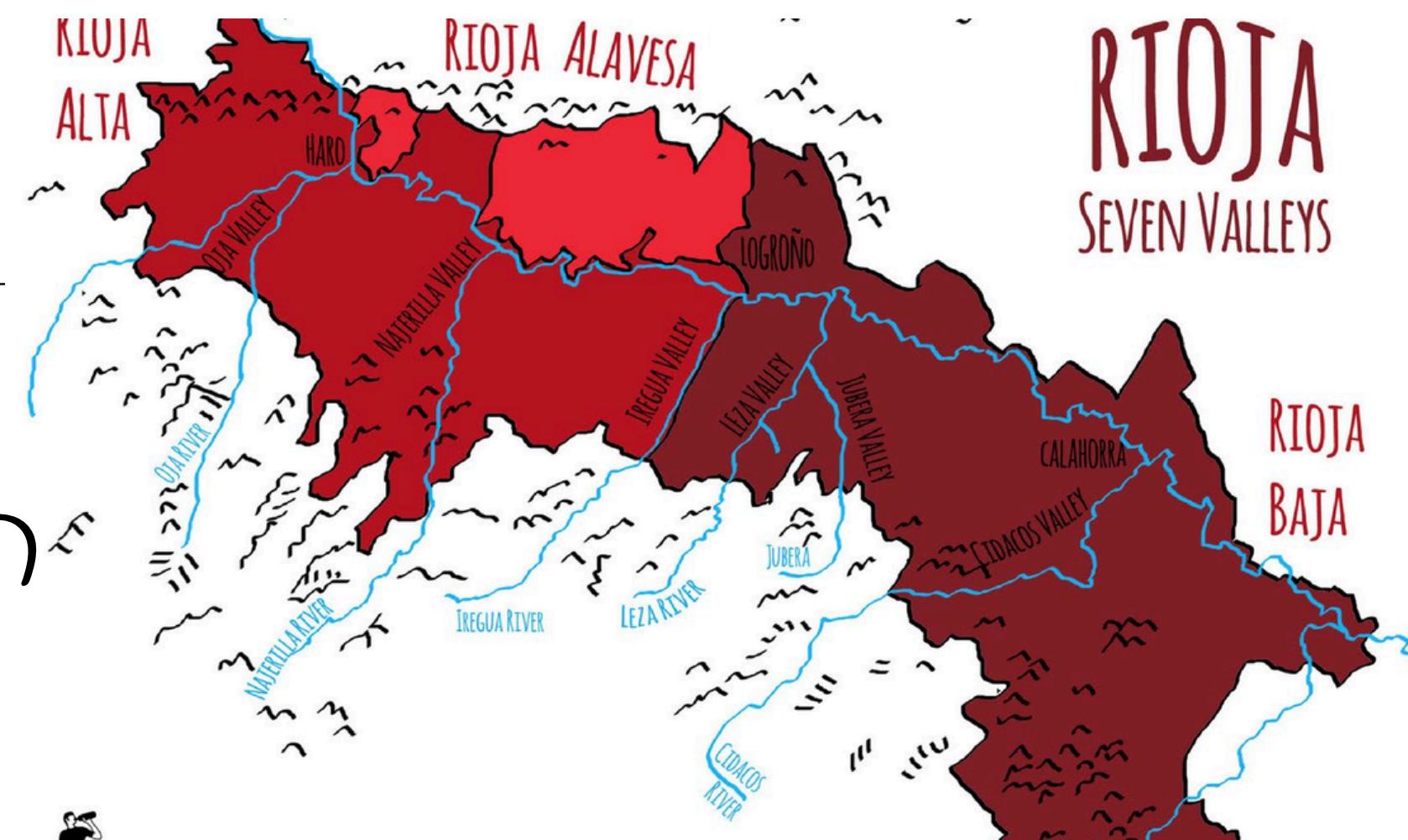


Barrel + Verse

RIOJA ALAVESA — BASQUE COUNTRY, NORTHERN SPAIN

- Rioja Alavesa is the northernmost subregion of the DOCa Rioja and the only one located within the Basque Autonomous Community.
- The region sits between the Sierra de Cantabria mountains and the Ebro River, about 80 km south of Bilbao.
- Key towns include Laguardia, Elciego, and Samaniego—historic hilltop villages surrounded by vineyards.
- Known for its calcareous clay and limestone soils, the region produces wines with minerality, freshness, and finesse.
- Though part of Rioja, Alavesa maintains a distinct identity—rooted in Basque culture, language, and a strong artisanal ethos.

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An aerial photograph of a rural landscape. In the foreground, there are several vineyard plots with distinct rows of grapevines. A dirt road cuts through the vines, leading towards a large, rocky mountain range in the background. The sky is clear and blue.

TERRIOR &
CULTURE

RIOJA ALAVESA AT A GLANCE: TERROIR, CLIMATE, CULTURE

- 12,000 hectares of vines and hosts more than 300 wineries
- 400–700 meters above sea level with dramatic diurnal shifts that preserve acidity and complexity
- DOCA Rioja, but stylistically distinct, with a cooler, Atlantic-influenced microclimate
- Basque food and heritage highlighted by Harvest Festival and village wine fairs

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A wide-angle photograph of a town at sunset. The sky is filled with dramatic, orange and yellow clouds. In the background, a range of mountains is visible under a clear blue sky. The town below features numerous buildings with red-tiled roofs, some modern and some traditional stone structures. A prominent church with a tall, dark spire stands in the center. The town is nestled in a valley, with green fields and roads visible in the foreground and middle ground.

COLABS &
PARTNERSHIPS

TOURISM LANDSCAPE: WHO MOVES THE REGION?

DMOs & Public Partners:

- Euskadi Tourism
- DOCa Rioja
- Álava Provincial Government
- Local town halls
- Rioja Alavesa Wine Route

Transportation Access:

- 80 km from Bilbao Airport
- Regional buses and rental cars connect villages
- Renfe train access via nearby Logroño

Food & Drink:

- Notable restaurants include Amelibia (Laguardia), Héctor Oribe (Páganos)
- Proximity to Basque Culinary Center
- Strong pintxos culture

Cultural & Recreational Amenities:

- Hiking in the Sierra de Cantabria
- Underground cellar tours
- Museums in Vitoria-Gasteiz and Logroño
- Wine spas
- Camino del Vino trail

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A wide-angle photograph of a massive wine cellar. The floor and walls are completely covered with thousands of wooden wine barrels, stacked in long, uniform rows. The lighting is dramatic, coming from overhead industrial-style lamps that cast deep shadows and create a warm, golden glow on the barrels. The perspective is looking down the length of the cellar, emphasizing the sheer volume of storage.

WINERY

PROJECT FIT: STRATEGIC, CULTURAL, AND MARKET ALIGNMENT

- 5,000 cases annually, low-intervention, terroir-driven, and focused on deep consumer engagement
- natural farming, artisanal winemaking, and storytelling experiences (e.g. vine adoption, label design, harvest participation)
- Combines Basque identity, micro-production, immersive tourism, and sustainable ethos in a globally recognized but still evolving region
- Decanter Awards 2025 awarded Rioja 430 medals (3 Platinum, 21 Gold); wine tourism welcomed 912,000+ visitors in 2023, generating nearly €200M

Barrel + Verge



Barrel + Verse

MISSION

To produce low-intervention wines rooted in Basque terroir, crafted through ethical agriculture and cultural storytelling, creating a space where land, memory, and community converge.

VISION

To redefine small-scale winemaking as a co-created, emotionally resonant experience—blending terroir, tradition, and technology into a living, evolving brand.

ABOUT YOUR WINERY

Goals

- Acquire vineyard property by mid-2026
- Launch production and DTC wine club in 2027
- Reach 5,000 case production and profitability by 2031
- Build a global community through storytelling, residencies, and exclusive collaborations

Case Production

- Year 1 (2027): 1,000 cases
- Year 5 (2031): 5,500 cases

Brand Promise

More than a bottle. A place you can carry with you. Every wine tells a story that you're part of.

Unique Selling Proposition

You're not just buying wine—you're co-creating it. Through small-lot production, immersive residencies, and digital storytelling, this winery offers a participatory experience rooted in identity and land. No other brand blends Basque culture, biodynamic farming, and narrative intimacy at this scale or depth.

Barrel + Verse

VISUAL IDENTITY & BRAND PERSONALITY

Palette & Materials

Textures of the land: rich red clay, black slate, sun-aged oak, cowhide, brushed steel. Ancient yet alive.

Color Story

- Black (#1a1a1a) – quiet elegance
- Rioja Red (#bc1823) – warmth and slow fire
- Bone White (#f5f1e8) – limestone, light off cellar walls
- Oak (#6b4423) – barrels and time
- Charcoal Steel (#4a4a4a) – modern weight

Textures Featured

Full-grain leather, velvet, stainless steel tanks, cowhide, natural linens, torn-edge paper.

Design Intent

A Rioja Alavesa cellar reimagined: not just a space to age wine, but to age memory. Tactile, rooted, resonant.



Barrel + Verse

SWOT ANALYSIS

Strengths:

- Strong brand story with cultural depth
- Differentiated experience model (residencies, storytelling)
- Global DTC strategy + tech-enabled engagement
- Artisan production in a rising wine tourism region

Opportunities:

- Growth in agrotourism and experiential luxury
- Global appetite for sustainable boutique wines
- Digital storytelling and wine club expansion
- Collaborations with chefs, designers, poets

Weaknesses:

- Limited initial production capacity
- High startup costs in property and labor
- Regulatory complexities for DTC exports
- Dependency on climate conditions

Threats:

- Climate risk (drought, frost)
- Competition from heritage Rioja houses
- Regulatory delays (permits, hospitality)
- Platform disruption (e.g. WineDirect issues)

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PRODUCT LINE

Core Collection (€25–€60):

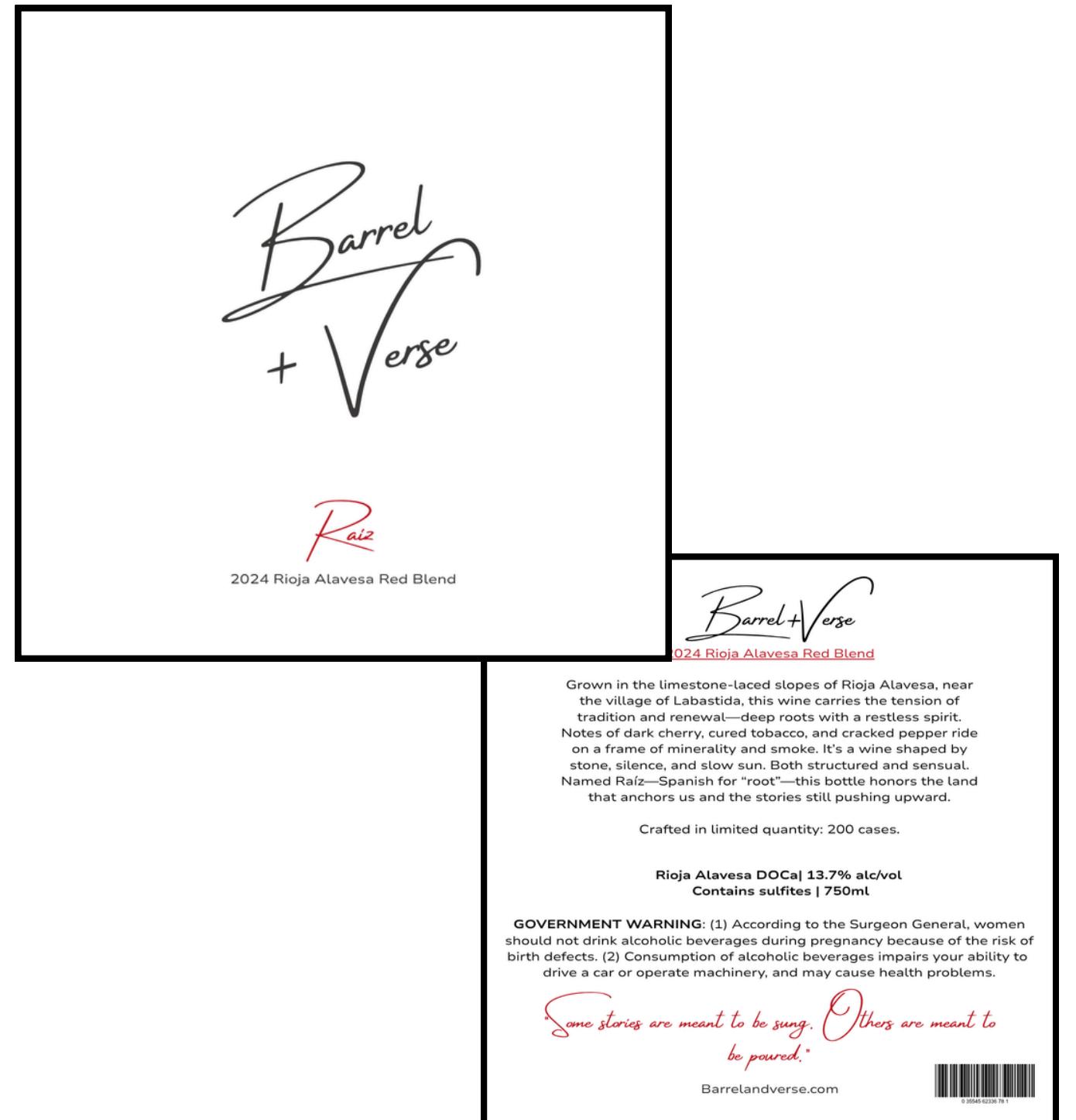
- Tempranillo-based red (heritage-driven)
- White blend with Viura/Malvasía (fresh, mineral)
- Rosado (direct-press style, food-friendly)

Library & Collaborative Releases (€100–€150):

- Co-created bottlings (guest label design, barrel naming)
- Aged 3–5 years; limited to 300–500 bottles

Wine Club (€600–€900/year):

- Quarterly drops
- Storytelling content
- Priority access to events and releases



COMPETITORS



Bodegas Bhilar (Rioja Alavesa)

- Organic vineyard & micro-winery
- Minimal intervention, strong storytelling
- Boutique but traditional; fewer lifestyle layers



Artadi (Laguardia, Spain)

- Highly rated single-vineyard wines
- Prestige-driven, not hospitality focused
- International acclaim, but limited accessibility



Ameztoi (Getariako Txakolina)

- Cultural edge, fun-forward branding
- Leans coastal & crisp; less narrative depth
- Plays with identity, but not immersive

CUSTOMER PROFILES



The Story-Driven Collector

- Age: 35–60
- Lives: US, EU metro areas
- Drinks: Rare, meaningful bottles
- Buys: DTC, allocation, art objects
- Values: Craft, culture, emotional resonance
- Quote: "I want wine that feels like a chapter in something."

The Culinary Traveler

- Age: 28–50
- Lives: Urban, food-forward cities
- Drinks: Wines tied to place + season
- Buys: While traveling, wine clubs
- Values: Sustainability, access, experience
- Quote: "Where I drink it matters as much as what's in the glass."

BUSINESS PLAN

Placement

- Primary: Direct-to-consumer (online & on-site)
- Limited: Design-forward retailers, partner cellars
- Residency: Exclusive access channel

Product

- Red blend (Tempranillo-forward), white, rosado
- Library + collaborative editions
- Cultural pairings: poetry, design, culinary residencies

Promotion

- Story-first content: video, journals, digital storytelling
- Collaborations with chefs, designers, artists
- Events with built-in narrative immersion (no discounts)

Position

- Not just wine—culture in a bottle
- Intimate, slow, rooted in terroir and memory
- Fewer bottles, deeper relationships

Pricing

- Core: €25–€60
- Library: €100–€150
- Club: €600–€900/year
- Margin: 65% DTC | 40% Wholesale

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