

LURBIRA GARNACHA

Lurbira, Navarra



Throughout my wine career I have always been drawn to the pure drinkability of Spanish wines. These are wines that deliver killer flavors, but at price tags you won't feel guilty about popping a bottle every night for dinner. After years of discussing it (usually over a bottle of wine) Rooted Selections decided to jump in and create our own custom cuvee, but who to partner with? We knew we wanted to work with a family, someone who cared for and respected the land, as well as having a deep connection to their region. Enter Bodegas Beramendi, a family owned sustainably farmed winery in the Navarra region of Northern Spain. Here Bodegas Beramendi cultivates the traditional varieties of Garnacha, Tempranillo, Graciano, and Garnacha Blanca, along with the more international varieties of Cabernet Sauvignon, Merlot, and Chardonnay. After an exhaustive search for a name we decided on Lurbira, who was the "Earth Goddess" in the ancient religion of the native Basque people of the region. To us this helps symbolize the commitment we feel to the land as well as allowing us to keep in the spirit of Bodegas Beramendi, which is one of the only wineries in Spain run completely by women.



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