and, as a result, in the terroir generation. “We are on the other side of the road in comparison to most of the wineries”, explains its director, Hugo Anzures, “and we have less intense rainfall than the rest”. Along that road, that goes from San Miguel to Dolores, vineyards are lined up, mostly on the right side,

2. Rosa del Perú, or Peru’s rose, is a kind of grape used for rosés.



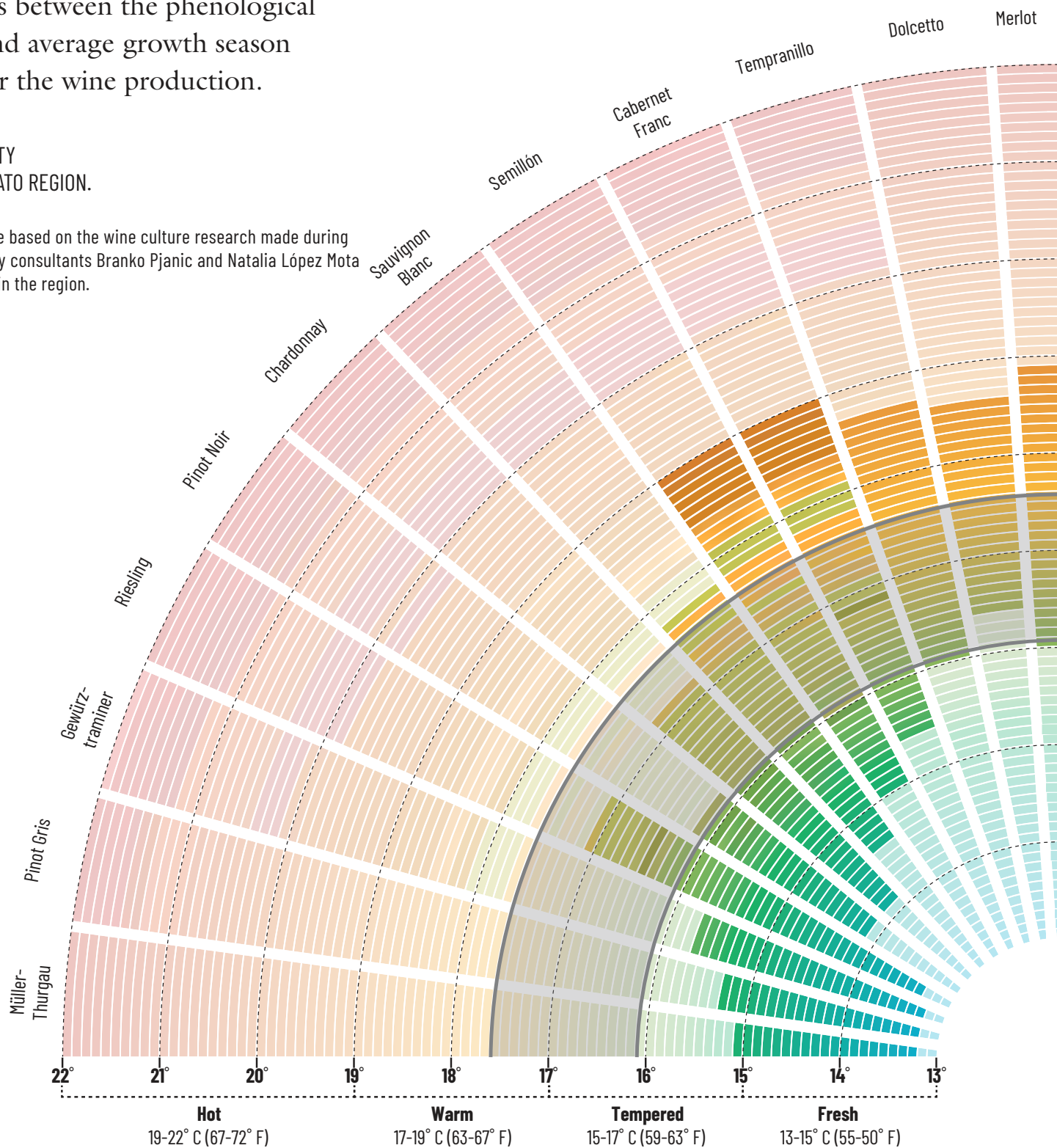
Photosynthesis.

Range of temperatures for maturation by strain.

Doctor Gregory Jones', from Southern Oregon University, 2006 plan based on the relationships between the phenological requirements and average growth season temperatures for the wine production.

 AVERAGE MATURITY IN THE GUANAJUATO REGION.

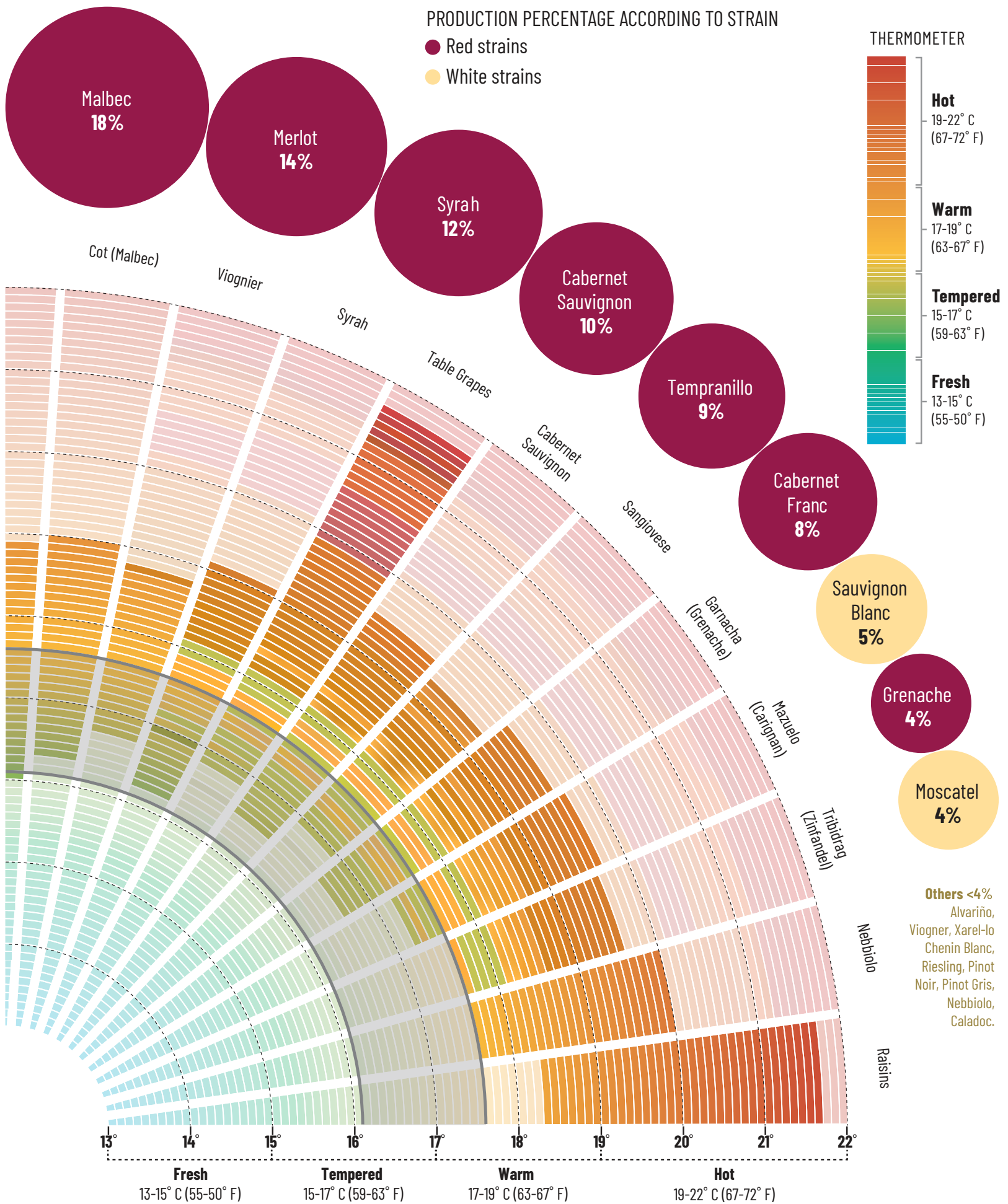
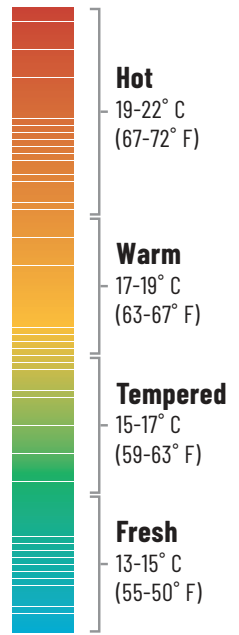
The references marked are based on the wine culture research made during the last 10 years of work by consultants Branko Pjanic and Natalia López Mota in the different vineyards in the region.



PRODUCTION PERCENTAGE ACCORDING TO STRAIN

- Red strains
- White strains

THERMOMETER







Casa Anza vineyards covered with nets to avoid grape damage by bird attacks and frost.



Hugo Anzures, owner of Casa Anza, in the fermentation and guard room.

between them those of the Toyán ranch, San Francisco, San Lucas and Dos Búhos.

The difference could be explained by the mountain chain that extends itself from the El Picacho hill. The attraction it has over the rains transforms the road into a type of border that marks different degrees of rainfall intensity. The fewer amount of water allows Casa Anza to obtain a greater wine concentration. In fact, their reds and some whites spend long maturity periods in the casks without losing their fruity character.

Casa Anza was founded in 2015 and it started planting, 20 minutes away from San Miguel de Allende, seven hectares of Cabernet Sauvignon, Malbec, Syrah, Tempranillo, Merlot, Semillon and Sauvignon Blanc vines. It's at 6,824 feet above the sea, and in summer it has thermal amplitudes that go from 86°F during the day and around 59°F at night. After deciding to experiment with new options in the fermentation and guard stage, Azures has introduced terracotta tanks with different shapes and capacities. It produces around 3 thousand boxes with 12 bottles, 75% reds and the rest distributed between whites and a small percentage of rosé.





Casa Anza's barrel room.





Stainless steel tanks for the most fermentation, at Viñedo San Miguel.



Tasting in Viñedo San Miguel.



Restaurant in Viñedo San Miguel, one of the most recognized for their cuisine.

From San Miguel's side

Few wineries can flaunt, like Viñedo San Miguel, two very different terroirs separated by a few miles: kneaded on one side, the other on the hillside. In total, they're the biggest vineyard of Guanajuato, with 60 hectares. It has been one of the first enterprises, along with La Santísima Trinidad, in creating a real estate development with a vineyard. Each property includes half an hectare with plants. After the harvest, their owners can yield the grape to the winery for its vinification; some part of the resulting wine will go to their wineries and the rest will pay for the maintenance of the vineyard and the elaboration.

Agronomist Rafael Garza, who manages the vineyard, applies on it a “reasoned viticulture with a management closer to water”, he specifies. The clay forces to tune the retention and evacuation topic to obtain the maximum balance in the plant. “They're lands”, he says, “a little deeper with a bigger capacity to absorb nutrients”. They also have an important limestone part that “makes the plants more resistant to drought, while it favors the fruit's sugar accumulation”, a point in favor of the necessary alcoholic degree.

The hill side is integrated by a thin layer of poorer soil, with less clay and more sand. The inclination naturally drains the water, which softens the risks during the rainfall and allows to create a drier environment for the roots. At that moment, the winery starts to turn their grapes into wine separately, emphasizes Jorge Solís, the company's director, with the option to use the wines for mixtures or in a new line of premium products. The Cuadra Family, owner of Viñedos San Miguel, has made the transition to wine without sacrificing the fabrication of fine leather goods, an activity that stands out for the quality in their designs. Their incursion into the topic has emboldened them to go further, and they've also planted in Jalisco, near the border with Guanajuato. The grapes from Jalisco are processed in San Miguel, with interesting results. Meanwhile, their wine tourism model is among the most advanced in the region. The winery design, functional and modern, joins the sophisticated shops and tasting for visitors, the restaurant's modern architecture and their cuisine proposition, which goes from fine dining to comfort food. ◆



Tres Raíces winery.



III

◆ LIGHT ◆



“More than age, wine has a birth date... It was born under a good or bad star, during a good or bad harvest. Its quality owes a lot to solar whims... It’s its way to have a star sign”.

- ◆ Émile Peynaud, “On the imaginary of wine”,
in *The Wine and The Days*.



Sunset at Dolores Hidalgo.



Ethereal and fleeting beams of light place, in the wine, its most concrete part. Between that sun that burns millions of miles from Earth and the plant that places its influences between the leaves' nerves and the fruit's strength, there are a thousand processes whose results will impact someone's senses, sometimes with intensity, other times without transcendence. In the wine, both the earth's elements and the rays that cross the atmosphere are important because they shape the raw material.

The sun, air, water, and vegetal biology, from which the fruit is the most finished expression, find the way to blend to create something new that will come, funny enough, to a terminal station where the roads bifurcate: animal organisms; another essence, other metabolisms. In Guanajuato's vineyards, the light, incentivated by the height, marks the difference; over 5,900 feet above the sea level, the sun's irradiation gains intensity and accelerates the processes.

Photosynthesis, origin of life

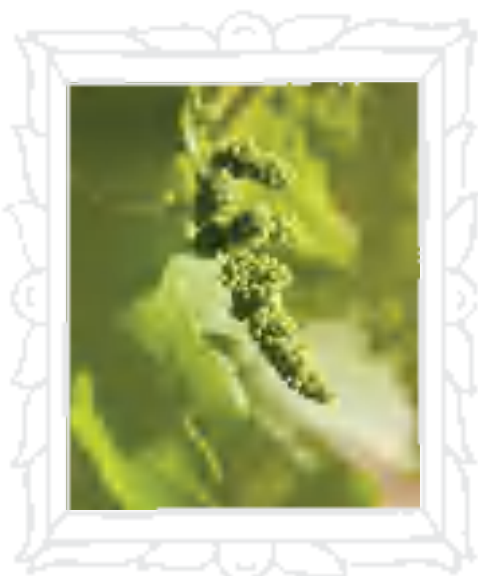
The origin of that life (somehow, the origin of all lives) is in photosynthesis, a luminous journey as simple as essentially

complex that will explain why, when we talk about energy in the wine, it's something that goes beyond a metaphor ("Energy, though, is the point", says Hugh Johnson, excitedly, while tasting some Burgundy Grand Cru, "the quality that all good wines possess, and a few to an electrical degree").





Concrete structure of the central tower of Cuna de Tierra's vineyard.



To understand each other: the green color that identifies the leaves is more energy than matter, it's not the characteristic of a naturally green leaf, it's, again, the result of a cosmic phenomenon present in the Earth: the leaves' chlorophylla captures the sunlight and bounces the green chromatic spectrum. In other words, that color that identifies more than any other vegetable world is a flash of sunlight over a surface.

The event is so potent that it transforms the plant's chemistry: it helps it absorb CO₂ (carbon dioxide), decomposes it, releases the remaining oxygen into the atmosphere and transforms the remaining elements, including water, into sugars that will be transferred into the grapes. Once harvested, the fermentation will create alcohol and will define a great part of the wine's essence and body.

If the rains and soil composition form a puzzle that the winemaker from Guanajuato must solve in each station and have it done by the harvesting period, they have the solar radiation as an ally, whose effect will enhance more due to the height. Additionally, heat has a beneficial effect on the closest harvest, drying and fixing what the rains tumbled.



Vine plant.



Malbec field in Viñedo San Miguel.



The height in the State's vineyards, and that can rise up to 8,200 feet, creates the compensatory effect from the latitude in the plateau. For example, a trivial comparison: the latitude of continental Guanajuato coincides with the sea-side Veracruz at the Gulf, but there, the sea level, heat and humidity are intense, the summer nights are hot and there's little temperature variation between the seasons; in summary, almost everything is hostile towards the wine grape. On the contrary, the height in Guanajuato, embraced by the two Sierra Madres, creates the opposite conditions: extreme changes between the stations, a great thermal amplitude between day and night during the summer, low temperatures in the winter that can reach less than 32°F.

The solar skin

Height makes Guanajuato's viticulture what it is and makes its gaze into the future relevant. It creates those fresh summer nights, moistened by the dew, that calm the vineyard's daily agitation, whipped by the sun and rainfalls. The grape



Fermentation and oxygenation in a barrel, in the Tres Raíces winery.

Grape separation from the stem and the bunch, before being sent to the fermentation tank.

enters an “active rest”: the photosynthesis is no longer there, therefore the sugars machine stops, and with it the acid’s depletion. The one with polyphenols, however, keeps working.

With more irradiation, there’s more ultraviolet rays: the grapes protect themselves by thickening their skin, wrapping themselves with color and tannins. Later, when the must is macerated, it’ll take both things and the wine will gain density, texture and pigmentation. The height is well-matched with the polyphenols; the tannins from the thickened skin are what the winemaker appreciates the most because —unlike those that come in the seed— are easily obtained at the best point of maturity, juicy, sweet, smooth.

The light creates quality in the grapes from Guanajuato. Over the sky’s fabric of blues and golden, the landscape painted by clouds in permanent reformulation, impresses as much as the mountain’s profile. The wineries have chosen to get close to this landscape of extreme height, luminous and fertile at the same time, to grow their vineyards. Camino de Vinos, near the city of Guanajuato, illustrates the point.

With more irradiation, there’s more ultraviolet rays: the grapes protect themselves by thickening their skin, wrapping themselves with color and tannins. Later, when the must is macerated, it’ll take both things and the wine will gain density, texture and pigmentation.



Stainless steel tank hatch transpired by low-temperature process.



During the fermentation, must generates alcohol and carbonic gas.



Tank area at Viñedo San Miguel.

Tank area at Camino de Vinos.

The stoned road that leads to the winery is a definition. It starts in the city and rises in a circular manner until the top of the hill. The Camino de Vinos' buildings and the great spaces between them give them a faint air of a vacation colony in a mountain town. The vineyard is a few feet below, and it still reaches 8,200 feet. In Mexico, very few—I don't want to name any because the outlook is increasingly vast and boundless—offer that view with carved terraces that remind you of the slopes over the Douro river, in Portugal.

Before it was the Jesús María Hacienda, a property of nine hectares dedicated, in its prime, to the silver mining extraction. To create this place, whose orientation is clearly wine touristic, Camino de Vinos surely started a hard journey. Among other things, the project conducted the cleaning of contaminated waters and lands by the mine. The oenologist of the winery is Laura Zamora, from Baja California, where she gained most of her experience creating the wines from Bodegas de Santo Tomás. In the wineries in Guanajuato, she creates varieties from six red wine vines—Shiraz, Cabernet Sauvignon, Malbec, Merlot, Tempranillo and Pinot Noir—and the whites Chardonnay and Sémillon, all planted in 2015.

Enfolded in light

Near León, the Hacienda Santiago landscape is amazing. One arrives through a dirt road that skirts the hill and, along the 20 minute journey, the vineyards suspended along the slopes can be seen. The road ends in a plain, from which it is possible to see, around 1,300 feet below, the foundation (the word here with several definitions) of the future winery. The vineyard starts in the heights and descends by a landslide of wide slopes. Two great water reservoirs are a reminder that, starting November, the drought period starts. A cabin with a balcony facing the crops has what's indispensable for work, specifically coffee, water, computers and Internet. Some feet below, sheds protect the irrigation installations.

This vineyard, at 8,200 feet above the sea level, plans to break other records: in vineyard extension and wine production. Raúl Farías manages it, with the credentials to do so: he started the Viñedo San Miguel. He's basically an entrepreneur, whose education in communication didn't foreshadow a future in wine.



San Miguel winery.



Landscape of Camino de Vinos, winery located 7,545 feet above the sea level.



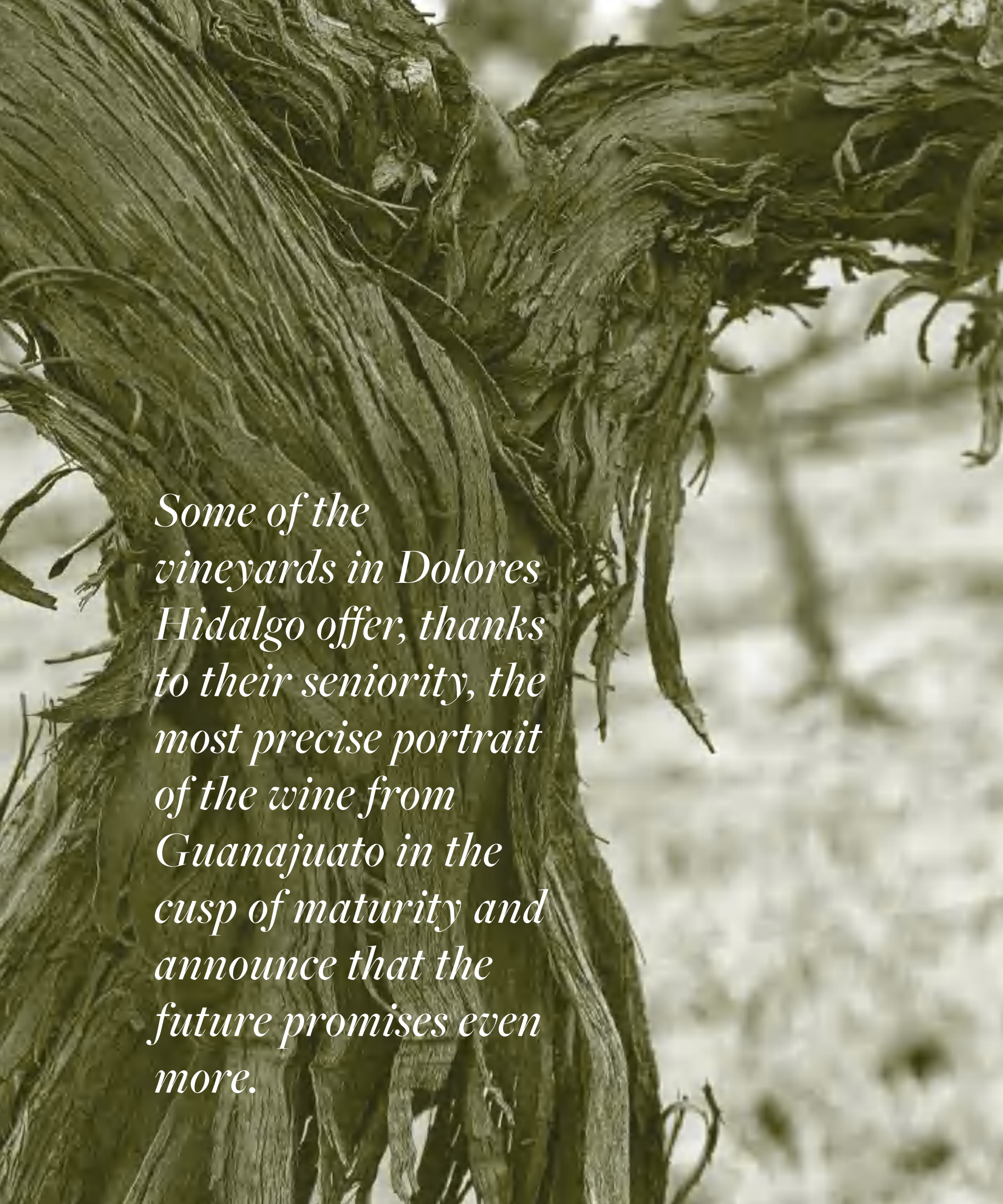


Blooming cosmos facing the vineyards of Hacienda Santiago.



After graduating from the university, he started working in radio shows. It was something related to his studies and he liked doing interviews, but left for the real estate business with the desire to prosper. “I specialized in developing real estate developments”, he says, “and that’s why I was invited to start Viñedo San Miguel, as I had the experience. Then they gave me the vineyard management, and that’s how a passion for wine that I didn’t know I had started, and that today keeps me going”.

In Hacienda Santiago he planted Cabernet Sauvignon, Cabernet Franc, Syrah, Tempranillo, Malbec, Sauvignon Blanc and Chardonnay, advised by Rafael Garza. The property is in the Northeast area of León, heading towards Comanja, on the border with Jalisco. His project wants to represent that border’s spirit, intangible between the two states, as his hands extend on both sides of it. “We’ll have a tasting room in the same division line. On Guanajuato’s side we’ll taste wine and, in Jalisco’s, tequila”, he assures laughing. In Guanajuato, as we’ve mentioned, height and light make the difference. This is announced in their name, the mentioned



Some of the vineyards in Dolores Hidalgo offer, thanks to their seniority, the most precise portrait of the wine from Guanajuato in the cusp of maturity and announce that the future promises even more.



Vineyard of Tierra de Luz, at the border with Jalisco.



Tierra de Luz Hacienda Vinícola, at 6,496 feet above the sea level. It was founded in 2015, also on the border with Jalisco, and on the other side, Northeast of León, towards Lagos de Moreno. Today, it has five hectares of Merlot, Malbec, Pinot Gris, Albariño, Semillon, Sangiovese and Nebbiolo. It's in an area of radiant days and cold nights, with a great thermal amplitude and annual precipitation of 24 inches.

In this land, brags María José Fernández, sommelier and manager, was one of the oldest haciendas in Mexico, Jaramillo de Abajo, founded in 1550. The name comes from the first owner, Juan Jaramillo, who got the encomienda by the New Spain viceroy, Antonio de Mendoza, as an award for his performance in the battle of Tenochtitlan. Today, the buildings keep the colonial style and charm, with strategic touches of modernity.

In 2021, Tierra de Luz started to make the wines in situ (until then, they were made in Camino de Vinos). The vinification area is composed of tanks of two and four thousand milliliters that allow them to vinify separately each vineyard lot, and provide the best care to each detail. Laura Zamora is



Hacienda Santiago, at the foot of the hill.



The vineyards in Dolores Hidalgo are benefited by the height, the closeness to the mountain chains and the many affluents from the Laja river, which protect the freshness during the nights.



Stainless steel tanks.

Entrance to Tierra de Luz.

their oenologist. She makes two red wines, one Malbec and another random one —Eterno, whose main strain is determined in each harvest— a calm rosé and another sparkling, both from Merlot.

The matured vines

Around the city of Dolores Hidalgo, the vineyards are around 6,200 and 6,500 feet above the sea level. The area offers, by seniority, the most precise portrait of Guanajuato's wine on the threshold of maturity, and announces that the future promises so much more. The altitude and being close to two mountain ranges influences their good results, along with the abundant waters of the Laja river, which descend upon them and protect the freshness during the nights. The sunlight's potency, reflected on their waters, multiplies the energy and amplifies the climate differences between day and night.

Vega Manchón, better known by their label Cuna de Tierra, is one of the first vineyards in the area and, therefore, an armory of experiences. In 1972, Ignacio Vega bought the hacienda, then focused on alfalfa, chile and corn.



Bottle exhibitor at the Camino de Vinos restaurant.



Hacienda Santiago's vineyards.



Juan Manchón, Cuna de Tierra and Cavas Manchón oenologist.

Steam cleaning barrels.

In 1978, he planted some vines from Salvador grape to provide his friend Juan Manchón, with whom he sometimes made distillates, with raw materials for his sweet wines. “In 1987”, says his son Ricardo Vega, “we went to Parros with oenologists Joaquín and Eduardo Madero and we brought plants to start a more commercial production. We planted a hectare of Tempranillo, Cabernet Franc, Cabernet Sauvignon, Aleático and Petite Sirah”.

“For several years we sold the grape to Freixenet (that Spanish company’s Sala Vivè cellar, located in Querétaro)”, Vega continues, “Until 2005, when we made the first vinification with Joaquín Madero and we obtained three barrels. In 2006, we grew up to eight, and in 2008 we had the first commercial harvest”. Vega associated with Juan Manchón Jr, who just arrived from Valencia with a doctorate in oenology, and they created the Vega Manchón winery. The first vineyards were over 30 years old, and the extension of the vineyard is over 30 hectares, with a production that currently has around 11 thousand boxes with 12 bottles each.

The winery building, linked to the restaurant and tasting rooms, was designed by the architects Ignacio Urquiza and Bernardo Quinzanos, and its construction ended in 2013.

Awarded with a silver medal in the First Mexican Biennale of Architecture in Mexico City as the best industrial project, it’s “an icon of Mexican design”, according to Architectural Digest magazine. The label was, likewise, awarded by the Creativity International Awards Labels.

For several years, Vega Manchón chaired the Grape and Wine from Guanajuato Winery Association, from which they promoted the birth and development of several enterprises. In addition to promoting them, they lead the research for economic support, among other reasons to consider them as a pioneer winery and a viticulture promoter in the State; a lot of what exists today wouldn’t be possible without them. Meanwhile, their wines’ quality grows yearly, indicating where the road is.

Among the first wineries that followed their footsteps at the beginning of the century was La Santísima Trinidad, which started in 2014 with the formula that Erick Gallardo, its founder, would replicate later near San Miguel de Allende: the real estate development with vineyards. It was also the first wine tourism project, with a boutique hotel with seven rooms, two restaurants that face an artificial lake, and something unusual: a polo field.



Terrace of the fermentation tank area, with small stainless steel tanks for micro vinification in Cuna de Tierra.
Architectural design by Ignacio Urquiza Seoane and Bernardo Quinzanos.





Sunset at the barrel room in Cuna de Tierra.





Tower located in the middle of the Cuna de Tierra vineyard, illuminated by the twilight sun.

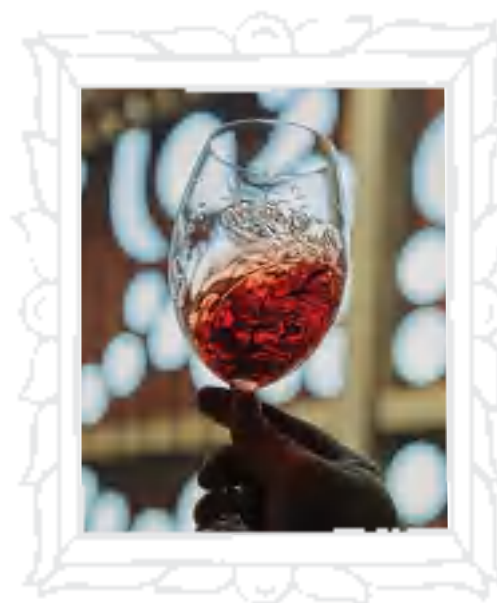


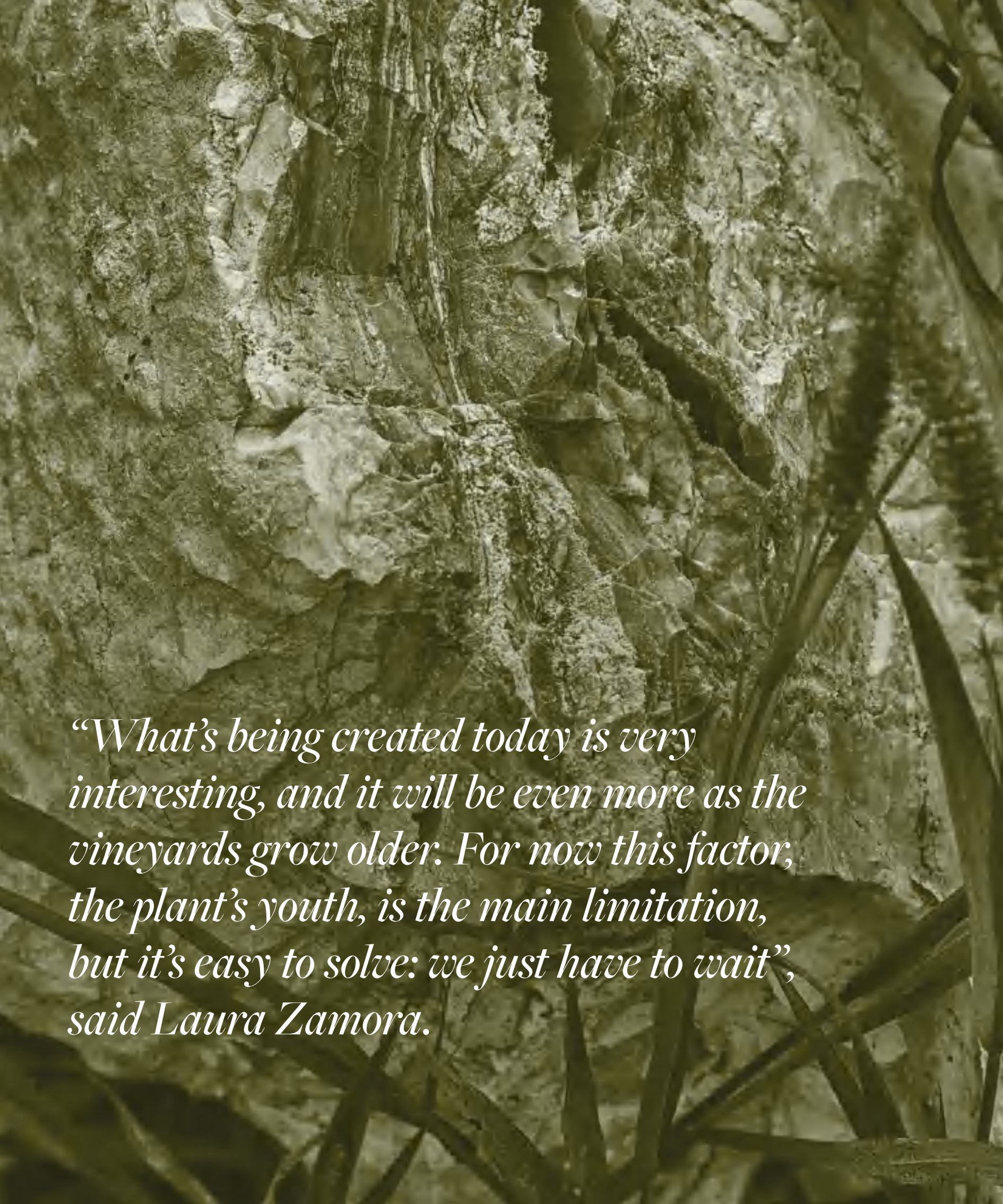
First samples of the harvest.

La Santísima is around six hectares, while Gallardo's projects around San Miguel, San Lucas, San Francisco and Los Senderos sum 17 more. These hotels reinforce the development proposal, and open new perspectives for the tourist flow from neighboring cities, which are starting to see, in these wineries, the countryside promenade that brings them back to nature.

Tres Raíces, in Dolores, is another strong bet for wine tourism. A family from Tamaulipas —father, mother and sons— arrived each year to San Miguel de Allende for their holidays, and one time they met Cuna de Tierra. They continued visiting other wineries until reality caught up with them: they decided to become winemakers. The project started by planting 10 hectares in 2012; today they have 60, out of which forty are in production.

Tres Raíces plans to reach the half a million bottles (around 42 thousand boxes). Currently, they're halfway to the goal. The general director is Roberto, one of the three Guerrero brothers —the three roots—. The project, he says, “was started by my dad, who has a crazy love for Spain. As a





“What’s being created today is very interesting, and it will be even more as the vineyards grow older. For now this factor, the plant’s youth, is the main limitation, but it’s easy to solve: we just have to wait”, said Laura Zamora.



White oak foudres for fermentation at the Tres Raíces winery.

builder, he had to participate in the remodeling of a winery near Logroño, he befriended the owners and, when he came back, said ‘if I already did it in Spain, why not here?’”.

“We made wine out of the first harvest in 2015, almost everything by hand, in a small place down there (he points towards the field) and we got six barrels”. It was the first experiment. With a favorable wind, they bought the equipment: the destemmer, stainless steel tank, a selection band and crusher. In 2016, they were creating wine professionally, aided by the oenologist Alejandra Cordera. In 2020, Cordera left to do a masters degree in La Rioja, Spain, and the Argentinian oenologist Fabricio and Agustina Hernández took her place.

The vineyard is on sandy soil with clay, at 6,233 feet high, in an area where the rains give between 13 and 17 oz a year. The effects of the sun’s radiation over the grapes’ skin, accentuated by the height, has eased the creation of red wines with a lot of color, tannins and fruitiness.

Oenologist Laura Zamora, who observes Guanajuato from her experience in Baja California, is noticeably excit-

ed when she talks about the wines being produced in this State. The fruity notes’ brightness, the natural acidity, which expands the bottle’s life, and the polyphenols’ development create her optimism. “What’s being created today is very interesting, and it will be even more as the vineyards grow older. For now this factor, the plant’s youth, is the main limitation, but it’s easy to solve: we just have to wait” ◆





Subterranean barrel room in the Tres Raíces Winery.



Sunset at the Tres Raíces boutique hotel.

An aerial photograph of a vineyard during the golden hour of sunset. The sun is low on the horizon, creating a warm glow and long shadows across the rows of grapevines. In the foreground, several large, dark, rectangular structures, possibly water tanks or irrigation equipment, are visible. The background shows rolling hills under a blue sky with scattered white clouds. A large, semi-transparent diamond shape is centered over the image, containing the text 'IV' and 'THE JOURNEY'.

IV

◆ THE JOURNEY ◆



“One must always prefer the wines from the regions we stop at or that we visit. Or at least taste them in the producers’ wineries... they’re safe guides that save the aromas of the countryside that surrounds them”.

◆ Bernard Pivot, *Loving Dictionary of Wine*



Wine tasting at Viñedo San Miguel.



From the creation of the first vine lines, the finishing of the walls, the purchase of the fermentation tanks, the bunch that hints in the plant and the emergence of the first bottle, the owners and oenologist of the wineries are unknowingly prey of a desire that, with time, will occupy their minds and, in some cases, will be there for the rest of their lives: the irresistible pulse of sharing their sleeplessness. To give to taste and share their stories, too, which is when, once turned into a tenant, the desire appropriates every single and last of their thoughts. This passion, new or old, swells oenology's turistic vein.

It's not the only thing, of course. The owner that opens their winerie's doors to invite travelers finds the funny fascination that, in them, have the rows of vines and the fragrance of their wines. Hunger and the desire to eat blend. However, wine tourism was, from its beginning, just another form of rural tourism. It started to shape itself in Burdeos

around the 1930s, with the wind favoring their legendary châteaux and wines, and anchored in Burgundy a decade later with the first wine routes. Time started to snowball, and today vineyards summon multitudes around the world.

It's not a coincidence that France planted the seed, a country where the countryside life and their products are venerated. Just like wine, many of them have a designation of origin¹, which increases the appeal. The French make long pilgrimages researching Arcachon's oysters, Landes' foie gras or the best Camembert of Normandy. The story of Landes' châteaux is just as attractive as riding a bicycle along Pouilly Fumé's old vegetation that grows on their hills.

1. In Spain, France and Latin America, the designation of origin is a regulatory geographical indication system, used primarily for food, to regulate the quality and geographical origin of the products.





San Francisco vineyard's restaurant.

Apicius didn't just eat and drink, he also told it in one of the first cooking books, whose authorship is awarded to him, *De re coquinaria*, made famous four centuries later.

They weren't the first: in ancient Rome, the destination was Falerno's (the current Campania) wine, promoted by the cronist Pliny the Elder. Pliny himself tells that the rich heir Apicius —forerunner of the gourmand— traveled to Libya in that first century of the Christian age with the purpose of finding small, pale and tasty carideas (known as true shrimp), which were, apparently, better sized there. The appetite and the journey and the appetite for the journey.

Apicius didn't just eat and drink, he also told it in one of the first cooking books, whose authorship is awarded to him, *De re coquinaria*, made famous four centuries later. Today, one of the most celebrated books on the topic is —not by chance— the French restaurant guide sponsored by a tire brand... A symbol, if you may, of the space that gastronomy has occupied on journeys, and viceversa, during these two millenniums.



The Museo del Vino opened in 2016 and it reunites the winemakers from Guanajuato.



Dishes from Da Monica, inside the Museo del Vino in Dolores Hidalgo. In it's facilities are held the meetings of the Grape and Wine Association and it is also a meeting place for tourists and wine lovers from all over the state.

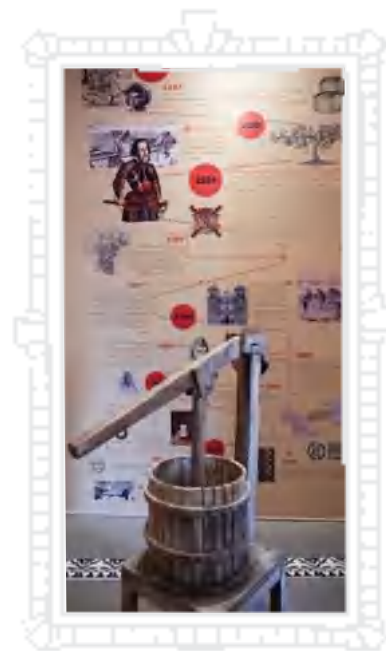


Interior at the Museo del Vino in Dolores Hidalgo.

The museum and the route

Wine tourism in Guanajuato is, clearly, more recent than its existence in the Old World and the rides through Californian roads —Napa Valley at the top— with their fame painted by thousands of visitors since the 1980s, but it's growing fast. The visitors' flow increases year after year, and it adds to the hosts' romantic impulse a significantly revenue trail. Traveling in that way extends the conviviality that is created around a glass of wine, adding the decor and setting, light and sound, to make it warm, intrinsic, and unique.

In 2016, the inauguration of the Wine Museum in Dolores Hidalgo was an important step to add an entity to the producers' association and wine tourism. It made obvious that Guanajuato's takeoff wasn't superficial, a passing phenomenon, that it had arrived to expand. There aren't museums for the perishable. Guanajuato's Grape and Wine Association, which groups most of the wine cellars, took hold of the beautiful building that, 80 years before, had been the Ignacio Allende Hospital and restored it (supervised by the





Access to Bernat Vinícola.

Dolores Hidalgo and San Miguel are the two main wine regions in Guanajuato.



INAH²), with an investment of nearly 25 millions of pesos³. Four thematic rooms were enabled to tell the history of the wine in Guanajuato, along with the fabrication systems and the old tools that were used on the wineries over three centuries ago. The concept finished its polishing with a conditioned place for tastings and another for meetings, a Guanajuato wine and mezcal bar and a good Italian restaurant, Da Monica. The producers are reunited in their installations and the visitors find in them the ideal place to start learning about a region that is already gaining a strong foothold in the wine world.

The Wine Route was officially inaugurated in 2019, promoted by the Producers' Association and the State's Tourism Secretary. Although it is starting to wake up, it'll be an important rocket for wine tourism and, therefore, the growth of wine enterprises. It'll also benefit other regional products that mark their journey, like artisanal cheeses or honey, highlights Javier Valverde, the State's tourism planning director.

2. INAH: Instituto Nacional de Antropología e Historia, Mexico's National Institute of Anthropology and History.

3. Around \$1,242,199 USD (rate calculated on 28/03/22)



Harvest at the San Lucas vineyards.



Plantation in San Lucas.





Juan Rendón, owner of the San Bernardino winery.

The extension of the wine region and the quick apparition of new wineries cellars made the Wine Route to have five tours, with nearly 30 wineries on their road. These include the areas surrounding León, Guanajuato, Salvatierra and the first 30 miles of the roads that take from San Miguel de Allende to Dolores and Querétaro. Prosperity should be generated along their stroke in the future.

Juan Rendón, former local representative and mayor of Dolores Hidalgo, current owner of the neighboring winery San Bernardino, was one of the ones that supported, from the public service, the role of wine as an enhancer of the regional economy. “We had a strong bet and things went well, naturally”, he says. Rendón planted in 2014, and is already making a Cabernet Franc rosé, a blend between Cabernet Sauvignon, Malbec and Syrah, and his own wine, the Bridon, made with Cabernet Sauvignon and Malbec and aged three years in a barrell.

“We’re a family business, that’s why it carries my father’s name, and because this rich product reflects the circle



Food among vines in La Santísima Trinidad.



The vineyard areas are suitable for picnics and the wineries offer them as part of the tour.



of life”, he says. The vineyard has six hectares, in which Rendón cultivates red varieties that go to his blends. Next to it he has built a restaurant, a spa, a garden for events and a tasting room, where visitors can fill their glasses before or after touring the vineyard, either on foot, by horse or by an ATV.

One of the most distinguished wine tourism projects is the previously mentioned Tres Raíces. The wineries’ areas for vinification, barrels and bottle racks have a spectacular architecture, and their materials (woods, marbles, granite, wrought iron) display luxury. The project was conceived by the Guerrero family (p. 137) with an attractive boutique hotel comprising 12 villas, each one surrounded by gardens, a restaurant with wide windows that face the vineyard —its tasty comfort food cuisine daily recalls the pilgrimage— and a tasting bar.

Wine tourism is in the emergent wineries’ DNA, as they decisively contribute to their growth. This is clearly explained by Francisco Romero, owner of the vineyard



Little hamburgers, one of the premium dishes at the Tres Raíces restaurant.



*The traditional wine
tourism route starts
in the field, sometimes
with a refreshing
white wine glass in
hand, continues into
the winery, where
visitors can learn
about the secrets of
wine fabrication.*



Camino de Vinos Boutique Hotel.



Group of tourists visiting the Puente Josefa vineyard.



Old entrance to the mine in Camino de Vinos and the viewpoint of the winery during the harvest festival. One of the main attractions of the winery is the view over the vineyards planted on terraces.



El Paraíso. “If it was just the wine sale, we’d barely be balanced”, he states. “It’ll be a profitable business only with wine tourism”. He’s planning on opening a small restaurant—exclusive for the weekends for now—, a tasting area and another for events. “It’s a very beautiful activity when you’ve got the taste for wine”, he says, “and the quality of this region’s wine has motivated me from the beginning”.

The Puente Josefa winery has made wine tourism its axis. In an extension of barely one hectare, they’ve planted Cabernet Sauvignon, Cabernet Franc, Syrah and Tempranillo. They produce around 300 boxes of 12 bottles of a red wine whose composition varies according to the results that the vines offer each harvest. Their gastronomical offer is based on picnics with menus filled with artisanal cheeses, olives and other regional products, temazcal experiences⁴, and visits to the wineries and vineyard to induce the mystical communion with wine.

⁴ A temazcal is a type of sweat lodge, originated from pre-Hispanic Indigenous people in Mesoamerica.





Terrace at the Cuna de Tierra restaurant.





Pizza, the star dish at the restaurant in La Santísima Trinidad winery.

Wine from the Vid Elena winery

The traditional wine tourism route starts in the field, sometimes with a refreshing white wine glass in hand, continues into the winery, where visitors can learn about the secrets of wine fabrication, and then the tasting room with several wines to try. The epilogue usually is the store, when there is one, where visitors can buy what they've tasted. In some cases, the tasting continues there with snacks.

The weight of restaurants

The Tierra de Luz winery, in the border between Guanajuato and Jalisco, includes a restaurant, Octágono, a bar with plentiful snacks, and transportation—the now classic platform with wheels, benches and sunshade—designed to visit the vineyard in groups. The property that Luz Henríquez inherited from her father has an additional appeal: it was the Jaramillo de Abajo Hacienda, given to captain Juan Jaramillo, by the viceroy Antonio de Mendoza in 1550.



Tourists at the Tierra de Luz winery.



HOTEL



VIÑEDO
LOS ARCÁNGELES

Entrance to Los Arcángeles Boutique Hotel.



Enchiladas with pipián in Cuna de Tierra.



Visitors' arrival to the wineries.



Luz restored the place with elegance and considering her childhood memories, in a way that they have a personal and affective touch that wants to awaken in the visitors similar emotions to the ones she lived there as a child.

Next to the city of Guanajuato, Camino de Vino's path is clearly marked by wine tourism. Their owners kept part of the original mining installations —including the entrance to the sinkhole that leads to the mine's depths— with a museographic spirit and transformed the areas: a Boutique Hotel with 26 rooms, vinification areas, barrels and bottle racks, tasting rooms, two restaurants —one of them stretched to the terrace with a view to the vineyard—, patios with sunshades and outdoors areas for events, and a tower with a balcony where it's possible to gaze upon most of the place.

Part of Vid Elena's, another recent project located near Dolores, touristic activity, will be centered on the landscape, even if it's just for their current distribution: one hectare of vineyard among others occupied by a beautiful well, trees, shadow and a meadow, a place that seems illustrated for a



Winner tapa at the 5th World Tapas Championship in Valladolid, Spain, creation of the chef David Quevedo.



picnic with wine, consummated over the grass during a summer afternoon. Currently, the wine is produced by oenologist Laura Zamora in Camino de Vinos, and her portfolio includes three vine varieties: Cabernet Sauvignon, Malbec, and Syrah, and a blend between the three.

The restaurant is a key element of wine tourism, almost inescapable for wineries. It makes sense that it is, as it's there where this widened conviviality factor that I mentioned leads to, as it thrives around the table and glass of wine. It's where, sooner or later, the visitors will stop over to taste some recipe specially conceived to harmonize with what's produced in the winery.

Cuna de Tierra has, in the winery's restaurant, that magnetized core. Its design includes a wide terrace that, during the sunny days, is an irresistible attraction. The integration between the winery's buildings and the restaurant is complete. The presentation in concrete unifies the ensemble with well-defined and articulated areas. The culinary offer is complemented by strolls through the vineyards by bicycle

It's in the restaurant where, sooner or later, the visitors will stop and where they'll try some recipe thought specially to harmonize with the wines created in the winery.



Malbec from the San José Lavista winery, awarded by the Mexico Selection in the Concours Mondial Bruxelles.

Interior of the hacienda and Boutique Hotel San José Lavista.

The Lavista restaurant, in San José Lavista, opens during the weekends, when the winery has more activity, partly due to the touristic visits and due to the weddings celebrated in the exceptional installations located in the vineyard.

or diligence, and the possibility to photograph the field and buildings set from the top of a tower located among the grooves.

A young and talented chef, Ricardo Luna, is in charge of the restaurant.

The Viñedo San Miguel's restaurant is elegant, with a great architectural cleanup, functionality and warmth. Its chef, David Quevedo, got the first place in the 5th World Tapas Championship in 2021, celebrated yearly in Valladolid, Spain. The store is in the same building, on the ground floor, and offers wines and leather products that are fabricated in León by the owners of the winery. On another floor, there's a wide space with communal tables for tastings.

The Lavista restaurant, in San José Lavista, opens during the weekends, when the winery has more activity, partly due to the touristic visits and due to the weddings celebrated in the exceptional installations located in the vineyard. Located on the last floor, their installations crown a building with the vinification equipment, the barrell rooms and a store.



Viñedo San Miguel store.



Orchard.







Extra virgin olive oils of La Santísima Trinidad.

Tres Raíces Malbec, with medals from the *México Selection of the Concours Mondial Bruxelles*.



Its terrace offers an incredible view over the vineyard. Although the attached building has 10 rooms, its purpose is to accommodate the bride and groom and their guests for the wedding.

Wine real estate developments

The winery-restaurant-hotel trio have a beautiful example in Los Arcángelos, Dolores Hidalgo: a unit between the three parts, with a rustic style, with a wood oven and pizzas as a staple, as well as their flour bread seasoned with red musts. A Sauvignon Blanc white, a Merlot rosé and several reds —natural fermentation Syrah, a Malbec varietal and a blend between Malbec and Grenache come from their six hectare vineyard. They're made by a young and talented oenologist, Ulises Ruiz, with studies from the University of Montpellier (France), the Geisenheim Grape Breeding Institute (Germany) and Washington State University (United States), and is the co-owner of the winery along with his father.

Likewise, the winery Los Búhos stands out for both their restaurant and their wines, sheltered by their building





Vineyard in San Francisco.

Los Senderos winery's restaurant.

Real estate developments whose terrains include a specific space for a vineyard, olives and lavender; that way, the owners are, at the same time, partners that obtain yearly a certain quantity of wine bottles (or olive oil bottles), fabricated in a winery that provides this service to the development.

with colonial architecture, including the open space under a gallery with tables and equipment.

From the wine tourism angle, the most impressive experience, both for its ambition as for their achievements, is in the projects La Santísima Trinidad, San Lucas, San Francisco and Los Senderos. They all share a similar formula: real estate developments whose terrains include a specific space for a vineyard, olives and lavender; that way, the owners are, at the same time, partners that obtain yearly a certain quantity of wine bottles (or olive oil bottles), fabricated in a winery that provides this service to the development.

Erick Gallardo's family, who imagined and coined the idea, bought during the 1950s the first property, of around 80 hectares, in which today stands La Santísima Trinidad, and began their real estate development. Erick was in the motorcycle business, and that activity made him spend part of the year in Argentina; when his father had a stroke in 2005, he had to take the position. He thought about including an agricultural activity and, after brainstorming, he favored the vine. That's how he coined the formula that became the real estate development with crops. The name comes from the combination of vines, olives and lavender.



Polo match in the vineyard field in San Francisco, a sport that grew in Guanajuato with the touristic offer created by wine.







Room at the La Santísima Trinidad boutique hotel.



Plate with goat cheese from the restaurant at the San José winery.

Barrica de Fuego grill restaurant.



Supported by the success of his first project, he repeated them in the San Lucas and San Francisco developments, a few miles away from San Miguel de Allende. In the following years, they grew in extension and economic importance, and were joined by Los Senderos. The four projects comprise around 300 hectares —30 for vineyards—, with a winery in Santísima Trinidad and another one in San Lucas. Sendero provides grapes that are mostly processed in San Lucas. It was the last to incorporate and the smallest: a pretty field planted about 20 years ago that is next to a countryside restaurant, Barrica de Fuego —basically grill and pizza—, gifted with a lovely terrace that invites people to ignore the hurries and diets.

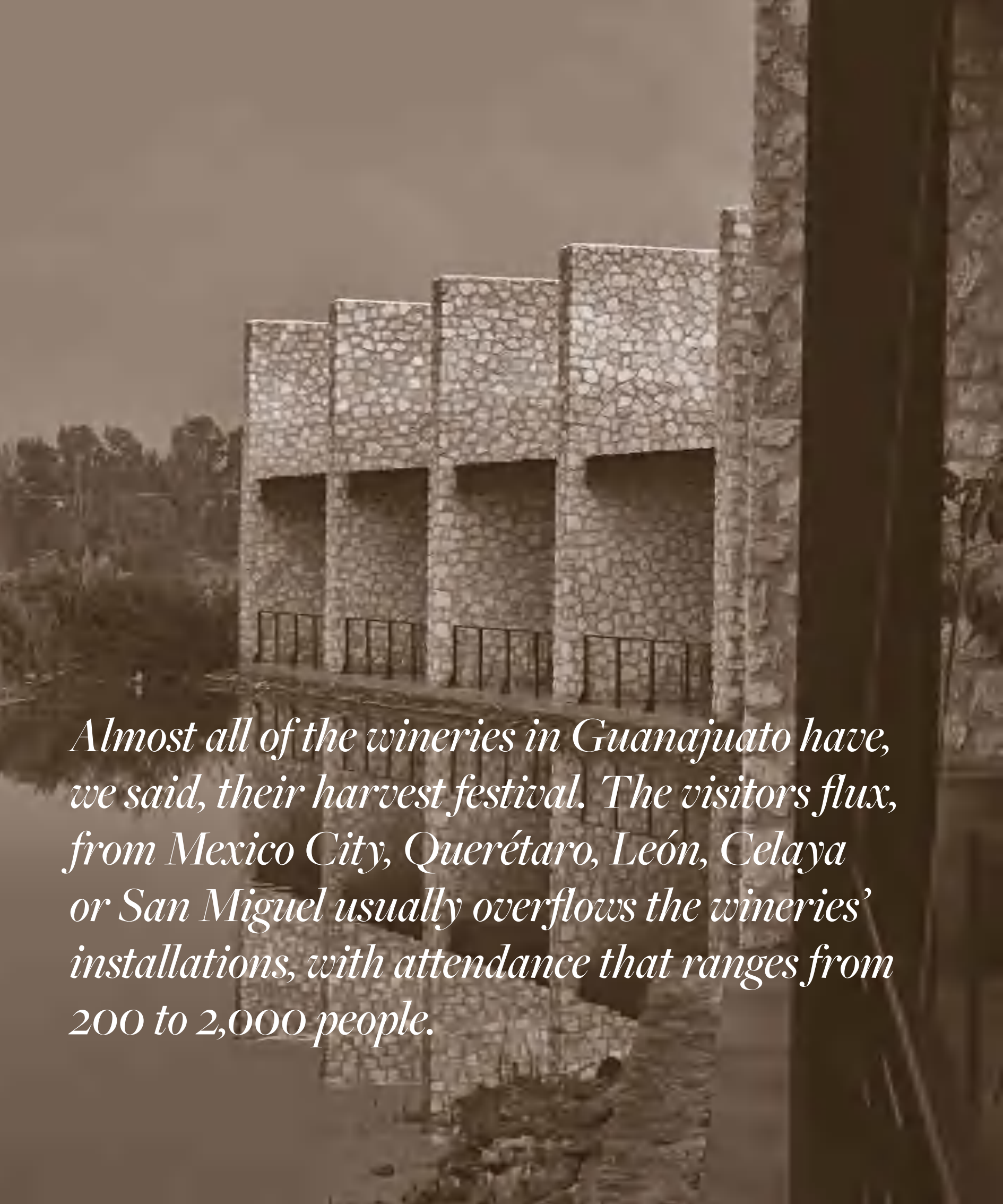
The other three projects have, too, restaurant and hotel, perfect examples of wine tourism at their maximum power. The one in Santísima is a tiny boutique hotel with five rooms, and the restaurant is made from a small area in the “mainland” and two covered decks over pillars that stand out from a lake surrounded by willows. In San Lucas, the hotel’s building, with fourteen rooms, evokes the Toscana framed by vineyards, stone walls and plank floors. The restaurant keeps that classic line.



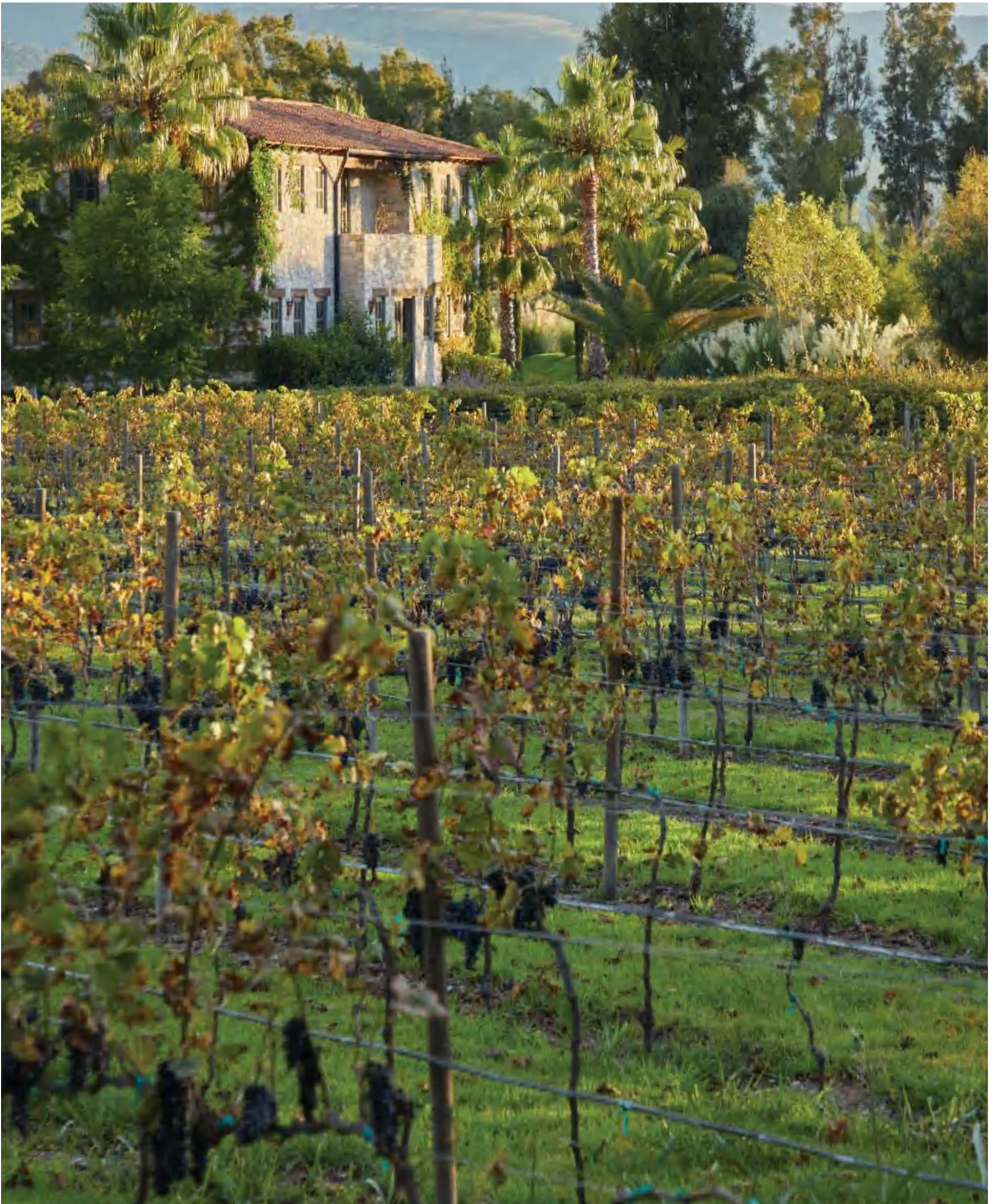
San Francisco hotel and vineyard.



Fermentation tanks and barrel room.



Almost all of the wineries in Guanajuato have, we said, their harvest festival. The visitors flux, from Mexico City, Querétaro, León, Celaya or San Miguel usually overflows the wineries' installations, with attendance that ranges from 200 to 2,000 people.



Neighbors in San Lucas cultivate their own vines.



Bottle rack in the San Lucas winery.





Toast at the harvest festival.



On the other hand, the San Francisco hotel —with a similar size— is clearly modern. The restaurant is over a waterway that separates it from the vineyard (with the first morning light, you'll have coffee while almost touching the grapes). It includes a store with the complex's products: wine, of course, along with olive oil and honey. The winery's design is a highlight, as it's in a single building with two levels. Upstairs are the tanks and other vinification equipment, and under them is the barrel room.

The Harvest Festivals

In another building, the subterranean bottle rack, which includes tasting tables, is a clever proposal with a wine-inspired beauty. Both places and the store are the main course of the tourist circuit. Along them, a wide deck area alternatively officiates as a nocturnal bar and an events area. On another hand, the polo courts (one for each project) attract thousands of fans, especially when the Harvest Cup is playing. The four vineyards receive, each year, over 8,000 visitors.



Dante Ferrero's grill in Cuna de Tierra.









Harvest festival.



Fermentation room in Tres Raíces.



Terrace at the La Santísima Trinidad restaurant.





Almost all of the wineries in Guanajuato have, we said, their harvest festival. The visitors flux, from Mexico City, Querétaro, León, Celaya or San Miguel usually overflows the wineries' installations, with attendance that ranges from 200 to 2,000 people, depending on the winery. 10 years ago, Vega Manchón started the first harvest festivals in Guanajuato, which now reach massive attendances up to 2,000 people. The experience was replicated by every new winery that surfaced, to the point that, now, the festivals form a thick calendar of several weeks that boost the knowledge of Guanajuato's wine and, in general, the tourism in the region.

Each winery enlists resources and creativity for the party: bands that play music from the 1980s, 1990s, 2000s and even classical orchestras; some chef or banquet house provides the food; the winery's wines flow almost without limit, sometimes followed by sips of distillates. At some point, people start dancing among the talk, hugs and toasts. Throughout the year, some wineries repeat the experience with smaller auditoriums: jazz concerts or the concert of a popular music star.

Wine tourism adds a strong current towards the yearly flowing torrent towards Guanajuato. The State has other important attractions, among them the intense life in San Miguel de Allende, with the ingredient of a cuisine that becomes more refined as time goes by, the bohemian Guanajuato with the invaluable cultural offer of the Cervantino; the cosmopolitan bias that the city of León has acquired, incentivized by a thriving economy.

The wine emergence, with the creation of dozens of wineries, is more recent, but still, it has proved, along with the qualities of the terroir that were barely known, an amazing mobilization of people and resources. It's a multiplier that accelerates time. Today, it summons a flow of around 80 thousand visitors a year and an incalculable economic spill. New hotels and restaurants open, the cuisine evolves, diversifies and demands more agricultural products. Wine tourism is a range of possibilities that opens towards the future. ◆









V

◆ **PROTAGONISTS** ◆



The oenologist Álvaro Fuentes taking a barrel sample, in Bernat Vinícola.

The winemaker's devotion for their vine has always existed everywhere. A devotion that makes them love that which an impartial taster would recognize as a wine with inadequacies. It's that crazy love that makes us love the defects of the loved object.

◆ Émile Peynaud





In every circumstance, wine is personal: in the almost sentimental attachment that the drinker and the creator have. In awakening, too, of a probable paternity: the one who saw its birth brags about its gestation, and the one who pours it brags about its discovery. Phrases like “wine is made in the vineyard”, however, have strongly erupted since the beginning of the century. Is it? It’s not the work of the oenologist? In the lane across, the phrase that contradicts that one, from older ages: “give two oenologists the same grapes and you’ll get two different wines”.

To make wines, it is necessary to have a lot of hands: the agronomist, who fights to have healthy grapes that will later set with harmony: acidity, sugar, tannins, color; the oenologist, who decides what to do with them, with body or light, with or without barrel; the businessman who risks his money a lot sooner before knowing the result of these musings, and the field and cellar workers, forced to maintain the incessant attention to tiny details and contingencies. This conjunction of sleeplessness and people are in your glass.

The rise of Guanajuato’s viniculture attracts Mexican and foreign professionals everyday, whose knowledge capital can latch deeply into the land and enriches the collection:

they help improve the crops, to adapt the techniques to the concrete conditions of the vineyard regions of Guanajuato; they show several paths to achieve the quality in every stage of vinification and aging.

This also happens in wine tourism. There are a lot of cellars that chose to open restaurants and assemble many cooks, some from the state and others from other parts of the country. New ideas, techniques and tools are transforming the local gastronomy, and their demands incubate capacitation centers.

The sommelier profession is also experiencing a spectacular growth thanks to, among other reasons, the tasting rooms in the wineries. The hospitality industry, which has grown as an indispensable service to fix on the State the tourist flux, creates the demand for more professionals.

This chapter is about the personal factor. You’ll see some of the protagonists that build, day to day, the prosperity of that cluster of activities; those who do the preliminary work and, at the same time, expand the wine industry in Guanajuato: winemakers, agronomists, oenologists, chefs, sommeliers, managers, businessmen, field workers. Protagonists of a new boom. ◆



Natalia López and Branko Pjanic, oenologists and owners of Bodega Garambullo.



Raúl Farías, Hacienda Santiago director, participated in the creation of Viñedo San Miguel.



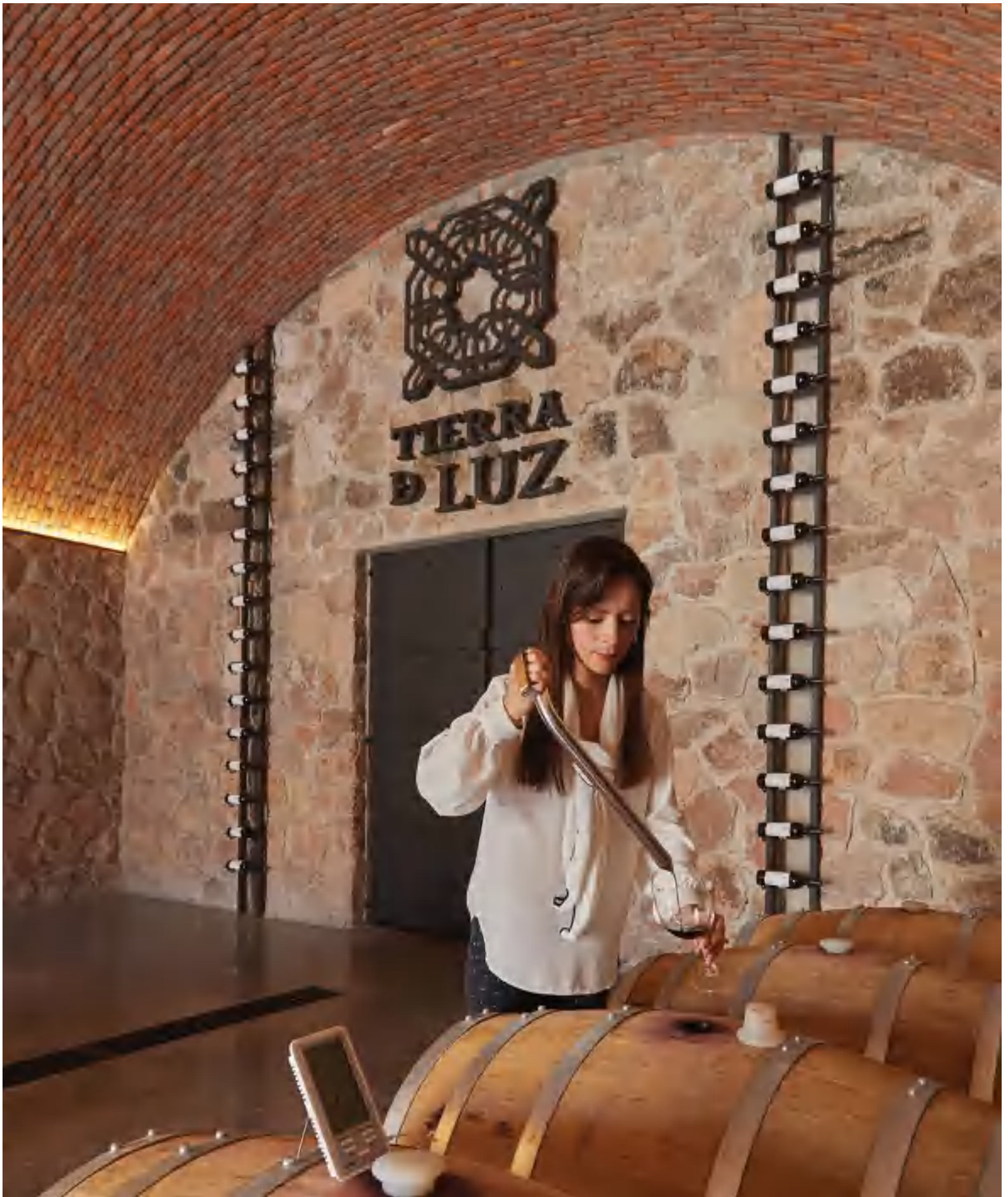
Federico Enríquez Camarillo, taking care of the vineyard in Cuna de Tierra.



Elías Torres, owner of Pájaro Azul winery.



Tiburcio Hernández Campos, agronomist in Cuna de Tierra.



María José Fernández, sommelier and manager in Tierra de Luz.



Francisco Hernández, owner of Bodega Lobo, who translated his passion for opera into his labels.



Vega Manchón's oenologist, Juan Manchón, is also the owner of Cavas Manchón winery.



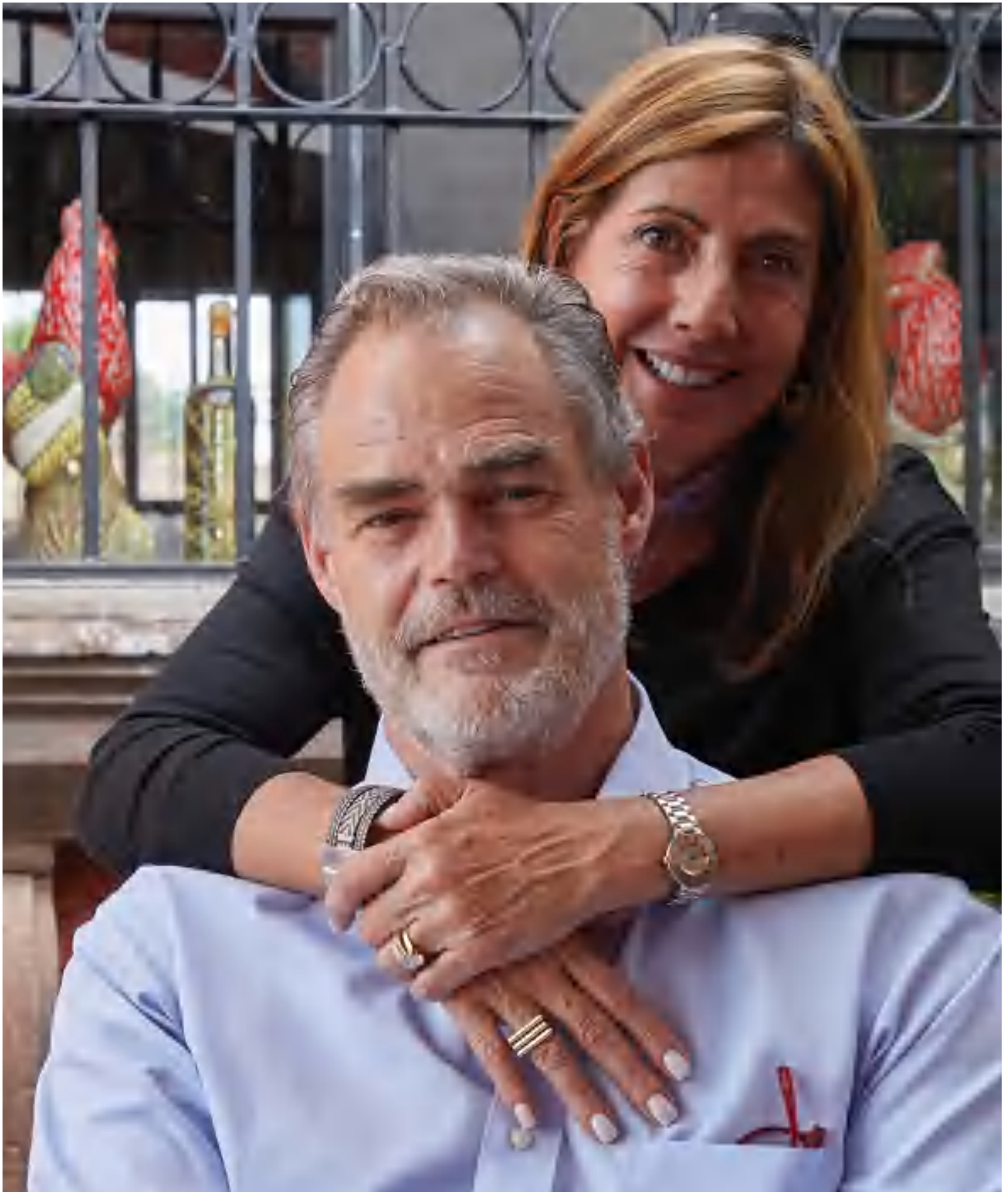
Yamil Abraham, businessman and financial consultant, is Vid Elena's partner and director.



Hugo Anzúrez, owner of Casa Anza winery.



Francisco Moreno, owner of Bodega El Paraíso that will soon start to make wines in their own installations.



Juan José Álvarez “El Güero” and Rosario Vega, owners of Viñas del Xido.

21

Tingizulla Rue
1071
30

1071
10.10.2018
10.10.2018





Fabrizio Hernández, oenologist, and Roberto Guerrero, general director, from Bodega Tres Raíces.



Cirilo Hernández, steward of the El Lobo vineyard.



Josefa Jongitud, owner of Puente Josefa.



Ximena Seoane, general director at San José Lavista winery.



Douglas Henning, owner of Puente Josefa.



Ricardo Luna, chef in Cuna de Tierra.



Paco Lara Sirvent, hospitality director in Cuna de Tierra.



Ana María Arias, sommelier and general director in Vinotelia, and active trainer of wine professionals.



Ulises Ruiz Jr and Ulises Ruiz father have made Los Arcángeles a small, vanguardist winery.



Horacio Reiner, oenologist advisor for Guanajuato's wineries like Casa Anza and Los Remedios.



Ricardo Vega and Adriana “Gato” Urquiza, owners of Bodega Vega Manchón, known as Cuna de Tierra.



Federico Enrique Camarillo picking fruit.



Cinthya Hernández, oenologist in Bodega Pájaro Azul.



Waiters and sommeliers in Viñedos San Miguel.



Jorge Solís, director of Viñedo San Miguel.



Ramón Vélez, Cuna de Tierra's businessman, oenologist, commercial director and partner.



Andrea Paola, sommelier that collaborates with Cavas Manchón winery.



Rafael Garza, agronomist engineer in several wineries in Guanajuato.



Adrián Hernández, owner of Viñedo del Gran Padre.



Ricardo Garrido, owner of Casa Garrera.



Laura Zamora, oenologist, advisor in several wineries in Guanajuato and owner of a vineyard in Baja California.

Wine projects in production

1. Bernat Vinícola
2. Camino de Vinos
3. Casa Anza
4. Cava Garambullo
5. Cavas Manchón
6. Cuna de Tierra
7. Dos Búhos
8. El Lobo
9. El Paraíso
10. El Pavo Real del Campo
11. Epicurus Winery
12. Hacienda San Bernardino
13. La Santísima Trinidad
14. Los Arcángeles
15. Los Remedios
16. Octágono. Vino Ancestral
17. Pájaro Azul
18. Puente Josefa Vineyards
19. Río Laja
20. San José Lavista
21. San Francisco/San Lucas
22. Tierra de Luz
23. Tres Niñas
24. Tres Raíces
25. Toyan
26. Vid Elena
27. Vid Xido
28. Viña del Cielo
29. Viña del Gran Padre
30. Viña Gamar
31. Viñedo de los Senderos
32. Viñedo San Miguel

Projects in development

Casa Garrera

Casa Vázquez

Dos Jacales

Finca Rosas

Juan Ariel

Lady Marris

Las Maravillas

Leperoni

Rancho San Andrés

San José de Badillo

Viñedo Santa Cruz

Zirándaro



VI

**GUIDE TO THE
◆ WINERIES OF ◆
GUANAJUATO**

Our wine winery's guide and its symbols

In the following pages, you'll find a guide to the wineries cellars in Guanajuato; in advance, we offer an apology for those that are not there, as the reality we tried to portray is so dynamic that within days or weeks it is enriched by the arrival of new companies. As the intention of this guide is to record the advances of the wine industry in Guanajuato as well as the wine tourism that blossoms at its side, we use symbols to identify characteristics of each cellar and its tourist offer. The meaning of each symbol is presented next.



Strains



Production



Height



Soil



Precipitation



Lodging



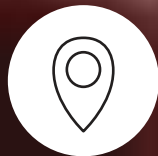
Restaurant



Visits to the
Vineyard and Winery



Tastings



Location



WWW



Mail

















Phone



Wine tourism
















Bernat Vinícola

Foundation year 2012

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| | Owner | Álvaro José Álvarez Bernat |
| | Oenologist | Álvaro Fuentes Gleason |
| | Extension | 4 hectares |
|  | Strains | |
|  | | Grenache, Malbec, Syrah and Merlot |
|  | | Muscat, Viognier and Chardonnay |
|  | | 6,000 bottles |
|  | | 6,397.64 fasl |
|  | | Calcareous clay |
|  | | 350 mm |
| ET |    | |
|  | | Highway Dolores –Xoconostle km, 8.5 C. P. 37860 |
|  | FB: | Bernat Vinicola/ |
|  | | bernatvinicola@gmail.com |
|  | | (52) 553 954 7344 |















Camino de Vinos

Foundation year 2015

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| | Owner | Ricardo Betancourt |
| | Oenologist | Laura Zamora |
| | Extension | 5 hectares |
|  | Strain | |
|  | | Syrah, Malbec, Cabernet Sauvignon and Tempranillo |
|  | | |
|  | | 9,000 bottles |
|  | | 7,874 fasl |
|  | | Clay loam |
|  | | 350 mm |
| ET |     | |
|  | | Highway Silao-Sangre de Cristo km 19, Comunidad Sangre de Cristo, C. P. 36243 |
|  | | N/D |
|  | | recepción.exhacienda@caminodevinos.com |
|  | | (52) 473 735 8139 |












Casa Anza

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Guadalupe Celia Vázquez Torres |
| | Oenologist Horacio Reiner Extension 7 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Malbec, Syrah, Tempranillo and Merlot |
|  | Semillon and Sauvignon Blanc |
|  | 37,000 bottles |
|  | 6,824.15 fasl |
|  | Clayey silt |
|  | Scattered showers |
| ET |    |
|  | Highway Cerritos-Fajardo W/D. San Miguel de Allende, C. P. 37888 |
|  | casa-anza.mx / FB: CasaAnza |
|  | contacto@casa-anza.mx |
|  | (52) 442 594 3608 |

Cava Garambullo

Foundation year 2012

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| | Owners Natalia López and Branko Ptanic |
| | Oenologists Natalia López and Branko Ptanic Extension 0.6 hectares |
|  | Strains |
|  | Cabernet Franc, Syrah and Grenache |
|  | |
|  | 5,000 bottles |
|  | 6233.6 fasl |
|  | Volcanic clay loam |
|  | 450 mm |
| ET | Not open |
|  | Highway San Miguel de Allende-Dolores Hidalgo km 3.5, San Miguel de Allende, C. P. 37700 |
|  | www.cavagarambullo.com |
|  | N/D |
|  | N/D |














Cavas Manchón

Foundation year 1978

| | |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| | Owner Juan José Gilberto Manchón Carrillo |
| | Oenologist Juan José Manchón Carrillo Extension 8 hectares |
|  | Strains |
|  | Malbec, Syrah, Cardenal, Rosa del Perú, Tempranillo and Cabernet Sauvignon |
|  | Sauvignon Blanc and Moscatel |
|  | 26,000 bottles |
|  | 7,152.23 fasl |
|  | Sandy loam |
|  | 350 mm |
| ET |  |
|  | Highway Dolores Hidalgo-San Luis de la Paz km 12. # 12. Dolores Hidalgo, C. P. 37800 |
|  | N/D |
|  | manchondh@gmail.com |
|  | (52) 418 688 0023 / (52) 418 184 5262 |











Cuna de Tierra

Foundation year 2011

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owners Ricardo Vega, Juan Manchón and Ramón Vélez |
| | Oenologist Juan José Manchón Carrillo Extension 42 hectares |
|  | Cabernet Sauvignon, Syrah, Malbec, Merlot, Tempranillo, Cabernet Franc, Nebbiolo Piemonte, Nebbiolo M, Marselán, Caladoc, Petite Sirah, Aleático and Garnacha |
|  | Semillon and Sauvignon Blanc |
|  | 135,000 bottles |
|  | 6,561.68 fasl |
|  | Sandy loam with a calcareous substrate at 24 inches |
|  | 450 mm |
| ET |    |
|  | Highway Dolores Hidalgo-San Luis de la Paz, km 11, Dolores Hidalgo, C.P. 37800 |
|  | www.cunadetierra.com.mx |
|  | enoexperiencias@cunadetierra.com.mx; ventas@cunadetierra.com.mx |
|  | (52) 415 181 7691 |














Dos Búhos

Foundation year 2006

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| | Owner Comercializadora Dos Búhos | |
| | Oenologists Katy Smith Perry and Michelle Aydelotte | Extension 12 hectares |
|  | Strains | |
|  | Cabernet Franc, Cabernet Sauvignon, Tempranillo, Grenache, Aglianico, Malbec and Syrah | |
|  | Sauvignon Blanc, Moscato Giallo, Chardonnay, Moscatel de Alejandría, Semillón and Chenin Blanc | |
|  | 30,000 bottles | |
|  | 6,889.76 fasl | |
|  | Clay silt and gravel from neovolcanic origin | |
|  | 609 mm | |
| ET |    | |
|  | Highway 111, km 6 San Miguel de Allende-Querétaro, San Miguel de Allende, C. P. 37880 | |
|  | www.dosbuhos.com | |
|  | bodega.dosbuhos@gmail.com | |
|  | (52) 415 124 7583 | |











El Lobo

Foundation year 2008

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| | Owner Juan Francisco Hernández Medina and Raúl Ortiz Herrera | |
| | Oenologist Juan Francisco Hernández Medina | Extension 20 hectares |
|  | Strains | |
|  | Malbec, Tempranillo, Syrah, Zinfandel and Merlot | |
|  | - | |
|  | 20,000 bottles | |
|  | 6,060.55 fasl | |
|  | Clay loam | |
|  | 600 mm | |
| ET |   | |
|  | Camino de la Uva W/N, El Nacimiento. San Francisco del Rincón, C. P. 36540 | |
|  | N/D | |
|  | info@bodegalobo.com | |
|  | (52) 477 117 2366 / (52) 477 245 2306 | |
















El Paraíso

Foundation year 2015

| | | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| | Owner Francisco Javier Moreno de Luna | |
| | Oenologist Fabricio Hernández | Extension 3 hectares |
|  | Strains | |
|  | Syrah, Malbec, Merlot, Tempranillo and Syrah | |
|  | Sauvignon Blanc | |
|  | 8,000 bottles | |
|  | 6,102.36 fasl | |
|  | Clay loam | |
|  | 500 mm | |
| ET |     | |
|  | Comunidad La Regalada, Highway Dolores-San Miguel km 15, Dolores Hidalgo, C. P. 37804 | |
|  | FB: Vinícola El Paraíso | |
|  | vinicolaelparaiso@gmail.com | |
|  | (52) 418 100 2327 | |












El Pavo Real del Campo

Foundation year 2019

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| | Owners April Pedersen and Fernando Ortega | |
| | Oenologist Branko Pjanic | Extension 2.2 hectares |
|  | Strains | |
|  | - | |
|  | Xarel-lo | |
|  | N/D | |
|  | 6,889.76 fasl | |
|  | Clayey | |
|  | 406 mm | |
| ET |     | |
|  | Pavo Real 2, Sosnabar. Highway Jalpa km 5, San Miguel de Allende, C. P. 37887 | |
|  | El Pavoreal del Campo | |
|  | N/D | |
|  | (52) 415 144 8431 | |















Epicurus Winery

Foundation year 2018

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| | Owner Epicurus Capital, S.A.P.I. DE C.V. |
| | Oenologist Horacio Reiner Extension 2 hectares |
|  | Strains |
|  | Malbec, Cabernet Sauvignon, Merlot and Cabernet Franc |
|  | – |
|  | 10,000 bottles |
|  | 6,561.68 fasl |
|  | Clay loam |
|  | 346 mm |
| ET | Not open to public |
|  | San Miguel de Allende-Querétaro km. 9.5, Puente del Carmen, San Miguel de Allende, C. P. 37886 |
|  | www.epicuruswinery.com IG: Epicurus_winery |
|  | info@epicurus.com.mx |
|  | (52) 555 280 1216 |
















Hacienda San Bernardino

Foundation year 2014

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Juan Rendón |
| | Oenologist Juan Rendón Extension 6 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Malbec, Syrah, Cabernet Franc and Merlot |
|  | – |
|  | 3,000 bottles |
|  | N/D |
|  | Black clay rich with properties |
|  | N/D |
| ET |    |
|  | Highway San José de Badillo-Dolores Hidalgo, Dolores Hidalgo, C. P. 37814 |
|  | FB: Viñedo & Hacienda San Bernardino |
|  | N/D |
|  | (52) 418 148 1660 |
















La Santísima Trinidad

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Grupo La Santísima Trinidad |
| | Oenologist N/D Extension 5.8 hectares |
|  | Strains |
|  | Cabernet Franc, Cabernet Sauvignon, Carmenère, Malbec, Tempranillo and Syrah |
|  | Chardonnay |
|  | 20,000 bottles |
|  | 6,292.65 fasl |
|  | Loam |
|  | 506 mm |
| ET |     |
|  | Highway San Miguel de Allende-Dolores km 81, Dolores Hidalgo, C. P. 37800 |
|  | N/D |
|  | reservas@sanlucas.com.mx |
|  | (52) 418 120 3089 |
















Los Arcángeles

Foundation year 2016

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Ulises Ruiz |
| | Oenologist Ulises Ruiz Extension 6 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah and Pinot Noir |
|  | Sauvignon Blanc and Chenin Blanc |
|  | 7,000 bottles |
|  | 6,561.68 fasl |
|  | Clay loam, red soil |
|  | 400 mm |
| ET |     |
|  | Highway Dolores-San Diego de la Unión, km 13, Dolores Hidalgo, C. P. 37823 |
|  | www.vinedolosarcangeles.com |
|  | info@vinedolosarcangeles.com, vinedolosarcangeles@gmail.com |
|  | (52) 418 134 7118 |

Los Remedios

Foundation year 2017

| | | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| | Owner León and González Families | |
| | Oenologist Juan José Manchón Carrillo | Extension 8 hectares |
|  | Strains | |
|  | Tempranillo, Merlot and Syrah | |
|  | Moscatel | |
|  | 40,000 bottles | |
|  | 6,036.75 fasl | |
|  | Clay sandy loam | |
|  | 600 mm | |
| ET |     | |
|  | Hacienda de Rinconcillo de Los Remedios, Rincón de los Remedios, Comonfort | |
|  | www.rancholosremedios.com | |
|  | alejandro.medina@rancholosremedios.com | |
|  | (52) 415 105 7572 | |















Octágono - Vino Ancestral

Foundation year 2016

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| | Owner Marcelo Castro Vera | |
| | Oenologist Marcelo Castro Vera and Celia Alva | Extension N/D |
|  | Strains | |
|  | - | |
|  | - | |
|  | 20,000 bottles | |
|  | 8,202.1 fasl | |
|  | N/D | |
|  | N/D | |
| ET |     | |
|  | Vergel de la Sierra, San Felipe. Guanajuato | |
|  | www.elnidal.com.mx/octagono IG: @octagonovinomx | |
|  | contacto@elnidal.com.mx | |
|  | (52) 477 576 3344 | |














Pájaro Azul

Foundation year 2011

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| | Owner Familia Torres Barrera | |
| | Oenologists Laura Zamora and Cinthya Hernández Toriz | Extensión 30 hectares |
|  | Strains | |
|  | Malbec, Tempranillo, Shiraz, Merlot and Cabernet Sauvignon | |
|  | – | |
|  | 5,000 bottles | |
|  | 6,069.55 fasl | |
|  | Clay sandy loam | |
|  | 300 a 350 mm | |
| ET |    | |
|  | Ex Hacienda Lequeitio km 4, Lequeitio, San Felipe, C. P. 37611 | |
|  | www.vinosguaname.com | |
|  | visitasguaname@gmail.com | |
|  | (52) 444 600 1147 / (52) 444 820 8225 | |












Puente Josefa Vineyards

Foundation year 2007

| | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| | Owner Josefa Jonguitud and Douglas Henning | |
| | Oenologist Agostina Astegiano | Extension 4 hectares |
|  | Strains | |
|  | Cabernet Sauvignon, Cabernet Franc, Malbec, Tempranillo and Syrah | |
|  | – | |
|  | N/D | |
|  | 6,266.4 fasl | |
|  | Volcanic | |
|  | 650 mm | |
| ET |   | |
|  | Fresnos #2. La Candelaria, San Miguel de Allende, C. P. 37880 | |
|  | N/D | |
|  | jjonguitudz@hotmail.com | |
|  | (52) 415 153 5495 | |















Río Laja

Foundation year 2016

| | |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| | Owner Shaker Sayeg |
| | Agronomist N/D Extension 10 hectares |
|  | Strains |
|  | Grenache, Tempranillo, Shiraz, Merlot, Cabernet Sauvignon and Malbec |
|  | Albariño, Moscatel de Alejandría and Rosa del Perú |
|  | N/D |
|  | 6725.7 fasl |
|  | Clayey silt |
|  | N/D |
| ET | Not open |
|  | N/D |
|  | N/D |
|  | shaker.sayeg@gmail.com |
|  | (52) 555 414 6374 |
















San José Lavista

Foundation year 2009

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owners José and Ximena Seoane |
| | Oenologist Hugo D'Acosta Extension 7 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Malbec, Merlot and Syrah |
|  | Sauvignon Blanc and Chenin Blanc |
|  | 40,000 bottles |
|  | 6,824.15 fasl |
|  | Limestone clay loam |
|  | 500 mm |
| ET |    |
|  | New Release of San Miguel km 10.2, San Miguel de Allende, C. P. 37700 |
|  | www.haciendasanjoselavista.com |
|  | info@haciendasanjoselavista.com |
|  | (52) 415 155 8502 / (52) 415 155 8503 / (52) 415 126 4595 |















San Lucas / San Francisco

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Grupo La Santísima Trinidad |
| | Oenologist N/D Extension 13.2 hectares |
|  | Strains |
|  | Pinot Noir, Merlot, Malbec, Tempranillo, Cabernet Franc, Cabernet Sauvignon and Caladoc |
|  | Sauvignon Blanc and Chardonay |
|  | 70,000 bottles |
|  | 6,712.6 fasl |
|  | Clay loam |
|  | 460 mm |
| ET |     |
|  | Highway San Miguel de Allende-Querétaro km 6.2, San Miguel de Allende, C. P. 37880 |
|  | N/D |
|  | reservas@sanlucas.com.mx |
|  | (52) 418 120 3089 |













Tierra de Luz

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Luz Adriana Henríquez |
| | Oenologist Laura Zamora and Lluís Raventós Extension 5 hectares |
|  | Strains |
|  | Merlot, Malbec, Sangiovese and Nebbiolo |
|  | Pinot Gris, Albariño and Semillón |
|  | 5,500 bottles |
|  | 6,505.9 fasl |
|  | Clay sandy loam |
|  | 500 mm |
| ET |    |
|  | Highway León-Lagos de Moreno km 22.5. Hacienda Jaramillo, León, C. P. 37544 |
|  | www.tierradeluzhaciendavinicola.com |
|  | info@tierradeluzhaciendavinicola.com |
|  | (52) 477 289 0942 |













Tres Niñas

Foundation year 2022

| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| | Owner Mauricio Trejo Pureco |
| | Agronomist Enrique Pureco Extension 100 hectares, 10 planted |
|  | Strains |
|  | Nebbiolo, Cabernet Sauvignon , Petite Sirah, Malbec, Moscatel and Tempranillo |
|  | Chenin blanc |
|  | 18,000 bottles |
|  | 6,233.6 fasl |
|  | Clay, stone, sand |
|  | 1806 mm |
| ET |  |
|  | Highway Jalpa km 5.7 San Miguel de Allende C. P. 37887 |
|  | www.tr3sniñas.com |
|  | tr3sninas1@gmail.com |
|  | (52) 415 103 3382 |
















Tres Raíces

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| | Owner Guerrero Family |
| | Oenologist Fabricio Hernández Extension 45 hectares |
|  | Strains Malbec, Merlot, Caladoc, Tempranillo, Syrah, Grenache, Nebbiolo, Sangiovesse, |
|  | Cabernet Sauvignon, Cabernet Franc and Pinot Noir |
|  | Sauvignon blanc |
|  | 150,000 bottles |
|  | 6,397.64 fasl |
|  | Loam |
|  | 300 mm |
| ET |  |
|  | Insurgentes 12B, ejido Tequisquiapan, Dolores Hidalgo, C. P. 37814 |
|  | viñedotresraices.com |
|  | contacto@tresraices.com.mx |
|  | (52) 8991607196 |














Toyán












Foundation year 2000












| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner N/D |
| | Oenologist Martha Molina García Extension 12 hectares |
|  | Strains |
|  | N/D |
|  | N/D |
|  | 17,000 bottles |
|  | 6,561.68 fasl |
|  | Black clay |
|  | 609 mm |
| ET |     |
|  | Highway San Miguel de Allende-Querétaro km 85, C. P. 37880 |
|  | www.vinicolatoyan.com.mx |
|  | toyansadev@gmail.com |
|  | (52) 415 152 7400 |

Vid Elena

Foundation year 2015
















| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Yamil Abraham |
| | Oenologist Laura Zamora Extension 1 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Malbec and Syrah |
|  | – |
|  | 4,000 bottles |
|  | 6,561.68 fasl |
|  | Sandy loam |
|  | 350 mm |
| ET |   |
|  | Highway San Miguel de Allende–Dolores Hidalgo, km 82. W/D, Dolores Hidalgo, C. P. 37800 |
|  | N/D |
|  | abrahamyamil@gmail.com |
|  | (52) 551 965 0832 |

| Vid Xido | | Foundation year 2013 |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------|
| | Owner Juan José Álvarez Brunel and Rosario Vega | |
| | Oenologists Natalia López and Branko Pjanic | Extension 0.5 hectares |
|  | Strains | |
|  | Xarel lo | |
|  | | |
|  | 1,300 bottles | |
|  | 6,233.6 fasl | |
|  | Expansive black clay vertisol and green quartz in parent rock | |
|  | 450 mm | |
| ET | By invitation | |
|  | Lomas del Xido, Comunidad San Miguel el Viejo, San Miguel de Allende, C. P. 37759 | |
|  | N/D | |
|  | jjalvarez@yahoo.com | |
|  | (52) 415 152 7379 | |

| Viña del Cielo | | Foundation year 2019 |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------|
| | Owner Owner Cooperative vineyard | |
| | Oenologist Gustavo Llamas Roldán | Extension 9 hectares |
|  | Strains | |
|  | Cabernet Sauvignon, Malbec, Petit Verdot, Cabernet Franc and Tempranillo | |
|  | Sauvignon Blanc | |
|  | 80,000 bottles | |
|  | 6,233.6 fasl | |
|  | Clay loam with a medium active limestone index | |
|  | N/D | |
| ET | N/D | |
|  | Highway San Miguel de Allende-Dolores km 11.7, Santuario de Atotonilco, C. P. 37893 | |
|  | www.vinadelcielo.net | |
|  | vinadelcielosanmiguel@gmail.com | |
|  | (52) 557 949 6155 | |















Viña del Gran Padre

Foundation year 2015

| | |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Adrián Hernández Alejandri |
| | Oenologist Juan José Manchón Carrillo Extension 6 hectares |
|  | Strains |
|  | Syrah, Pinot Noir, Cabernet Franc, Cabernet Sauvignon and Merlot |
|  | Sauvignon Blanc |
|  | 7,000 bottles |
|  | 6,397.64 fasl |
|  | Clay sandy loam |
|  | 1,064 mm |
| ET |     |
|  | Highway Dolores Xoconoxtle km 12, Dolores Hidalgo, C. P. 37830 |
|  | FB: Viña del Gran Padre |
|  | vinadelgranpadre@gmail.com |
|  | (52) 418 101 1648 |














Viña Gamar

Foundation year 2016

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Alejandro Guerrero Acosta |
| | Oenologist Horacio Reiner Extension 3.5 hectares |
|  | Strains |
|  | Nebbiolo, Merlot, Syrah, Tempranillo, Cabernet Sauvignon and Malbec |
|  | Chardonnay and Riesling |
|  | 3,000 bottles |
|  | 6561.68 fasl |
|  | Clay loam with limestone and sands |
|  | 450 mm |
| ET |    |
|  | Road Morelos W/N, Comunidad La Esperanza, Dolores Hidalgo, C. P. 36813 |
|  | N/D |
|  | alejandro.guerrero.acosta@gmail.com |
|  | (52) 556 348 2691 |















Viñedo de los Senderos

Foundation year 2018

| | |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Grupo La Santísima Trinidad |
| | Oenologist S/D Extension 4 hectares |
|  | Strains |
|  | Merlot, Tempranillo, Cabernet Franc, Cabernet Sauvignon, Sangiovese and Syrah |
|  | Sauvignon Blanc and Moscatel |
|  | 2,400 bottles |
|  | 6,299.21 fasl |
|  | Clay |
|  | 506 mm |
| ET |   |
|  | Highway San Miguel de Allende-Dolores Hidalgo km. 3.5, San Miguel de Allende, C. P. 37713 |
|  | N/D |
|  | reservas@sanlucas.com.mx |
|  | (52) 418 120 3089 |

Viñedo San Miguel

Foundation year 2014

| | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Owner Grupo Cuadra |
| | Oenologist Juan José Manchón Carrillo Extension 52 hectares |
|  | Strains |
|  | Cabernet Sauvignon, Cabernet Franc, Mourvèdre, Grenache, Nebbiolo, Malbec, Merlot and Syrah |
|  | Semillon, Chardonnay and Sauvignon Blanc |
|  | N/D |
|  | 6,085.96 fasl |
|  | Clay loam |
|  | 350-400 mm |
| ET |    |
|  | Highway Comonfort-San Miguel de Allende #1 Rinconcillo de los Remedios, C. P. 38206 |
|  | www.viñedosanmiguel.com.mx |
|  | bodega@vinedosanmiguel.com.mx |
|  | (52) 477 289 1368 |

References

Guanajuato's vineyards and wineries. Land of Wines

Rodolfo Gerschman

- Desmond Seward, *Monks and Wine*, (Foreword by Hugh Johnson), Lume Books, United Kingdom, 2020.
- Johnson Hugh, *A Life Uncorked*, University of California Press, USA, 2006.
- Johnson Hugh, Halliday James, *The Vintner's Art: How Great Wines Are Made*, Simon & Schuster, USA, 1992
- Johnson Hugh, Robinson Jancis, *Atlas mundial del vino*, Blume, Spain, 2021.
- Peñín José, *Cepas del Mundo*, Grupo Anaya Comercial, Spain, 2004
- Peynaud, Èmile, *Le vin et les jours*, Francia, Grande Bibliothèque Payot, France, 1996.
- Peynaud, Èmile, Blouin, Jacques, *El gusto del vino* (2^a ed.) S.A. Mundi-prensa, Spain, 1999.
- Pivot Bernard, *Dictionnaire amoureux du vin*, Editorial Plon, France, 2006.
- Robinson Jancis, Harding Julia, Vouillamoz José, *Wine Grapes*, Editorial Ecco Press, USA, 2013.
- Scipion Marcel, *Le Clos du Roi*, Editions Seghers, France, 1988.
- Spurrier Steven, *A life in wine*, Academie du Vin, United Kingdom, 2021.

Other references:

- López Natalia, Pjanic Branko, *Wines of Guanajuato*. Vinograd Consultores, 2021.
- Instituto Nacional de Estadística y Geografía (INEGI).
- Instituto Nacional para el Federalismo y el Desarrollo Municipal (INAFED).
- Comisión Nacional del Agua (CONAGUA).
- Comisión Estatal del Agua de Guanajuato (CEAG).

Articles:

- Asimov Eric, "Hugh Johnson's Lifelong Journey Among the Trees", *New York Times*, october 27, 2016.

Websites:

- Robinson Jancis, *Rebellion and the meaning of terroir*, jancisrobinson.com, july 2015.
- Robinson Jancis, *Less alcohol but no less flavour*, jancisrobinson.com, march 2015.

The past of Guanajuato's wine

The vineyards during the New Spain era

José Alfredo Hernández Padilla

- Bárcena Leticia, *Las Culturas Prehispánicas y la conformación del Virreinato de la Nueva España (La colonia)*. Escuela Preparatoria Número Cuatro M.E.H., México, 2020.
- Cortés Hernán, *Cartas de relación*, Editorial Porrúa, México, 1994.
- Chevalier, François, *La formación de los grandes latifundios en México. Haciendas y sociedades en los siglos XVI, XVII*. Fondo de Cultura Económica, México, 1976.
- De Sahagún Fray Bernardino, *Historia general de las cosas de la Nueva España*, Editorial Porrúa, México, 2017.
- Díaz del Castillo Bernal, *Historia verdadera de la Conquista de la Nueva España*, Editorial Trillas, México, 2017.
- Ibarra Ana Carolina, *La guerra de independencia en el obispado de Michoacán, Gobierno del Estado de Michoacán/El Colegio de Michoacán*, México, 2010.

López Miguel Alejo, *Historia y Evolución de Salvatierra*, Colección Monografías de Guanajuato, 2010.

Marcos Pérez Piña José Luis, Bocanegra Solorio Anahí, *Acámbaro, Lugar de Magueyes*, Colección Monografías de Guanajuato, 2010.

Powell Philip, *La Guerra Chichimeca, 1550 – 1590*, Fondo Cultura Económica, México, 1977.

Other references:

- Archivo General de la Nación.
- Archivos Históricos de Guanajuato, San Miguel de Allende, Dolores Hidalgo, San Felipe y Lagos de Moreno.

Articles:

- Gómez Serrano, Jesús. "Las huertas y la vid: El vino y el chinguirito en la villa de Aguascalientes a fines de la época virreinal". *Estud. hist. novohisp [online]*. 2013, n.48, pp.123-187. ISSN 2448-6922.





Este libro se terminó de imprimir en el año 2022 en los talleres de Agencia Promotora de Publicaciones S.A. de C.V.

Para su composición se utilizó la tipografía ITC Galliard diseñada por Matthew Carter, Freight Big, diseñada por Joshua Darden y Berlow por Jeremy Tribby

GUANAJUATO'S Vineyards and Wineries

Land of Wines

México 2022



G U A N A J U A T O . M X



#LiveGreatStories

“This book presents, from a beautiful narrative and gaze, the collective effort of our region. It collects the visions of different actors that have taken part in the history of what we can call today a ‘land of wines’”, says oenologist Natalia López Mota. Rodolfo Gerschman’s writing and Ignacio Urquiza’s refined photographs combine themselves to trace an accurate and precise portrait of the prodigal land of Guanajuato and its thriving wine industry.