



Wine Marchands 2025

Europa | Argentina | Estados Unidos





Wine Marchands

Who are we?

We are a collective of small producers, commercially led by Hernán Bal, with consumer trend insights provided by Andrés Bechara and disruptive label designs created by Silvina Muscarello.

Together, we form a team that develops comprehensive strategies, crafting new worlds and opportunities in a dynamic and diverse market.

Passionate about wine, gastronomy, and culture, we lead our own project, Flâneur, with 4 hectares of Malbec and Chardonnay in Perdriel, Luján de Cuyo, Mendoza.

We also have a warehouse in Belgium, enabling us to supply the European market directly. In addition, we operate in California and Buenos Aires, consolidating our presence in key markets.



HERNÁN BAL

After years of travel and experience working in commercial consulting for wineries in Argentina, Spain, and South Africa, with over two decades of experience, he decided to focus his efforts on the Americas and the development of personal projects. His commitment is centered on creating his own brand, with an exclusive production of Malbec and Chardonnay grapes from his vineyard located in the prestigious first zone of Perdriel, Luján de Cuyo, Mendoza.



SILVINA MUSCARELLO

With a Master's in Contemporary Art Curation and a degree in Curation and Art History, she combines her experience in marketing and communication with an innovative, bold, and creative approach. Her work spans across Wine Marchands and Flâneur, where she leads strategies that seamlessly blend art, culture, and business.



ANDRÉS BECHARA ARCURI

From a very young age, he discovered his passion for wine: at the age of 16, he shared glasses with his brother, with his first experience being Trapiche's Gran Medalla, whose bottle cap he still keeps as a keychain. Upon moving to Buenos Aires, he deepened his interest and explored labels that shaped his journey. He transformed his passion into knowledge and now works as a "sommelier on the run," always at the forefront of wine trends and attentive to the evolution of wine regions and their innovations.



#BisoleFamilyWines
LOS BISOLE

This is a personal project by Sebastián Bisole that brings his entire family together, with each member represented by a unique grape variety that honors their character and expression. Inspired by his father, who serves as a winemaker alongside him, Sebastián approaches winemaking from an intimate, incisive, and deeply personal perspective. Together, they work from their home to bring this vision to life in every creation.



SEBASTIAN
BISOLE





#flaneurforever
LOS FLÂNEUR

The name "Los Flâneurs" embodies a lifestyle we aspire to and, at times, manage to experience. It represents an attitude towards life, a unique way of engaging with reality and the environment. It's about wandering the streets with heightened senses, exploring every corner of the city until it feels like a living organism. The flâneur observes people with the curious eye of an anthropologist, simultaneously part of the whole and detached from it.

This project inspires the creation of Wine Marchands. It is the personal brand of Hernán Bal, Andrés Bechara, and Silvina Muscarello, reflecting their unique vision of wine with 16 trendsetting labels. Each bottle tells a story that connects with the wine's personality and invites us to embrace a philosophy of life: to be citizens and poets of the world.



HERNÁN
BAL



ANDRÉS
BECHARA



SILVINA
MUSCARELLO



FINCA BETH

VINEYARDS

#pasionporelvino
FINCA BETH

It's the dream come true of five friends who, after achieving success in their professional careers, decided to join forces to embark on a project that allows them to enjoy and share their passion for wine. This venture represents a new life philosophy for them. With over 50 years of age and extensive experience in various fields, they chose to start from scratch with a clear purpose: to leave a meaningful legacy for future generations.

This is how Finca Beth was born—a project filled with experience, friendship, and passion.



QUIQUE
SACK



GERMAN
MASERA



#HananPacha
VUELO ANDINO

Vuelo Andino is the project of agronomists and friends Juan Arzac and Matías Cazorla, born from the idea of connecting sky and earth in every bottle. This brand reflects their enological vision, inspired by the majesty of the condor, which uses wind currents to soar effortlessly for hours. Similarly, they have crafted wines that stand out by expressing the unique characteristics offered by the terroir, making each label a tribute to the balance between nature and the art of winemaking.



JUAN
ARSAC



MATIAS
CAZORLA



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